

# Corporate Partnerships & Sponsorships



*Grant Thornton Forensics Department support the NCH and their new Female Conductor Programme – Winner of the Business to Arts Best Large Sponsorship award 2019*



## Contents

Understanding Corporate Support.....	3
An Analytical Approach .....	4
The Corporate .....	5
Formulate the Equation .....	7
The Art of Opening Doors.....	8
The Art of Storytelling.....	9
The 5 I's of Corporate Engagement.....	11
Cultivation, Recruitment and Stewardship of Donors.....	11
Reviewing your Approach.....	12
The Art of Relationships .....	13
Keeping your Partner Happy .....	14
Added value for your relationship .....	14
Sponsorship – A Different Type of Relationship .....	15
The Benefits to Corporate Sponsors .....	15
Sponsorship Process – A Business Relationship .....	16
Tips for Securing a Corporate Partnership or Sponsorship.....	16

# Understanding Corporate Support

## Why Corporates give?

- Increase sales
- Enhance brand image/brand differentiation
- Improve employee morale/retention
- Broaden customer base
- Strengthen ties to the local community
- Opportunity to express corporate values in the public arena
- Owners/Managers have strong ties with a particular cause
- Philanthropic/charitable reasons – to give back

## How Corporates Support?

- Cash (certain donations allowable against tax)
- In-kind donations – products/services/skills
- Secondment – staff member seconded for a particular area of expertise
- Product/Art Purchase
- Employee time
- Sponsorship
- Fundraising from staff (e.g. workplace collections, raffles, hosting charity events)
- Fundraising from customers
- Cause related marketing
- Payroll giving
- Publicity/Media space

# An Analytical Approach

## Your Organisation

- Be clear what you are asking for and why you are asking
- Prepare a strong Case for Support fully tailored to the specific corporate you are approaching – one size does not fit all and each corporate pitch must be entirely customised to fit
- Identify the organisation's needs in terms of financial and non-financial support – be specific!
- Ensure that you have the necessary facts and figures available to support your request and any questions asked by the corporate
- Ensure you are transparent regarding your current financials, codes of conduct, organisational structure, board and governance – this should be clearly stated on your website - companies will often check this before agreeing to meet you
- A specific request is more appropriate than a general donation – businesses, like individuals, like to make a 'real' difference. Tangible, relevant and emotive projects will be more successful than broad charity-wide or core cost funding
- Remember to make your request as SMART as possible (Specific, Measurable, Achievable, Realistic and Time bound)
- Where possible, have multi-annual partnership options in mind, the benefits of multi-annual partnerships can mean more PR and Comms opportunities and less time spent on looking for the next partner after 12 months. Plan a relationship build for 12, 24 and 36 months so you can demonstrate longevity

## The Corporate

- Carry out **thorough** research on the business in terms of:

- Background
- Ethics
- Company Mission & Vision
- CEO/Director Profile
- Product(s)
- Services
- Business success
- Annual turnover
- CSR overview
- Previous partners
- Previously funded projects
- Values and ethics
- Board/People/Staff numbers



**accenture**  
High performance. Delivered.

*In 2016, Accenture in partnership with the Royal Irish Academy, commissioned five portraits of leading female academics to recognise their achievements and inspire future generations.*

- Ensure that you have studied their approach to Corporate Social Responsibility and their current or past commitments to other organisations – enquire from other organisations who they have previously partnered with.
- Identify the opportunities available to you – does the business have a Partnership of the Year for which you can apply, or does your organisation meet set criteria the business has chosen to support that year?

- Demonstrate to your potential sponsor that you have done well-researched groundwork and genuinely want them to support you for a reason – make sure there is a cohesive fit.
- Be professional – your organisation must feel like a business if a partnership is to work
- Set clear KPIs and goals for both sides of the partnership at the outset
- Be aware of what the corporate will hope/aim to achieve from the partnership, think through what the partnership can mean to them from all angles with their company structure in mind – prepare ideas from new angles
- Personalise & Tailor each communication to make them feel that they are the only company you are speaking to
- Offer exclusivity if/where appropriate on larger projects
- Offer Corporate Support with a range of options (Patron, Partner, Associate) and list what each will entitle for the corporate

