



MANNING GROUP LIMITED

SPONSORSHIP DISCUSSION PAPER

For : LANZBC Management Board
Subject : Sponsorship of LANZBC Activities
Date : 16 December 2009
Author : Thomas Manning, Member Sponsorship Working Group

EXECUTIVE SUMMARY

There is a consensus amongst Management Board members that additional sponsorship should be sought to expand the Council's activities and enable it to be more effective in achieving its aims and objectives.

A sponsorship working group was established in the first half of this year and I write as a member of the group to provide board members with a range of options and to suggest a plan of action.

Raising sponsorship funding for the Council's general expenses is possible but in the present economic climate it's clear that obtaining sponsorship funding for educational and trade relationship-building purposes will be the line of least resistance.

I believe altruistic (educational and trade relationship-building) objectives are more likely to be in accord with most potential sponsors' objectives than pure commercial promotion (with some exceptions such as airlines) and equally such objectives fit particularly well with the Council's role and function.

The Council needs to establish goals and objectives for sponsorship funding which can include scholarships for business-related under-graduate and post-graduate studies both in New Zealand and Latin America, research grants to study Latin American markets in ways that can benefit New Zealand's trade, funding for visits by Latin America business leaders who can provide insight into those markets and support for out-bound trade missions and study tours.

Once the Council has sponsorship goals established we can develop budgets around same and then, with specific figures in mind, approaches to appropriate potential sponsors can be made on the Council's behalf by designated board members. It should be noted that sponsorship funding need not be for large sums and can even extend to minor expenditure such as flyer and ticket printing.

All approaches to potential sponsors should be supported by a 'Sponsorship Proposal' which outlines the Council's specific objectives and needs and which explains the benefits that can accrue to the sponsor.

It goes without saying that many of the Council's potential sponsors (that is entities with interests in Latin America) are already members of the Council. The challenge for the Council will be to find new entities to both join and support the Council with sponsorship and to persuade existing members to increase their support by way of direct sponsorship.

I have taken the liberty of making recommendations for the management board's consideration which are based on the points I have raised and discussed in this paper and the conclusions they point to and they are listed in Section 9 of this paper.

I am aware that the courses of action I have identified in my recommendations do not take into account that the majority of the work done on the Council's behalf is done by volunteers and that our professional management resources are limited and fully occupied by the Council's present activities.

The management board should consider my recommendations within a wider context of what administration and management resources the Council needs going forward and indeed how sponsorship can play a role in financing those future needs.

A handwritten signature in blue ink that reads "Thomas Manning". The signature is written in a cursive style with a large, sweeping initial 'T' and a long, trailing flourish at the end.

1. SPONSORSHIP OBJECTIVES

- 1.1. The board must define its sponsorship objectives.
- 1.2. Sponsorship funding could be earmarked as follows :
 - 1.2.1. Operating expenses.
 - 1.2.1.1. To support the Council's day-to-day administrative and management functions.
 - 1.2.2. Educational purposes.
 - 1.2.2.1. To provide scholarships.
 - 1.2.3. Trade relationship-building.
 - 1.2.3.1. To underwrite visits to NZ (or vice versa) of apposite persons.
 - 1.2.3.2. To provide research grants in areas that can enhance and facilitate trade with Latin America.
 - 1.2.4. Other purposes.

2. FORMS OF SPONSORSHIP FUNDING

- 2.1. Sponsorship can be provided in the following forms :
 - 2.1.1. Cash grants for general expenses or targeted purposes (such as brochure printing, scholarships, research grants etc).
 - 2.1.2. Subsidies (part-payment of Council expenditure in specific areas).
 - 2.1.3. In-kind support (provision of goods and services).
 - 2.1.4. Discounts on goods and services provided to the Council or its members.
- 2.2. Sponsorship could be offered on a tiered basis.
 - 2.2.1. 1st Tier, The sponsor's logo and name can feature on all Council media and communications
 - 2.2.2. 2nd Tier, The sponsor's logo and name can appear in selected Council media and communications.
 - 2.2.3. 3rd Tier, The sponsor's logo or name appears in specific event media and communications.

