

Engaging employees with a sponsorship deal

With a growing number of media platforms, sponsorship is becoming increasingly important in the overall marketing mix. Clearly there has to be a good fit between the brand and the sponsorship vehicle. But just as importantly, employees have to engage with the sponsorship and the rationale behind it if it is to deliver its full value. Here's our quick guide to engaging your staff with your sponsorship.

Recognise different audience needs

Any employee audience is complex and different segments will have very different communication needs. Begin by recognising that some employees will have little or no understanding of the sponsorship vehicle whilst others will have a detailed understanding and target communication accordingly.

Focus on the benefits to the business

As a sponsor, your primary interest is in building your brand and not that of the sponsorship vehicle. Make sure your communication focuses on the business rationale and benefits as employees will want to know the extent to which the sponsorship is achieving its objectives.

Be transparent about tickets and merchandise

Most staff recognise that the sponsorship exists to build the brand and do not necessarily expect direct personal benefit. Be open about your policy on tickets and merchandising as failure to do so will frustrate staff and undermine the credibility of the sponsorship amongst employees.

Share activation ideas

Activation means making use of the sponsorship in everyday activity and happens at all levels of the organisation. Provide employees with a platform for sharing these ideas so that everyone has the opportunity to leverage the benefits of the sponsorship.

Offer an 'inside track'

Employees (and those outside the organisation speaking to them) expect a degree of inside knowledge about the sponsorship vehicle. Whilst being careful not to breach confidence, provide employees with content that they would not otherwise get without the sponsorship.

Measure, measure, measure

The only way you will know if your employees have fully engaged with the sponsorship is if you ask them. Construct a way of monitoring opinion and the actions you want employees to take in support of it and ensure that you track your agreed metrics regularly.

If you require further guidance about any aspect of this toolkit, we'd be very happy to talk further with you!



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