**BUILD CREATIVE CONNECTIONS**

*Corporate members at the Everyman will enjoy a year of inspirational theatre and a host of exclusive benefits including ticket allocation, hospitality, brand visibility and the opportunity to develop bespoke events. Each Corporate member package has been designed to involve your staff and clients in the vibrant life of the Everyman.*

We have three levels of corporate membership available:  
**CURTAIN RAISER, APPLAUSE and ENCORE.**

MEMBERSHIP BENEFITS		Curtain Raiser €1000 pa	Applause €2500 pa	Encore €5000 pa
Tickets and programme information	Complimentary regular Tickets (see terms) per year - you will be informed of the shows available at the start of each season	12 tickets	36 tickets	76 tickets
	VIP booking and waiting list priority for selected shows	●	●	●
	Special late offer complimentary tickets for shows			●
	Special group discount available			●
	Employee discount of 10% on selected tickets throughout the year		●	●
	Advance notification of season	●	●	●
	Special surprise offers throughout the year	●	●	●
	Backstage - our members newsletter	●	●	●
Backstage access	Invitation to season launches & selected press nights	●	●	●
	Invitation to annual members event	●	●	●
	Invitation to special supporters events	●	●	●
	Special offers from partner organisations	●	●	●

An example of a sponsorship grid taken from The Everyman's Corporate Members Brochure - 2020



## Formulate the Equation

- Identify the matches between your organisation and the targeted business always ask: **IS THIS PARTNERSHIP RELEVANT?**
- Use the 'DIAL Up' (**D**onors – **I**nterest, **A**bility to Give, **L**inks (to cause) model when prospecting suitable corporates. Rate each corporate prospect from 1 – 5 in each area. Potential donors should have a DIAL total between 12 and 15.

DONOR (NAME)	INTEREST	ABILITY TO GIVE	LINKS	DIAL TOTAL

- Ask yourself questions such as do you have the same goals, are you in the same locality/community or are you sharing the same/similar clients/audiences
- Check if they have advertised the desire to support arts organisations with your goals or if they have demonstrated interest through their PR and Communications/Brand
- Always ask yourself why should this business want to support your cause – think through what is in it for the corporate – will it be channelled through sales, HR, footfall, product launch, brand connectivity, or pure philanthropy
- Research the key team members that you think will fall into the channel of interest and understand what they want out of the partnership.

# The Art of Opening Doors



- A personal introduction always works better than a cold call!
- Ask your Board, Sub-Committee, staff, supporters and suppliers for an introduction to a business they know, or to a well-connected individual within that business
- Check who you mutually know through LinkedIn and ask contacts to make introductions.
- Identify how a business likes to talk to people; their website will often offer tips on to whom and how to communicate – are they formal/casual in tone and ethos
- Identify who is responsible for CSR, and familiarise yourself with that employee and/or their team
- Finally, a pre-email telephone call to introduce yourself and inform them that something interesting is coming to them via email/post will leverage better results as you have made initial contact with the relevant person.
- Follow up after email with another call to set/discuss a meeting date – it is up to you to keep the conversation alive and moving in the right direction.



## The Art of Storytelling

- Decide to tell your story by letter, by email, by telephone or in person face to face is best approach where possible
- If in person, decide what tools you will use to communicate your message – photographs, beneficiary profiles,
- A video or a presentation may make more of an impact than a conversation alone – have all assets prepared
- A relaxed chat over a coffee may be the best initial approach in some cases to see where the corporates interests lie
- Choose the right person/people or team to represent your organisation if the meeting is face-to-face, and ensure they are well-briefed and competent in their knowledge of both your organisation and the
- Choose the right location – if possible bring them to your organisation's building to tell 'your story'
- Remember that all arts organisations are worthwhile, and that each has a valuable story to share, your challenge is to make your organisation stand out!



- Put the pieces together for the corporate:
  - Why you?
  - Why now?
  - What impact?
  - What results?
  - How you can collaborate for shared value?
  
