



# WHAT SPONSORS REALLY WANT FROM THEIR SPONSORSHIPS

BY PANOPTIC EVENTS

Panoptic /pan'optik/ (Adj) "taking in all parts, aspects, etc, in a single view; all-embracing"

A large crowd of people is gathered at what appears to be a concert or event. In the background, there are many balloons, some orange and some white. The scene is dimly lit, with some stage lights visible. The text is overlaid on the image.

**"DON'T ASK FOR CASH FROM  
SPONSORS, IMAGINE WHAT  
THEY WANT"**

**- MATT PRIOR -**





# BRAND AWARENESS

- As we all know, the primary reason organisations sponsor events is linked to given brand awareness, brands will often sponsor your event so they can get in front of their target customer.
- Awareness of the sponsor's brand is increased through the publicity of the entity they are supporting. It could be through advertising TV coverage or other media such as social media, news articles, or people attending and seeing the sponsors branding.





# DELIVER THEIR STORY

- Sponsorship enables authentic storytelling. Through the ability to use intellectual property in advertising and across marketing channels, inherently sponsorship provides brands with the ability to tell more meaningful and authentic stories.
- With sponsorship providing both the content and the channels to deploy content, sponsorship provides relevance in real-time and the ability to drive audience engagement.
- Through the power of sponsorship, brands have the ability to create fully integrated campaigns to impact a key audience, or to amplify a brand message and improve efficiency of advertising investments.





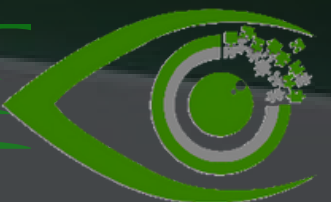
# ENHANCING BRAND IMAGE

- Unlike organisations that are new to the market, well established brands are also a big fan of sponsorships, especially if they wish to enhance their brand image.
- By associating your company's brand with an event or venue that your target audience views positively, you're shaping attitudes and helping to generate a positive reaction to your brand. Ultimately, your goal is to improve how your brand is perceived by your target audience.



# FLEXIBILITY

- Businesses have been unsure about the success of sponsorships, especially in terms of virtual events, which is why they are taking their time to make rational decisions.
- More recently, a lot of organisations are utilising the 'try before you buy' approach, and scaling up events year by year.
- This is because they tend to lack the confidence in events they want to be part of, they want to be sure they are on the right path, and by testing events year by year, they can eventually scale up to desired level of attendance and sponsorship input.



# THEY WANT YOU TO COVER MORE NEEDS OF THE 'BRAND PROFILE'

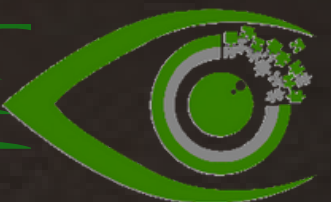
- Previously, sponsorships would have standard objectives such as increasing visibility, reaching target market, increase sales etc, and usually practices in place would allow certain steps to be taken to reach the goals for sponsors.
- Now, sponsors are expecting more from sponsorships, they want the event to cover more needs of the brand profile.
- In simple terms, sponsors want more than visibility, they want an enhanced experience and extras.





# CORPORATE RESPONSIBILITY

- Social responsibility allows an organisation to nurture its assets, which include goodwill, trust and a good reputation. There's no better way of improving a company's public image than being socially responsible.
- Currently, sustainability has been generating the most importance alongside inclusiveness.
- Being a part of such events naturally enhances the image of brands in the most positive way, especially if this is done through the engagement of communities, therefore sponsorships are an excellent way to enhance brand image for well known brands that already have a major presence in the market.







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PREPARED BY

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