



The Sponsor's Toolkit

Anne-Marie Grey, Kim Skildum-Reid

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As switched-on sponsors continue to evolve their sponsorship programs, other sponsors are falling behind - not because they are less intelligent, but because their approach and tools have not kept pace with recent big changes in sponsorship. It isn't about awareness or exposure any more. In an era of unprecedented consumer power, sponsorship is the single most potent marketing tool you have to create and foster relationships and relevance with your target markets.

The Sponsor's Toolkit and the accompanying CD provides a no-nonsense approach to harnessing the power of sponsorship for your brand. This Toolkit thoroughly covers all aspects of sponsorship, providing you with the tools, techniques, resources, and streetwise advice to make your sponsorships really deliver for all of your stakeholders.

Who will benefit from this book? Anyone involved in achieving corporate marketing objectives, including: brand management, marketing, sponsorship, loyalty marketing, information technology, business development, promotions, trade relations, advertising, business-to-business, public relations, corporate affairs and media.

Anne-Marie Grey and Kim Skildum-Reid met in 1996, when both served on the board of the Australasian Sponsorship Marketing Association. In addition to their own pursuits, they have been working together since then, developing and presenting a series workshops for both sponsors and sponsorship seekers around the world. Their first book, The Sponsorship Seeker's Toolkit, was published in May 1999 to rave reviews and continued strong sales. It is considered by many to be the definitive guide for sponsorship seekers.

Reviews

'This book starts by giving you a sense of your organisation's level of expertise. Then it goes on to provide practical and constructive advice for everyone who should be involved in the process. It is loaded with examples of how you can improve. I have found some of the steps described within the book an invaluable tool to get everyone in the organisation on board with sponsorship and help to realise its potential as a truly effective marketing vehicle.'

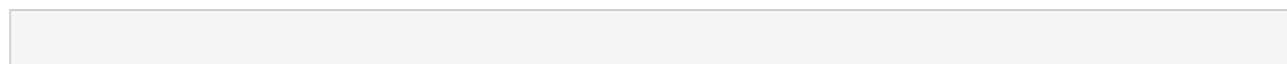
Donald McBain, Sponsorship & Communications Director, Lion Nathan Australia

'The Sponsor's Toolkit provides the recommendations, guidelines and key concepts for developing a successful sponsorship program. It is an ideal sourcebook for helping sponsors select and manage sponsorships to achieve their marketing goals.'

Rob Hennin, Regional Director - Brand Management and Marketing Services, Visa International - Asia Pacific

'The results achieved around recent major events have raised the bar for sponsors all over the world. Unfortunately, many sponsors still believe that sponsorship is about signage and hospitality. The Sponsor's Toolkit outlines how sponsors - small or large - can achieve even greater outcomes with creative ideas and lateral thinking.'

Terry Hearity, Sponsorship Manager, Australia Post



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Frances Carlton:

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