- Your potential Corporate Sponsor does not need to know every detail about your organisation so be selective and choose your information wisely – only bring relevant strands together for your audience and give a brief overview of your organisation without too much internal lingo and jargon – you will lose their interest
  
- Your representative should be good at building relationships – which at the end of the day is what you are looking to build! Choose your meeting team wisely
  
- People work with people – so you may well be chosen to progress on the back of your/ your teams interpersonal skills



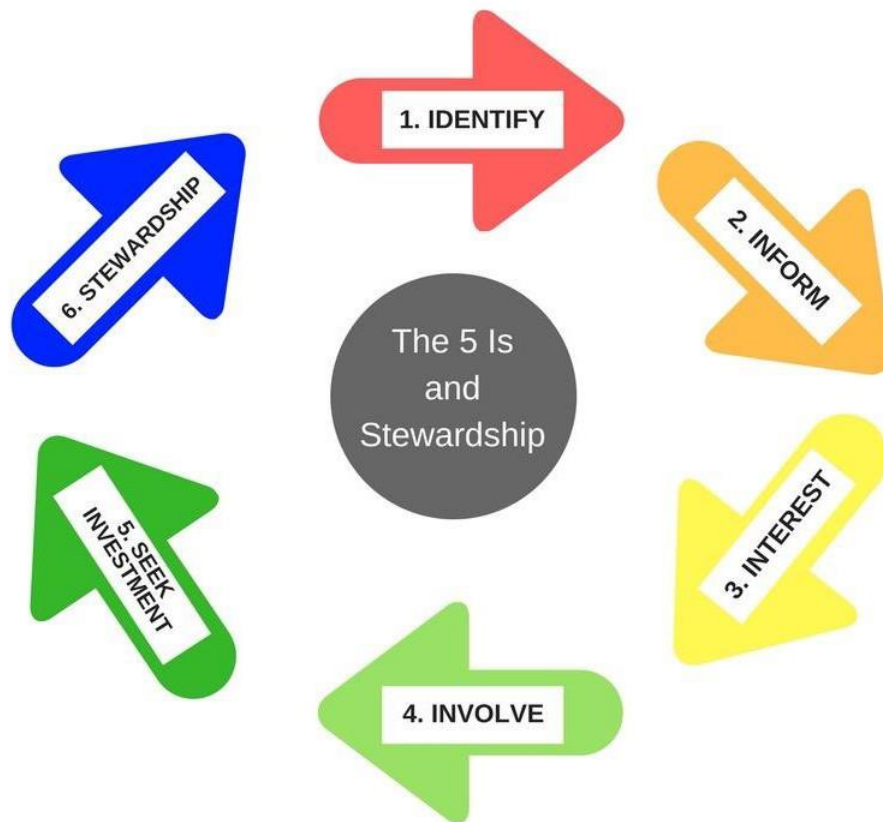
## ESB Centre for the Study of Irish Art

*Established in 2002, the National Gallery of Ireland's ESB Centre for Study of Irish Art (CSIA) has established its role in promoting and supporting the study of Irish art.*

# The 5 I's of Corporate Engagement

## Cultivation, Recruitment and Stewardship of Donors

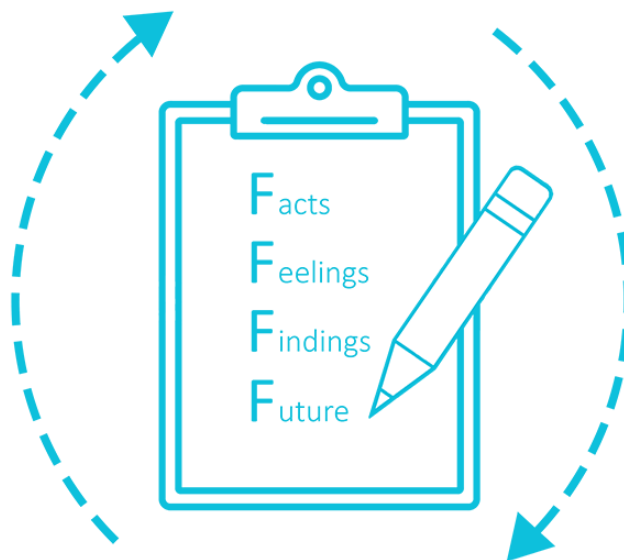
In developing relationships with all corporate constituents, individual organisations should follow a method that is loosely termed as **the 5'I's & Stewardship** for those identified as your strongest prospects:



More detail on each stage of this diagram is found in the 'Engaging Major Donors' Handbook.

