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### connecting people, opportunities and ideas

Over the past few years traditional media effectiveness has diminished while price has increased.

#### **Traditional Media is less effective and efficient due to:**

- Audience Fragmentation - there are many more channels to reach consumers as content becomes much more targeted for specific demographic niches
- Costs – ratings and readership has declined while cost per viewer and reader for advertising has increased
- Attention loss – consumers are tuning out, zoning out or become more savvy about where the attention goes

#### **Sponsorship is:**

- Interactive – while advertising is a monologue, sponsorship is dialogue
- Emotional – it taps into events, places and causes that consumers are passionate about
- Relevant – it reaches consumers in places they choose to be in
- Immersive – through multiple touch points and components
- Efficient – cost per impression are lower, and cost per interaction is more valuable

#### **Sponsorship benefits can include:**

- Lead generation – gain qualified leads to the targeted audience at property through incentive programs
- New business development – onsite conversion through hospitality, consumer audience, other rights-holders or property itself
- Increase customer/brand loyalty – increased equity via association with high prestige property
- Create awareness & visibility – using a multiplier through media coverage of event/property
- Change/reinforce image – through alignment with like-minded property
- Drive retail traffic and showcase brand attributes – through sampling and couponing
- Showcase community responsibility- through sponsorship of local events/causes with particular meaning to the
- Hospitality and Entertainment – use tickets and hospitality at and for sponsored properties to foster deeper relationships, reward customers and recruit and retain employees
- Sub-segment targeted demographics – through particular locations for consumer intercept, types of offers and communications
- Differentiate from competitors – by locking them out of the sponsorship through negotiated exclusivity
- Achievement of multiple objectives – you can all of the above plus media, through sponsorship

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