3. POTENTIAL USES OF SPONSORSHIP FUNDING

- 3.1. Having defined the Council's sponsorship objectives we need to identify how sponsorship funding can be applied.
 - 3.1.1. Operating expenses.
 - 3.1.1.1. Sponsorship can cover shortfalls between the Council's income and its expenses or to provide an enhanced level of administrative or management services (such as retention of a consultant to provide advice in a specific area or for the employment of additional staff).
 - 3.1.1.2. My understanding is that the Council's present general expenses are covered by subscription income and indeed that we are running a surplus so sponsorship in this area is not presently required unless the proposed review of the Council's directorate identifies a need for Auckland based representation then this additional cost could possibly be met by sponsorship income if not from operating surpluses.

3.1.2. Educational purposes.

3.1.2.1. The possibility that the Council could provide scholarships for apposite business post-graduate studies in Latin America has been raised at board meetings in the past and I for one support this goal as the knowledge gained in such studies and the contacts made in the course of same can serve in the future to strengthen the Council's effectiveness in promoting trade with Latin America.

3.1.2.2. The Council could also provide under-graduate scholarships for second or third year of studies to assist studying in Latin American business fields.

3.1.2.3. Scholarships granted by the Council for post-graduate studies in Latin America need to be sufficient to cover economy travel, enrolment fees, health insurance and a proportion of living expenses.

3.1.2.4. Scholarships granted by the Council for under-graduate studies could possibly be targeted at lower socio-economic group students in which case qualification conditions would need to be carefully targeted.

3.1.2.5. General conditions for Council scholarships could be as follows :

3.1.2.5.1. Competitive – That is to say qualified candidates should compete for the scholarship on the basis of proposals put forward detailing the area of study and why such study can enhance trade between NZ and Latin America (or a particular Latin American country).

3.1.2.5.2. Transparent – That the benefits to NZ and the Council are readily apparent and can be quantified within a set period of time after the study is concluded.

3.1.2.5.3. Reporting – That the scholarship recipient be required to report to the Council on progress in their studies at specified intervals and at the conclusion of their studies be required to submit a report detailing the outcomes and be required to address members in an appropriate forum.

3.1.3. Trade relationship-building.

3.1.3.1. The Council can provide support to apposite Latin American business leaders to visit NZ (and vice versa) to participate in apposite forums organised by the Council at which members can have access to their market knowledge and insights.

3.1.3.2. The Council's executives can participate in trade missions/delegations with the support of sponsorship funding.

3.1.3.3. The Council's members can participate as in 3.1.3.2. above with discounted services from sponsors (such as airlines).

4. DOES THE COUNCIL REQUIRE SPONSORSHIP FUNDING AND IF SO TO WHAT EXTENT?

4.1. The Council needs to decide its sponsorship objectives and then quantify in dollar terms the level of sponsorship required for those specific purposes.

4.1.1. Operating expenses.

4.1.1.1. Does the Council require further funding through sponsorship to support its general operating expenses? If so, how much funding is required?

4.1.1.2. Does the Council have any specific plans to engage specialist consultant or management services that are not feasible without sponsorship support? If so, how much funding is required?

4.1.2. Educational purposes.

4.1.2.1. Does the Council wish to establish undergraduate and/or post-graduate scholarship/s? If so, what areas are seen as most useful in serving the Council's aims and what is the appropriate quantum of funding to adequately support the objective/s?

4.1.3. Trade relationship-building.

4.1.3.1. What are the Council's short and medium term plans to host or participate in forums and given those plans how can sponsorship support those plans and what level of sponsorship support is required?

5. WHAT EXACTLY CAN THE COUNCIL OFFER POTENTIAL SPONSORS?

5.1. Sponsors traditionally look for 'exposure' be it by way of their brand/s and corporate image or by their association with 'good works' that can enhance their standing in particular markets.

