

Gail Bower's Best Practices for Your Business' Sponsorship Success:

1. Sponsorship is a marketing medium, serving a particular purpose in your business' overall marketing mix, supporting strategic businesses goals where face-to-face interaction is best.
2. The best sponsorship opportunities are with partners who have clearly identified ways there is a branding match, a fit with audiences demographically and psychographically, and a positive environment for us to showcase our brand, product, or service.
3. Our partners are truly partners: they recommend ideas and new opportunities for us; monitor the market, looking for ways we may showcase our competitive advantages; and they support the success of our sponsorship program by being accountable and holding us accountable for our success metrics.
4. The ROI we seek to achieve is based on realistic business and marketing objectives.
5. We do all we can to support the sponsorship internally so that the leads it generates, the traffic it builds, the relationship-building opportunities it creates are maximized fully.
6. We see corporate sponsorship as a focal point for numerous promotional and strategic activities; therefore we integrate marketing, public relations, sales, retail, merchant relations, corporate social responsibility, philanthropy, and human resource initiatives to take full advantage of our investment.
7. We invest heavily to activate our sponsorship opportunities; otherwise, we're wasting our money.
8. We're clear with our partners about how we'll measure success. We expect their involvement in supporting and evaluating the means to achieving that success.
9. We partner for the long-term to execute meaningfully, refine, and evolve the sponsorship opportunity.