

# 2018 Sport Tourism FORE-um Round Table Summary

## Table #8 | Event Marketing & Sponsorship hosted by Kyle Johnston

### Topic Sponsor: IHG

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#### Recap

Discussion centred around the challenges that all table participants face when it comes to asset valuation, sponsor servicing, rate cards and pricing, as well as defining and measuring return on investment.

#### Tips & Takeaways

Organizations need to set clear objectives in collaboration with partners/sponsors, long before the event occurs. This will allow for clear alignment and measurement at the end of the event.

Are Rate Cards dead? Yes and No. While table participants believed there is no longer a “one-size fits all” in event sponsorship (because sponsors are increasingly looking for customized and unique sponsorship opportunities), there is still a need for a “starting point” on pricing and sponsor benefits.

Content rocks. Understanding a sponsor’s objectives will most often uncover a desire for content (exclusive content - the shots, interviews, access that non-sponsors just can’t get). Finding new and creative ways to generate content through events continues to be a priority.

Sponsors continue to invest in events in order to meet brand objectives that will most often fall within one of these three categories:

1. Brand Building
2. Engagement
3. Awareness

Ensure you are leaving enough budget to service your sponsors; all too often we forget that it costs money to properly service a sponsor – they’ll notice if you don’t.

Review your event assets. Organizations tend to offer the same assets to sponsors; think outside the box (i.e. sponsor a key athlete).



Find ways to extend the length of time an event is “live”. Consider a lengthy lead-up period in which sponsors can activate, as well as post-event opportunities to continue to communicate key messaging.

## Summary

Table participants discussed major questions/topics such as:

1. Defining event marketing and sponsorship.
2. Why does identifying, communicating and valuating marketing and sponsorship assets continue to be a challenge for properties, agencies and sponsors?
3. From an event marketing and sponsorship perspective, what keeps you up at night?
  - a. Demonstrating and measuring ROI
  - b. Demonstrating ROI so that partners will re-sign for future years (property)
  - c. Demonstrating ROI, internally we're all vying for the same \$, so we need to ensure we can make a strong case for it in sponsorship (sponsor)
  - d. Quantifying ROI on my sponsorships (sponsor)
  - e. Getting Canadian companies to “think big” and embrace more innovative methods to connect with consumers and/or their target demographic (agency)
4. Why is branded content becoming such an important tactic for driving business results?
5. Timeline management – how to ensure the internal and external projects are working together.
6. When it comes to event marketing and sponsorship, why does working with International Federations complicate matters?