5.2. There is a lot of competition for sponsorship funding and the Council must be able to demonstrate that sponsoring the Council will provide benefits (i.e. exposure) in fruitful or useful areas for the sponsor.

5.3. The Council can offer a sponsor 'prestige' inasmuch as their entity can display the Council's logo in their media materials and signage and benefit by their association with the Council. The Council can offer 'cross-promotion' by way of :

5.3.1. Share mailing lists with the sponsor and can offer to create a joint-mailing list (both for email and snail-mail).

5.3.2. Develop public relations strategies in which the Council and sponsor issue press releases about the sponsorship to gain added publicity.

5.3.3. Include the sponsor in internal communications (such as the email news bulletin).

5.3.4. In turn the sponsor can highlight their sponsorship in company newsletters, websites and other collateral material and communications.

- 5.4. The Council can provide brand and corporate image exposure by way of :
- 5.4.1. Website – this is potentially the most lucrative source of the Council’s general sponsorship. Sponsorship can be offered either on a whole site basis or on a page by page basis. Obviously the home page sponsorship will be the most valuable and subsidiary page sponsorship can be offered on a sliding scale which relates to the number of hits each page receives.
 - 5.4.2. Sponsorship of the daily email bulletin which is a highly targeted medium for reaching entities and individuals engaged with trade in Latin America.
 - 5.4.2.1. The email bulletin can feature a sponsor’s logo.
 - 5.4.2.2. The bulletin can also contain an advertising banner at the foot of the links.
 - 5.4.2.3. In this way either one or two sponsors can be featured in the bulletin.
 - 5.4.3. Naming rights to scholarships/research grants which will figure in press releases and media and website reports.
 - 5.4.4. Using sponsor’s logos in Council printed materials.

6. POTENTIAL SPONSORS

- 6.1. Depending on the objective of the sponsorship the following entities are potential sponsors (some are already members of the Council who could be asked to provide further support by way of targeted sponsorship that meets those entities’ specific commercial or institutional objectives), the list is by no means complete :
- 6.1.1. Sponsors to provide operating expense subsidies through cash and direct benefits to Council members (I see airlines as being the most fertile ground in this area).
 - 6.1.1.1. LAN Airlines is already a sponsor (website) and they provide discounts for members’ travel (15% off Business Class fares and 10% off fully flexible Economy Class fares to Argentina and Brazil, and 10% and 5% to Chile and Peru respectively) but they could be asked to increase their level of support to include :
 - 6.1.1.1.1. Additional sponsorship (they could be a 1st Tier sponsor – as in Sec 2.2.)
 - 6.1.1.1.2. Increase the discounts offered to members.
 - 6.1.1.1.3. A scholarship or research grant in the transportation area.
 - 6.1.1.1.4. Provide in-bound return travel for Council invitees.
 - 6.1.1.1.5. Provide out-bound travel for Council executives attending apposite forums in Latin America.

- 6.1.1.2. Aerolineas Argentinas is already a member of the Council but does not provide sponsorship or benefits to members as far as I am aware.
 - 6.1.1.2.1. AR is undergoing financial and union difficulties but as a recently nationalised state company sponsorship may be able to be obtained once the dust has settled on their restructuring.
 - 6.1.1.2.2. Any approach for sponsorship needs to be made in Buenos Aires as the local office does not have the budget or discretion to make such a decision.
 - 6.1.1.2.3. One thing is certain and that is Aerolineas' Transpolar route is one of their most profitable (a gold mine is perhaps the best term!) and 'putting something back' into the market is a powerful argument to get them to sponsor the Council.
 - 6.1.1.2.4. AR has been forced to lower their fares dramatically as a consequence of Qantas' new SYD/BUE service so there may not be as much fat in the system as before.
 - 6.1.1.2.5. AR could increase their level of support to include :
 - 6.1.1.2.6. Discounts for members' travel.
 - 6.1.1.2.7. A scholarship or research grant in the transportation area.
 - 6.1.1.2.8. Provide in-bound return travel for Council invitees.
 - 6.1.1.2.9. Out-bound return travel for Council executives attending apposite forums in Latin America.
- 6.1.1.3. Qantas has recently commenced operations to Buenos Aires with direct flights from Sydney. As a new entrant to the market they may have an incentive to support the Council although their potential as likely sponsors is limited by the fact they do not fly from NZ direct to Latin America although I know they are capturing some of the NZ market from AR and they are certainly giving AR and LAN a real run for their money out of Australia.
- 6.1.1.4. Air New Zealand used to be a member of the council but pulled-out for budget reasons so their potential as a sponsor is limited on the face of it although they have announced plans to fly to Latin America when the 'Dreamliners' they have in the pipeline come into service so depending on how close they are to commencing operations they may consider re-joining the Council and even sponsorship.

