

The right formula

Taking driving into the classroom

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Communications – Theme 15: Sponsorship

| Factsheet 15a |

Why sponsorship?

Businesses nowadays are considered to be 'corporate citizens'. Sponsorship is one of the means to promote a company's brand and reputation to the public, while helping a worthy 'cause'.

Sponsorship is more subtle than advertising which has a direct message and purpose to increase sales. Sponsorship also differs from charitable donations which are made with no expectation for commercial returns.

Sponsorship can be offered as money or in kind. For example, providing equipment to schools or sporting organisations, offering business expertise or seconding employees, are all types of sponsorship in kind.

Large companies have a separate budget for sponsorship and they are very careful of how they spend it. It is important that the organisation/individual/project they choose to sponsor has a good reputation and that the association will enhance the company's public image through:

Increased brand awareness – the public gets to know the sponsor's name and logo and will hopefully choose the sponsor's product or services rather than competitors'.

Media coverage – sponsorship creates opportunities for the name/logo of the sponsor to appear in the media. This again increases brand awareness.

Customer relations – sponsorship offers opportunities to invite clients to events (hospitality) and/or to communicate with the customers through sponsorship publicity.

Employee relations – sponsorship programmes encourage company pride, increase loyalty and help recruit or retain quality staff. It also offers opportunities for employee involvement with the programme (secondment, attendance to events, etc).