## Reviewing your Approach

- If appropriate, seek feedback on your approach, especially for a face-to-face presentation or the completion of an application form to ensure that you learn from the process
- If your request is rejected, ensure that you understand why, and that if appropriate ask if you can apply again
- Companies will appreciate your dedication to improve and progress and it will often help you to stand out for the next round/future opportunities
- Review the ask – if the organisation matches but the request does not fit, look for a more appropriate ask and re-tailor your communication



## The Art of Relationships

- Regardless of your summary on their level of interest post meeting, **THANK** the company for their time in taking your call, reading your letter/email or viewing your presentation
- Make sure to make a 'second-date' to collaborate/review ideas at the end of the phone-call or meeting
- Make notes on their area of interest or any ideas that they have mentioned/have come up in the meeting – these are the areas that they feel there could be crossover and you need to refer to these in follow up communications
- Keep the relationship going in every case, using your newsletter, occasional email updates, personal meetings with key figures in your organisation and special events
- Use any touch points to reach out to the company – this could be an article that may be of interest to them/article about them/something relevant to their area of business. This shows tenacity and interest and will stand to you
- Things change – if a request was rejected one year, it may be accepted another year so don't give up! – feedback calls can pave the way for future discussion



## Keeping your Partner Happy

- Don't get too comfortable in any partnership – remember all partnerships need to demonstrate shared value so both parties need to feel interest and connectivity to the project
- Acknowledge the partnership publicly – create a communications plan and timeline that you and the corporate partner are happy with over the duration of the partnership
- Invite them to see the programme/project they are funding (where possible) and gauge their interest in each area
- Agree to reasonable requests but don't lose your organisations identity in doing so – this is a partnership not a dictatorship

## Added value for your relationship

- Include employee involvement – keep the staff briefed and excited
- Enhance team spirit – organise engagement days
- Fun events – what are their ideas around the partnership
- Payroll giving – a neat way to maintain interest and funding
- Employee matching gifts
- Volunteerism – this can lead to bigger things so don't view this as towing the line
- Product donations – accept where relevant/useful



## Sponsorship – A Different Type of Relationship

Corporate Sponsorship can be a significant channel for arts organisations – sponsorship sustainability is a result of interdependence and shared bottom line. Sponsorships work with a well-structured plan, which demonstrates relevance between the corporate and not-for-profit. The key to a solid and lasting sponsorship is based on the story it tells to the public. If they can recognise and readily understand the fit, it will serve as a far-reaching benefit to both organisations.



Globally, the arts has had a long and complex relationship with sponsorship, but as one commentator pointed out “Until museums find a grove of money trees, corporate sponsorship will be a necessary part of their lives.” [Ref: Financial Times].

- A Sponsor’s main interest will be in positive brand exposure – who are the audience that they would access through supporting you?
- Promoting/reflecting an image to a specific audience
- Promoting Product/Brand Awareness
- Business-to-Business Opportunities
- Competition Blocking
- Employee Involvement & Motivation
- Use of Unique Facility for Special Events (shooting advertisements, corporate launches, specialised events etc.)

## The Benefits to Corporate Sponsors

- Title Sponsorship (event named after/associated with sponsor)
- Opportunity to host a corporate reception prior to sponsored event
- Promotion at venue - logo display plan
- Branding in programmes, newsletter, website, on building
- Venue organisations - annual invite/memberships
- Invitation to Opening Receptions and Exhibition launch openings

## Sponsorship Process – A Business Relationship



The Farmgate Café National Poetry Award

- Internal Preparation – Talk early and often you are the driving force behind the sponsorship so be sure to keep the relationship fuelled
  - Culture – build your organisation into the company's value chain – become irreplaceable
  - Brand & Audience

Development – prepare a dual audience plan – are both audiences' needs being met by the sponsorship?

- The Sales Process – be sure on deliverables and only commit to those you can achieve
- Servicing Sponsors – See the 5 I's of Stewardship
- The Long-Term Plan – what does a multi-annual sponsorship look like, look at a 3 – 5 year build from the outset and have this prepared for the sponsor

## Tips for Securing a Corporate Partnership or Sponsorship

- Do your homework
- Timing is everything
- Workforce Engagement
- It's not just about the money
- Finding the shared values
- Build relationships
- The partnership's 'home' is throughout the charity
- Tell the story as widely as possible – plan PR and Comms touch points throughout the partnership
- Show how the sponsorship can live and grow – don't stop at yes!



*In 2015, the Butler Gallery was delighted to present a collaboration with Kilkenny-based and Oscar nominated Irish animation studio Cartoon Saloon*