- 6.1.2. Sponsors to provide funding for educational purposes (these entities have educational/research links with Latin America and some have commercial functions as well).
 - 6.1.2.1. Avocado Growers Association.
 - 6.1.2.2. Aquaculture Council.
 - 6.1.2.2.1. NZ Mussel Industry Council
 - 6.1.2.2.2. NZ Salmon Farmers Association
 - 6.1.2.2.3. NZ Oyster Farmers Association
 - 6.1.2.2.4. NZ Abalone Farmers Association.
 - 6.1.2.3. BRANZ.
 - 6.1.2.4. Crown Research Institutes :
 - 6.1.2.4.1. Agriseeds.
 - 6.1.2.4.2. AgResearch.
 - 6.1.2.4.3. HortResearch.
 - 6.1.2.4.4. SCION.
 - 6.1.2.4.4.1. Atlas Technology
 - 6.1.2.4.4.2. Veritech
 - 6.1.2.4.4.3. COHFE
 - 6.1.2.4.4.4. Forest Research Ltd. (FFR).
 - 6.1.2.4.5. MAFTECH.
 - 6.1.2.4.6. Crop & Food Research.
 - 6.1.2.5. Colleges of Education (teacher training).
 - 6.1.2.6. Dairy NZ (Dexel).
 - 6.1.2.7. Foodtech International.
 - 6.1.2.8. Fonterra - Vialactia Biosciences Ltd
 - 6.1.2.9. Geothermal Protranz.
 - 6.1.2.10. Government :
 - 6.1.2.10.1. DoC.
 - 6.1.2.10.2. Latin America Strategy Fund.
 - 6.1.2.10.3. Landcare Research.
 - 6.1.2.10.4. MAF.
 - 6.1.2.10.5. MFAT.
 - 6.1.2.10.6. NZAID.
 - 6.1.2.10.7. NZTE.
 - 6.1.2.10.8. Tourism NZ.
 - 6.1.2.11. IMF.
 - 6.1.2.12. NIWA.
 - 6.1.2.13. NZ Drama School.
 - 6.1.2.14. Polytechnics.
 - 6.1.2.15. Private education providers.
 - 6.1.2.16. PGG Wrightson Seeds.
 - 6.1.2.17. Rissington Breeders.
 - 6.1.2.18. Seafood Industry Council.
 - 6.1.2.19. Te Papa.

6.1.2.20. Universities :

- 6.1.2.20.1. AUT - Tourism Research Institute
- 6.1.2.20.2. Massey.
- 6.1.2.20.3. UNITEC - CITRUS
- 6.1.2.20.4. UoA - NZ Centre for LatAm Studies.
- 6.1.2.20.5. UoA – ELA.
- 6.1.2.20.6. UoC.
- 6.1.2.20.7. UoO.
- 6.1.2.20.8. VUW – VILLA.
- 6.1.2.20.9. VUW – ELI.
- 6.1.2.20.10. WELTEC
- 6.1.2.20.11. WITT.

6.1.2.21. UNESCO

6.1.2.22. World Bank.

6.1.3. Sponsors to provide funding for trade relationship-building (these entities have commercial links with Latin America or interests in building same).

