

SPONSORSHIPS

Event sponsorship can be a great way to grow brand awareness, engage customers, develop relationships, and showcase the kind of customer experience an organization can deliver. But to get the maximum value out of the investment in 2023, sponsorship needs to be done right. I'd argue that there are 3 critical components to effective sponsorship – my team and I certainly experienced them when sponsoring the 2023 Brier. I've listed them below. Let me know if you agree.

BY
DAVID POSTILL

SUCCESS FACTORS FOR SPONSORSHIPS IN 2023:



1

Naming rights aren't the most important thing.

Yes, we want our brands to be seen at events that are in alignment with our objectives. If you watched the Brier, you would have seen AGI's brand on the ice. We are proud to have our name associated with the event. Curling is important to Canadian culture, especially in the regions where we have significant customer bases. But naming rights is only the first step in effective sponsorship. So much more goes into making the brand come alive and be experienced at the venue.



2

In venue activation.

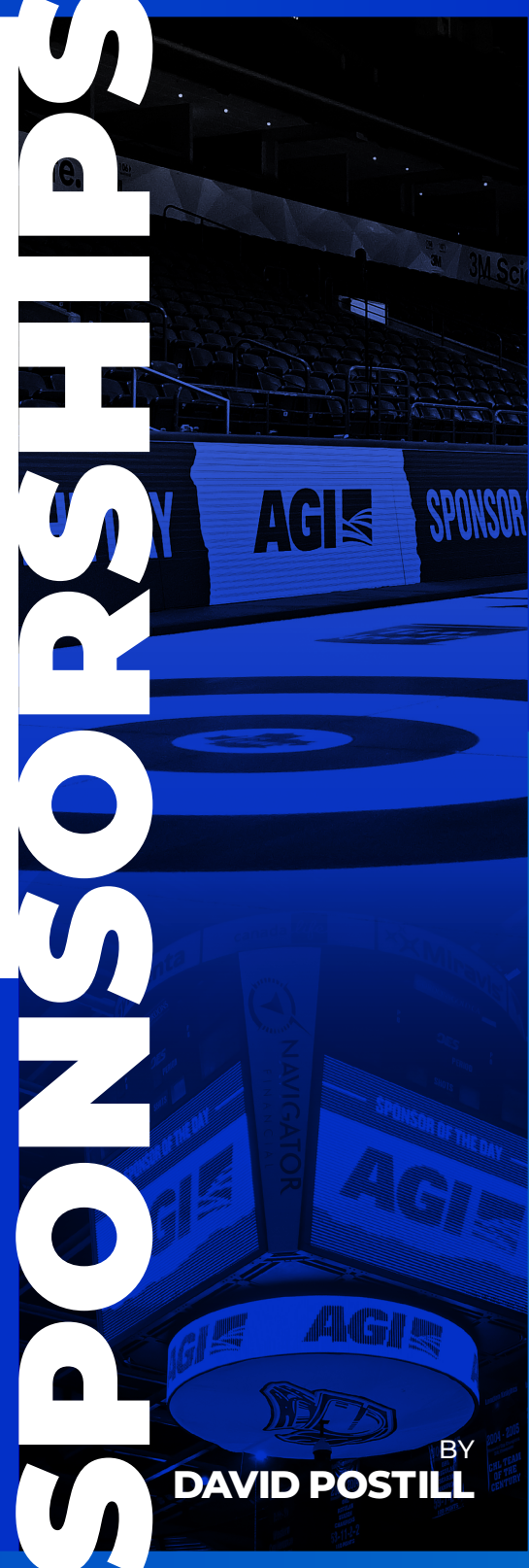
Today, we shouldn't be selecting properties based solely on brand alignment. In this post pandemic environment, people are seeking experience and connection. We need to select properties where the greatest number of customers can participate in the experience we're providing via sponsorship. This includes both customers who can be at the venue live and those who will experience it through television or social media channels. The AGI team made sure we had an active presence at the property so that our brand could be experienced first-hand by those in the venue and seen and felt by those watching it elsewhere.

3

Customer activation.

While hosting customers at the event is ideal, it's not feasible to host our entire customer base. The AGI team, over many years, has been creative in finding ways to involve our broader customer base in the properties that we sponsor, even when they cannot attend the actual event. For example, we mailed out or personally delivered celebration packages that included locally sourced beverages, snacks, merchandise, etc. to make for enjoyable viewing parties. In this way, more than just the customers at the actual event could celebrate and experience it. We received a lot of positive feedback from these activities. They underscored a key principle of customer activation, which is continually seeking out ways to include our customers in the experience. This will foster a feeling of being seen, appreciated, and personally connected with the brand.

All 3 of these components are needed today to have excellence in sponsorship. I'd go so far as to say that if budget limits you to only investing in naming rights, it would be better to look for a different sponsorship opportunity where you can provide all 3 components. When you can do all 3 well, sponsorship can be a way to accomplish marketing that matters.



BY
DAVID POSTILL