

CREATING A PROPOSAL THAT SELLS

CHECKLIST OF SPONSOR CRITERIA FOR EVALUATING PROPOSALS

The following are the most common sponsorship criteria. Use them as a guide when designing your proposals so that what you offer dovetails with the objectives of your potential sponsors.

Image Compatibility

- Does the property offer the imagery we are trying to establish?
- Is it a lifestyle with which we want to be associated?
- Are the cosponsors companies with which we want to be associated?
- Is the property bigger than any sponsor or will it be possible to impose our brand's personality on the sponsorship?

Audience Composition/Reach

- Who is the property's core audience and what are the group's buying habits?
- Does the audience feel a strong sense of ownership/identification with the property or is it a more casual relationship?
- What is the extended reach of the property? On-site spectators? TV viewers? Year-round members?
- What geographic market(s) does it impact?

Ability to Incent Wholesalers, Distributors and Retailers

- Can we offer retailers a tie-in that builds store traffic?
- Can we create multiple promotions around the sponsorship so that each competing retailer in a market can have a distinct program?
- Will we compete with cosponsors for trade participation, or will we be the property's only sponsor whose products are sold through a particular distribution outlet?

Ability to Leverage/Merchandising Opportunities

- Is there an opportunity for multi-brand involvement?
- Can we conduct cross-promotions with cosponsors?
- Can we integrate the sponsorship into our existing promotional campaigns?
- Can we use "star performers" in our ad campaigns or promotions?
- Does the opportunity occur during a time we would like extra visibility?
- What is the property's promotional time frame...Is it relevant year-round, each season or just once?
- Will the sponsorship be relevant at the point-of-sale?
- Are there opportunities for product sampling and display?

(Creating a Proposal that Sells—Checklist of Sponsor Criteria for Evaluating Proposal continued)

Media Coverage and Recognition

- Is the property appealing—in a positive way—to the media?
- Can it draw broadcast and print coverage?
- Can we get our presence recognized?
- Can the property attract a network or cable TV broadcast?
- Will our signage show up on the TV broadcast?

Exclusivity

- Are the areas of category exclusivity offered broad enough?
- Can we take a position with all properties within the entire sector, thereby locking out our competition, or will the expense or existing deals prohibit this?
- Is the property already saturated with sponsors?
- Is it already identified with another company in our field?
- What are the opportunities for ambush? For example, will we be the category exclusive advertiser on the TV broadcast?

Communicate Product Attributes

- Can our product be worn/used while participants compete/perform?
- Is our product key to the successful staging of the event?
- Does the property lend credibility to our product with hard-core fans, insiders and media?

Ability to Impact Sales

- Can we design promotions around our activity that directly involve product purchase?
- Does the hospitality component have strong appeal to our key clients?
- Can the sponsorship gain additional distribution outlets for our products?
- What is the value of on-site sales rights?
- Does the sponsorship give our marketing pitch a relevant point of difference?

Efficiency

- Does the property deliver a wider audience than we need? Are we paying for more than we need, such as elaborate VIP hospitality?
- What is the relationship between the cost of sponsorship and the value received?
- How does the sponsorship's cost compare with that of similar properties?
- Could we achieve the same results more cost-effectively through other media?
- Do we have the budget to promote our involvement properly?

Measurability

- Does the property lend itself to measurement?
- Does it conduct regular surveys or tracking studies on which we could piggyback?

(Creating a Proposal that Sells—*Checklist of Sponsor Criteria for Evaluating Proposal* continued)

Continuity/Ability to Extend

- Does the sponsorship have the potential to be long term?
- Is it something we can build on?
- Can we roll it out to other markets?
- Does the property contain spin-off opportunities?

Ease of Administration

- Are we buying into a logistical nightmare?
- Can the organizers deliver what they promise?
- Do we have the staff to properly administer the sponsorship?
- Do we have the support/approval of internal management?
- Are the organizers responsive to sponsor needs?
- Do the organizers have a credible track record?
- Will the organizers work with us to capitalize on the sponsorship, for example, by initiating cross-promotions?

Risk Factors

- If the sponsorship fails to meet objectives, can we withdraw without suffering adverse consequences, such as public dissatisfaction?
- Is the property/organizer financially stable?
- What are the legalities and liabilities associated with the property or organizer?
- Is the property controversial? Will our involvement offend our target(s)?
- Will participants—whether actors, athletes or musicians—react favorably to the sponsorship and our brand/company/product?
- Will consumers feel we are exploiting a property or making a positive difference?
- Are there conflicts with related parties, such as venue restrictions?