6.1.3.1. Accounting firms :

- 6.1.3.1.1. Ernst & Young
- 6.1.3.1.2. Deloitte Touche Tohmatsu
- 6.1.3.1.3. KPMG
- 6.1.3.1.4. PricewaterhouseCooper

6.1.3.2. AgFirst.

6.1.3.3. AgriTech International Inc.

6.1.3.4. Aquaculture Council.

- 6.1.3.4.1. NZ Mussel Industry Council
- 6.1.3.4.2. NZ Salmon Farmers Association
- 6.1.3.4.3. NZ Oyster Farmers Association
- 6.1.3.4.4. NZ Abalone Farmers Association.

6.1.3.5. Auckland International Airport Ltd.

6.1.3.6. Banks & Credit Card companies:

- 6.1.3.6.1. American Express.
- 6.1.3.6.2. ANZ.
- 6.1.3.6.3. HSBC Holdings.
- 6.1.3.6.4. MasterCard.
- 6.1.3.6.5. Westpac through Grupo Santander.
- 6.1.3.6.6. Visa & GoVisa.
- 6.1.3.6.7. Diners Club.

6.1.3.7. Carter Holt Harvey.

6.1.3.8. Campbell Macpherson Limited.

6.1.3.9. Danone/Frucor.

6.1.3.10. Donaghys Industries Ltd

6.1.3.11. Dominion Salt.

6.1.3.12. Dunne & Bradsheet.

6.1.3.13. ENZA.

6.1.3.14. Fletcher Challenge Latin America.

6.1.3.15. Fletcher Forests.

6.1.3.16. Fletcher Building.

- 6.1.3.17. Fonterra - SOPROLE.
- 6.1.3.18. Force Corporation – Argentine ‘Village’ cinemas.
- 6.1.3.19. Gallagher Group Ltd.
- 6.1.3.20. Glidepath Group Ltd.
- 6.1.3.21. GlaxoSmithKline
- 6.1.3.22. Government :
 - 6.1.3.22.1. NZTE - Education NZ
 - 6.1.3.22.2. Tourism NZ.
- 6.1.3.23. Hamilton Jet.
- 6.1.3.24. Hoyts Cinemas – Argentine cinemas.
- 6.1.3.25. International Rugby Academy of NZ.
- 6.1.3.26. Jas Jenners Worldwide Ltd.
- 6.1.3.27. IT & Internet companies :
 - 6.1.3.27.1. Google.
 - 6.1.3.27.2. Hewlett Packard.
 - 6.1.3.27.3. IBM.
 - 6.1.3.27.4. Microsoft.
 - 6.1.3.27.5. Novatek.
 - 6.1.3.27.6. Yahoo.
- 6.1.3.28. Latin American embassies :
 - 6.1.3.28.1. Argentina
 - 6.1.3.28.2. Brazil
 - 6.1.3.28.3. Chile
 - 6.1.3.28.4. Cuba
 - 6.1.3.28.5. Mexico
 - 6.1.3.28.6. Peru
- 6.1.3.29. Law firms :
 - 6.1.3.29.1. Buddle Findlay
 - 6.1.3.29.2. Minter Ellison Rudd Watts
 - 6.1.3.29.3. Simpson Grierson
- 6.1.3.30. Maersk International.
- 6.1.3.31. National Foods NZ (Yoplait).
- 6.1.3.32. Nestle NZ.
- 6.1.3.33. NZ Farming System Uruguay.
- 6.1.3.34. NZ Film Commission.
- 6.1.3.35. NZ Meat Board.
- 6.1.3.36. NZ Rugby Union.
- 6.1.3.37. NZ Wine Institute.
- 6.1.3.38. Owens Group.
- 6.1.3.39. PGG Wrightson.
- 6.1.3.40. Rocklabs.
- 6.1.3.41. Rotary International.
- 6.1.3.42. Sanford.
- 6.1.3.43. Safe Air.
- 6.1.3.44. Sealord.
- 6.1.3.45. Schenker
- 6.1.3.46. SOEs :
 - 6.1.3.46.1. NZ Post.
 - 6.1.3.46.2. Mighty River Power – GGE Chile.

