

sponsorshipmarketing¹⁰¹

Event sponsorship as a marketing tool is taking a serious foothold in the communications toolboxes of businesses all over the world. While the concept is relatively new to the Saskatchewan market, it is really quite mature, with its roots having been planted over 20 years ago at major US and European events.

Through sponsorship marketing at a community event, businesses have the opportunity to reach targeted segments of their market, showcase product attributes, directly connect with potential and existing customers, enhance their experience at the event, and leave a lasting impression. Surveys of the general population have shown that consumers are more likely to experience good feelings about businesses that contribute to their communities and more likely to purchase goods and services from those businesses as a result.

While sponsorship marketing can simply be raising awareness for your brand with on site signage and mentions in printed, online, and on-site communications, it is most effective when accompanied by *creative activation*.

Activating a sponsorship refers to how you connect with the audience once you are there. In traditional media terms, think of the fee you pay to the event as your purchase of space or time in print, radio, and television and your investment in activation as the production of an ad to fill the space or time. The 'edge' gained with sponsorship marketing is the opportunity to actually connect with potential customers face to face, provide them with opportunities to experience your product or service, run promotions to measure effectiveness, and if done effectively, leave them with good feelings and memories of their experience with you.

For more information on the concept of sponsorship marketing, including interesting stories of success, or to sponsor the John Arcand Fiddle Fest, contact:

The logo for Verve2 features the word "verve" in a lowercase, black, handwritten-style font. A red superscript "2" is positioned to the upper right of the "e".

creative & energetic...just like the name says!

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