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Who sponsored who in 2014

Julian Moore
June 2014

A year in review



Question 1

What was your largest sponsorship in 2013?

Corporate sponsorships are not donations, fundraising campaigns or bequests etc.

- \$ 0 – \$ 5000
- \$ 5000 - \$ 20,000
- \$ 20,000 – \$ 50,000
- \$ 50,000 - \$ 100,000
- \$ 100,000 - \$ 500,000
- \$ 500,000 - \$ 1million
- \$ 1million +

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Which NFP sectors are hot now?

- *Health & Chronic Illness*
 - *Fitness & Sport*
- *Families, Females & School Aged Children*
 - *Agriculture*
 - *Endangered Species*
- *Travel and Destinations*

Six Most Common Mistakes

- 1. Failure to Make Follow Up Phone Calls*
- 2. Generic Offering*
- 3. No Clear Reason to Sponsor*
- 4. Offering Brand Exposure to National/ Global Company*
- 5. Logo Placement as Leading Benefit*
- 6. Gold, Silver and Bronze Levels for Annual Partners*

Proposals: What's hot right now

- *Exclusivity*
- *Social Media and Mobile Apps*
- *Clear Measurement Strategies*
- *Unique and Creative Engagement Strategies*
 - *Ambassadors*

Question 2

Who wouldn't you accept sponsorship from?

Tick all that apply

- *Fizzy Drinks Producers (Coke, Redbull, Pepsi etc)*
- *Firearms (Winchester, Browning, Miruko etc)*
- *Pharmaceuticals (GSK, Pfizer, Novartis etc)*
 - *Tobacco (Phillip Morris, BAT etc)*
 - *Alcohol (Carlton, Penfolds, Bacardi etc)*
- *Coal Seam Gas and Mining (Santos, BHP, Rio etc)*

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Who has been spending in 2013 ?

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Air Travel

*Qantas

*Tiger

*Virgin

*Air New Zealand

*Emirates

*Cathy Pacific

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Tech

*Hewlett Packard

*Motorola

*Google

*Samsung

*Apple

*Asus

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Electronics

*Sony

*Bose

*LG

*Samsung

*Panasonic

*JVC

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Coffee

*Nespresso

*Phillips

*Merlo

*Vittoria

*Breville

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Health

*Coke

*Blackmores

*Nike

*Swisse

*Natures Way

*GNC

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Car Manufactures

*Lexus

*BMW

*Audi

*Mercedes

*Land Rover

*Honda

*Mitsubishi

*Hyundai

New to sponsorship in 2014

- | | |
|------------|----------------------------------|
| *Pearls | Kailis, Paspaley |
| *Watches | Chopard, Watches of Switzerland |
| *Champagne | Mumm, Pol Roger, Laurent Perrier |
| *Firearms | Winchester, Browning, Beretta |

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Most Requested in 2014?

- *Exclusivity*
- *Co - Branding*
- *Inclusions*

Questions ?

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