- 6.1.3.47. Tait Electronics (Tait World).
- 6.1.3.48. Tasman Insulation NZ.
- 6.1.3.49. Travel agencies :
 - 6.1.3.49.1. Active NZ
 - 6.1.3.49.2. Flight Centre.
 - 6.1.3.49.3. Harvey World Travel.
 - 6.1.3.49.4. House of Travel.
 - 6.1.3.49.5. Holiday Shoppe.
 - 6.1.3.49.6. STA Travel.
 - 6.1.3.49.7. Travel Online.
 - 6.1.3.49.8. United Travel.
 - 6.1.3.49.9. Williment Travel.
- 6.1.3.50. Vodafone
- 6.1.3.51. Wendy Pye Group.
- 6.1.3.52. Western Union.
- 6.1.3.53. Windflow Technology Ltd - Seawind Sudamerica Ltda.
- 6.1.3.54. Zespri International.

7. OBTAINING SPONSORSHIP - PRINCIPAL ELEMENTS REQUIRED

- 7.1. The Council must develop strong media relationships which, apart for publicising the Council's work and aims, can be used to the sponsors' benefit.
- 7.2. Research the target sponsor's philanthropic and sponsorship history including their website and newspapers, magazines and any other industry-specific resources before writing a corporate sponsorship proposal.
- 7.3. Arrange an initial meeting with the potential sponsor. Whoever attends these meetings should write a report about the company's goals and preferences. All persons involved in preparing the proposal should read the report.
- 7.4. Outline in synthesis the Council's objectives. At a minimum, include sections for Council history and mission, financial information (in terms of what the sponsorship is required for), programs and future goals.
- 7.5. Consult with the people who handle the Council's finances. It's crucial to target an amount sufficient for the objective's needs but competitive with what other organizations of your type and size are requesting.
- 7.6. Write a rough sponsorship proposal draft that lays out the Council's mission and history, biographies of key management, financial information, current programs, goals and strategies.
- 7.7. The sponsor needs a concise but accurate picture of what the Council is about and why they should trust the Council to use their money wisely.
- 7.8. Focus most of the proposal on the benefits to the sponsor. Emphasize marketing and customer relations benefits. Be specific about where their logo and name will appear and the sort of people the Council activity, event or campaign will reach.
- 7.9. The management board should review each draft proposal. Circulate different sections for review by appropriate staff members.

- 7.10. The proposal must highlight how the Council keeps in touch with its members and constituents through e-mail, Web site, events, newsletters, conferences, television, radio or print advertising.
- 7.11. The proposal must highlight the Council's demographics. Is there recent information about who participates in Council activities and why?
- 7.12. Highlight prior work with corporate sponsors. Obtain testimonials from corporate executives about the value of the Council's work. Feature these in press kits or other marketing materials.
- 7.13. Assess the dynamics of the competitive environment for sponsorship. Are other organizations similar to the Council getting corporate sponsorships?
- 7.14. To gauge the effort involved in reaching potential sponsors and meeting them face-to-face, create a list of companies, SOEs and ministries involved in Latin American trade. What do they produce? Who are they? Are there cross-promotions the Council can work with that will help us sell to one of the existing sponsors or team up with an existing sponsor?
- 7.15. Assess if there is an entrepreneurial spirit in the Council? Are new ideas welcomed and do they receive thoughtful consideration? Have other commercial or revenue-generating initiatives been realized over the past five years?
- 7.16. Define the Council's activities as well as its aims and objectives and what it is the Council has to offer. Before any approach to sponsors is made, the basic questions to be answered are :
 - 7.16.1. Who or what is the Council's constituency?
 - 7.16.2. What benefits can the Council offer a sponsor?
 - 7.16.3. What are the Council's objectives in seeking a particular sponsorship?
 - 7.16.4. Does the Council have media partnerships that will serve the sponsor's interests already in place?
 - 7.16.5. Can appropriate media partnerships or contacts be achieved?
- 7.17. Target sponsors with similar goals and audiences. The Council's prospects will generally be much more receptive if it can show that the sponsorship opportunity offers exposure to the people they are trying to reach or for a cause that they support.
- 7.18. The Council must offer more than the value of the sponsorship. After evaluating what it is that the Council has to offer, we need to examine all of the opportunities for exposure for the sponsor. Assign a realistic value to each opportunity. For instance, if the Council is advertising an event, offer the sponsor a logo or mention in advertising. Then, determine what it would have cost the sponsor to get its message to the people those ads are reaching by other means. From those values, put together a package that reflects 150 to 200 percent of the value of the sponsorship. Sponsorships are not money for nothing. All successful sponsorships must be win/win situations. The council's partnership with a sponsor should reflect a parallel in goals and audience as well as a strong potential for successfully reaching both of those conditions.

