

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Sponsorship: A Key to Powerful Marketing

By Susan A. Friedmann

Sponsorship: A Key to Powerful Marketing

by: **Susan A. Friedmann**

Sponsorship is the fastest growing form of marketing in the U.S. It is still very much in its infancy, especially in the trade show arena. With this in mind, you can find unlimited opportunities to broaden your competitive advantage by increasing your credibility, image and prestige in sponsoring events attracting your target market.

Some trade show promotional opportunities include sponsorship of the press room, an international lounge, a speaker or VIP room, an awards reception, educational programs, banners, badge holders, audio visual equipment, display computers, tote bags, shuttle buses, napkins and drink cups.

So, why should your company be interested in sponsorship? When done well, it offers significant opportunities for distinct marketing and competitive advantages, as well as showing support of the event.

What is sponsorship?

Sponsorship is the financial or in-kind support of an activity, used primarily to reach specified business goals. According to IEG's Complete Guide to Sponsorship, "Sponsorship should not be confused with advertising. Advertising is considered a quantitative medium, whereas sponsorship is considered a qualitative medium. It promotes a company in association with the sponsee."

A large number of events these days use sponsorship support to offer more exciting programs and to help defray rising costs. Sponsorship allows you to reach specifically targeted niche markets without any waste. In addition, it is a powerful complement to other marketing programs, in addition to having a dramatic influence on customer relations.

Why sponsor?

Sponsorship: A Key to Powerful Marketing

Sponsorship offers the possibility of achieving several goals at once. According to Schmader and Jackson in their book, *Special Events: Inside and Out*, a company can benefit from sponsorship in many ways, such as:

1. Enhancing Image/Shaping Consumer Attitudes

Often companies are looking to improve how they are perceived by their target audience. Sponsoring events that appeal to their market are likely to shape buying attitudes and help generate a positive reaction. Coca Cola, for example is always looking to generate a positive influence of their products in the minds of their consumers and as such regularly support events they feel can influence consumer opinions.

2. Driving Sales

Sponsorship geared to driving sales can be an extremely potent promotional tool. This objective allows sponsors to showcase their product attributes. Food and beverage companies often use sponsorship to encourage samplings and sales.

IEG's Complete Guide to Sponsorship cites Visa's fund-raising effort around its sponsorship of the Olympic Games and the U.S. Olympic Team. They promoted their association by offering to make a donation to the team each time consumers charge a purchase to their card. American Express used a similar strategy by donating to needy causes with their "Charge Against Hunger" campaign. As a result, both companies experienced a significant rise in sales volume.

3. Creating positive publicity/heightening visibility

Every sponsor is seeking wide exposure in both electronic and print media. Positive publicity helps create heightened visibility of products/services. Various media covering the event may include sponsors names and/or photos. In addition, the kind of media coverage a sponsor may get is often unaffordable if the company were to think of purchasing it, and if it were available. To maximize this objective, it is important for the sponsoring company to have a comprehensive media campaign to augment the regular media coverage promoted by the organizers. Sponsorship can often generate media coverage that might otherwise not have been available.

4. Differentiating from competitors

The mere act of sponsoring an event, especially an exclusive sponsorship, is a significant way to create competitor differentiation. Your company name has the opportunity to stand out head and shoulders above the competition. This is particularly helpful if your company wants to combat a competitor with a larger ad budget. Sponsorship allows smaller companies to compete with their industry giants.

Target audiences often perceive sponsorship in a positive way. They see you as making a greater effort to support the event, often allowing more or better activities to take place as a result of your sponsorship.

5. Helping with good "Corporate Citizen" role

Another powerful sponsorship objective allows companies to be viewed as a "good neighbor." To be seen supporting the community and contributing to its economic development is extremely powerful and creates enormous goodwill.

6. Enhancing business, consumer and VIP relations

Sponsorship that offers hospitality opportunities is always very attractive to companies.

Perks may include special exclusive networking settings such as VIP receptions or golf tournaments - opportunities to meet key customers and solidify business relationships.

It is important to evaluate each opportunity and look for ways it could tie into your marketing objectives.

Written by Susan A. Friedmann, CSP, The Tradeshow Coach, Lake Placid, NY, author: "Meeting & Event Planning for Dummies," working with companies to improve their meeting and event success through coaching, consulting and training. Go to

to sign up for a

free copy of ExhibitSmart Tips of the Week.

A Better World through Child Sponsorship

By Joseph Hogue

Child sponsorship enables a common person in an evolved country to aid a child from a poorly developed part of the world until he can become independent. This aid consists in money, clothes, moral support and anything that can make a difference. This practice is usually conducted through a child sponsorship organization which deals with money transfers and contacts between sponsors and children. Though they are sometimes blamed for creating cultural gaps between children of the 3rd world, the child sponsorship organizations are the ones that strive to give a helping hand when everyone else has turned their backs to the fate of the unfortunate. Child sponsorship focuses on needy children who lack even minimal food, water and shelter and who live a tough life without anyone caring for them or providing them with an education.

Some of the most affected countries are Paraguay, Peru, Guatemala, Honduras, Colombia and Brazil and each presents a different challenge for child sponsorship organizations. 1. Brazil is one special case as this is a country of extremes. Rich neighborhoods coexist near slums and shack towns. Children are often used for labor here and education is almost non-existent. 2. Colombia is a country torn by wars where child sponsorship is hard to find. Children there are often trained to become soldiers or bombers and the only education they get is meant to teach them how to use a weapon. 3. Honduras is divided into very rich and extremely poor. Child sponsorship organizations have a hard

Sponsorship: A Key to Powerful Marketing

time getting over the corruption and poverty. Housing is minimal and education is the same. Only 24 % of the population is able to read, therefore this country needs immediate child sponsorship. 4. Guatemala is the place where almost all the children are unhappy. The rate of infant death is high and education is poor. Child sponsorship could really do some good here by help at least some of the 60% of children that live in rural areas. They are the ones that are put to work in the fields early in their life. 5. Peru is a country where most of the children are not well educated. A child sponsorship program would really help in a country where most of the population is very poor and in need of desperate help. 6. However beautiful Paraguay is, 60% of its population suffers of poverty. The children are the ones with the biggest problems. Reports show that 1 third of them never finish school because they can't speak the national language.

NGOs, as child sponsorship organizations are also called, have no profit out of the activity they lead. This is why frauds appear all of the time. There are some false child sponsorship organizations that actually take the money for their personal interests instead of delivering it to the children. However true this may be, there are still some people that want to do good to poor souls in need. They deserve to be given the chance to save someone if they can and if they are willing to. One should not generalize and say all child sponsorships are fakes because of some exceptions. Contacting a child sponsorship organization is quite simple. One can use communication by mail, fax or through the Internet. Some companies allow persons to send payment VIA e-mail or by using online payment. There are two ways to sponsor a child. Periodical payment is one of them and it is the most benefit for a child.

It is not gratitude that makes the best payment a person can receive from a child, but knowing he has made a positive change in the world and his actions will reflect in many more in turn.

Those interested in giving the needy a chance to have an education through

please

click this link to find out more. Books and Dreams seeks to improve the quality of life for the millions of impoverished and neglected children of Latin America. We conduct literacy and basic education

programs and support libraries with books and educational materials across Latin America.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!