- 7.19. It is important to prequalify the Council's sponsors. The Council cannot rely on outdated lists or "hunches" to determine a company's sponsorship prospects. As a start in Sec. 6 I have listed a range of NZ entities who have current links with Latin America some of whom already support the Council by way of membership and/or sponsorship.
- 7.20. We must only engage with decision-makers. Since not all companies, SOEs or ministries have specific sponsorship departments, responsibility for sponsorships may fall in the public relations department, advertising department, marketing department or within human resources, amongst others. Because each company is different, it's necessary to call the target entities and find out who handles sponsorship for that organization. Talk to that person before any meeting is arranged and/or proposal sent to ensure it reaches the appropriate decision-maker.
- 7.21. It is important to establish what time of the year the potential sponsor allocates sponsorship monies and be sure to make the proposal at least a few months before the budget is set. Call the decision-maker to ensure that the proposal has been received. Continue to follow up on a regular basis including around the time that the budget is allocated.
- 7.22. It's important to keep in touch with potential sponsors. Send the target sponsor newsletters, newspaper clippings that appear about your group or event and updates on appropriate projects in progress. Include a handwritten note to the prospect. Communication throughout the year of the activities and accomplishments of your organization will help the sponsor become more aware of the advantages of being linked with the Council's event or organization.
- 7.23. One of the primary rules of sales is to always ask for the sale at the end of a presentation and this can be applied to obtaining sponsorship equally as well. An assumptive approach such as, "I'll reserve the website sponsorship for you" is effective. Another is an added-value approach to create a sense of urgency, such as "If you reserve your sponsorship now, we can include you in the upcoming brochure print-run." Both techniques are equally effective.
- 7.24. All developments in the sponsorship process must be put it in writing. Once the sale has been closed, it needs to be formalised with a letter of agreement and/or contract. This contract should specifically document all of the activities that will take place, the responsibilities of the sponsor, the responsibilities of the Council and any agreements that were discussed as part of the sponsorship. Both parties should receive signed copies of the document.
- 7.25. Sponsors come in many forms and not all are major sponsors. The Council needs to consider the benefits of partial sponsorships or barter arrangements.
- 7.26. Follow-up is a key element to maintaining sponsorship on an on-going basis. Everything promised to the sponsor must be delivered. Management of sponsorships is critical to happy sponsors.

- 7.27. Reporting results is also another key element to successful long-term relationships with sponsors. At the end of a project, or at periodic intervals in long-term sponsorships, it's necessary to submit a wrap-up or update report. In the report, the set goals should be described, how those goals were achieved or are being achieved, activities that took place as well as appropriate survey information, news clippings, etc. should be provided to the sponsor. A report should be issued within 30 days of the event or at predetermined quarterly or monthly periods during long-term sponsorships. Follow up with the sponsor to make sure that the report was clear and to get feedback. When sponsors begin to feel uninformed, they may begin to question their investment. Make sure they know what an important contribution their sponsorship is for the Council.
- 7.28. Summary - Sponsorship partnerships can be an important area of revenue for the Council. In addition to providing a new source of revenue, they also provide a variety of cross-promotional, public relations and other marketing opportunities. The key to success is to research prospects well and be fully knowledgeable about what the Council has to offer.

8. SPONSORSHIP PROPOSAL TEMPLATE

8.1. ACTIVITY / EVENT

- 8.1.1. Describe the reason or purpose for which the sponsorship is sought.
- 8.1.2. A summary of the objective and how the money will be spent needs to be provided to the potential sponsor.

8.2. ACTIVITY / EVENT TITLE

- 8.2.1. Can the Council use the sponsor's name in the sponsored event or activity?

8.3. TARGET DEMOGRAPHIC

- 8.3.1. Detail who or what groups will be aware of the activity or event, where they will come from and any other info that might convince the sponsor to be involved.

8.4. MEDIA CONTACTS INVOLVED

- 8.4.1. List the media contacts the Council will regularly send information to in television, radio and the print media.
- 8.4.2. Show the sponsor a copy of a draft press release detailing the Council's sponsorship by the company and detail the media outlets to whom it will be released.

8.5. PUBLICITY MESSAGES POSSIBLE

- 8.5.1. Explain why the company should sponsor the activity or event and what benefits the company will receive by sponsoring the Council?

8.6. OTHER METHODS OF PUBLICITY

- 8.6.1. List additional mediums of publicity that will benefit the sponsor such as :
- 8.6.1.1. Related organisations' internal newsletters, email bulletins.
- 8.6.1.2. Photo opportunities when appropriate.
- 8.6.1.3. Foreign media exposure.
- 8.6.1.4. Word of mouth.

8.7. EVALUATION

8.7.1. The sponsor must be advised as to the outcome of the sponsorship, information such as :

8.7.1.1. The number of people and organisations exposed to the sponsor's brand/message (Number of attendees at an event, reader/viewership of media employed etc).

8.7.1.2. Level of understanding of the sponsorship and message (requires survey of attendees/viewers etc).

8.7.1.3. Number of times sponsor's name or logo appeared in media etc.

8.8. OTHER OPPORTUNITIES

8.8.1. What else can the Council do to enhance their sponsorship?

8.8.2. Invite sponsors to the particular event and to other special events.

8.8.3. Other opportunities as appropriate

8.9. THE COUNCIL

8.9.1. The potential sponsor needs to be convinced the Council is a reputable organisation who won't tarnish the sponsor's name.

8.9.2. The Council needs to explain :

8.9.2.1. How it is constituted.

8.9.2.2. How long it has been in existence.

8.9.2.3. Role of the Council.

8.9.2.4. Current activities

8.9.2.5. Proposed new activities and medium-term objectives.

8.9.2.6. How sponsorship will help the Council develop

8.9.2.7. How it their specific sponsorship will link with the Council's current activities and help it achieve its aims.

8.10. PRESTIGE ATTACHED TO BEING A SPONSOR OF LANZBC

8.10.1. Explain how the potential sponsor can gain prestige from being associated with the pre-eminent representative trade body for Latin America in New Zealand.

8.11. SPONSOR VISIBILITY PER INCLUSION IN :

8.11.1. Promotional materials.

8.11.2. Logo on Council media.

8.11.3. Recognition in Council media.

8.11.4. Links on Council website

8.11.5. Other

9. RECOMMENDATIONS

- 9.1. That the Council decide what activities/events it wishes to superintend in the next three years and if they are suitable for sponsorship (procedure and timeframe to be determined by management board although the sponsorship working group could do the preliminary work in this area as well as for 9.2. below).
- 9.2. That the sponsorship working group identify potential sponsors as well as what form of sponsorship in particular would be attractive to them (e.g. scholarship, website, brochure or event sponsorship etc).
- 9.3. That a budget for management board approval is prepared by the sponsorship working group for each activity/event to quantify the finance required in each case.
- 9.4. That the potential sponsors be approached to sound their openness to receiving a sponsorship proposal from the Council.
- 9.5. That, given preliminary willingness is indicated; formal sponsorship proposals are prepared for management board approval and then presented to the potential sponsor/s.
- 9.6. That within the timeframe agreed with the potential sponsor follow-up is undertaken to determine success or otherwise.