

Benefits for corporations, nonprofits

## Event sponsorships require careful planning

Cash and in-kind gifts help companies market themselves.

By Emily Brewer

Approximately \$6.8 billion in corporate funds is available to sponsor charitable events, according to an estimate by the International Events Group, a firm that tracks corporate sponsorships.

Both corporations and nonprofits may benefit from sponsorships. The nonprofit may receive a package of cash and in-kind gifts that can cover substantial portions of an event's budget. The corporation benefits from the advertising and association with the event and the nonprofit.

"The sponsor is essentially buying

into the event's marketing and advertising campaign," says Janet Hart. She secured from NationsBank a mid-six-figure title sponsorship when working in Miami as executive director of the Coconut Grove Fine Arts Festival in 1996.

Lance Helgeson, managing editor of the IEG Sponsorship Report, says: "Sponsorship offers something that traditional advertising (such as television, radio and newspapers) cannot. It allows the company to associate their

product with the attributes of an event.

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Janet Hart

the demographics of the people it attracts. The sponsorship process needs to start early in order for cor-

porations to work the funding into their annual budget, usually set in the fall.

Seventy percent of sponsorships are for sporting events ranging from large events such as the summer Olympics and the World Cup to a community little league tournament, says Helgeson.

### For more help

IEG, Inc. offers a line of products to help nonprofits get sponsors and learn about the system. *The Sponsorizer* is a book that helps nonprofits target the right sponsors to whom to pitch their sell. They also publish a bimonthly newsletter; the

### A 10-STEP GUIDE

See next page.

*IEG Sponsor Report*, that tracks trends in sponsorship and covers deal structures.

In addition, the firm's Valuation Service helps the nonprofit define the assets of the event and help them bring in the most revenue. The organization also holds a national conference and regional conferences for companies and nonprofits.

### LINKS

International Events Group

Phone: (800) 834-4850

E-mail: [ieg@sponsorship.com](mailto:ieg@sponsorship.com)

Web: <http://www.sponsorship.com>

Driven to give

## Chevrolet ties brands to nonprofits with affinity marketing

Chevrolet bonds specific models with each market's interests and favorite causes to make a marriage of convenience.

By Joan Alford

Chevrolet is going a step beyond parent company General Motors' corporate giving by aligning car models with nonprofits that reflect their buyers' interests.

Consumer research has helped Chevrolet and other companies zero in on their customers' interests and favorite causes. By supporting these nonprofits, Chevrolet has found another avenue for advertising its brands while working to strengthen customer loyalty.

It's called affinity marketing and is proving to be a successful tool for both nonprofits and Chevrolet.

"As affinity partners, we associate ourselves with people, causes and activities to establish a relationship with potential customers," says Dan Hubbert, assistant manager for sales and marketing communications at Chevrolet headquarters in Detroit.

"It's certainly very smart that Chevrolet has aligned itself to core markets," says Richard Honack, adjunct professor of marketing at J.L. Kellogg Graduate School of Management. "They've always been ahead of the game when it comes to affinity marketing and they have the right to look for affinity groups that match their market."

Although Ford, Chrysler, and

other major automakers provide overall corporate dollars for community projects such as education and environmental causes, no others define their individual model markets through affinity marketing with nonprofits as extensively as does Chevrolet.

"Using the Web to align brands makes them more of a member of the community," says Charles Rubin, co-author of *Guerrilla Marketing Online* and *Guerrilla Marketing*

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Dan Hubbert

*Online Weapons*. "People see that they're concerned with things other than money. It creates a warm fuzzy cachet of being a good citizen."

### Good sports

Chevrolet is an overall sponsor of the U.S. Figure Skating Association and the U.S. Soccer Federation. Cavalier, a lower-priced model in the Chevy lineup with a 65 percent share of female buyers, is targeted as the skating association's main affinity brand.

Cavalier marketers approached the association about sponsorship.

"Chevrolet became one of our cor-

porate partners in the 1996-97 competitive season," says Heather Linhart, communications coordinator for the United States Figure Skating Association. "They currently sponsor a variety of events including our Exhibition of Champions."

And there's the perk of being where the action is.

"Displaying vehicles at events is more subtle than advertising, going beyond television and radio," says Hubbard. "You can reach people in various ways, but at events you've already got people there. It's a more pleasant way for people to see our product."

The Cavalier also sponsors the "Perfect 6.0" program: skaters who've received the most 6.0 scores during the year receive a Chevy Cavalier. Olympic gold medalist Michelle Kwan

recently won a red Cavalier convertible.

The Lumina, a family four-door sedan, piggybacks on the sponsorship.

"Lumina awards high school juniors and seniors not only on the ice, but in the classroom," says Linhart. Students receive letter jackets, award certificates and scholarships.

"They also help us arrange for vehicles to transport athletes," says Linhart. "And as national partners, they receive signage at events and media buys on our televised events."

Drawing on the "soccer mom" tag, family vehicles Malibu and the new

minivan, Venture, are models targeted to the U.S. Soccer Federation audience.

"Soccer in this country is growing, kids are involved and the parents come out to the games," says Greg Drozda, manager of marketing and client services for the federation. "It's a very positive affiliation for Chevrolet and for us. It bridges the gap between participation and viewership."

Amateur soccer teams may ask local Chevy dealers to request use of the mobile "Soccer Pavilion" from corporate headquarters. Besides advertising Chevrolet, the van is equipped to display videos with soccer tips. Chevrolet dealers also hold soccer-related give-aways.

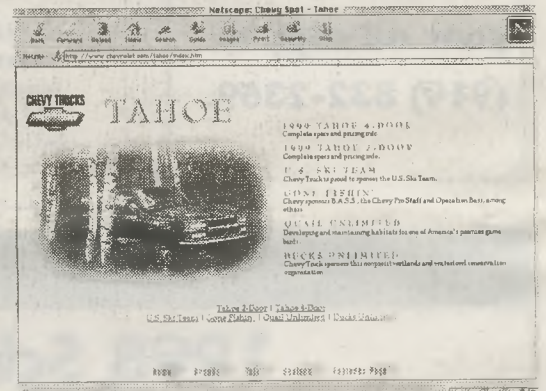
"We encourage our dealers to reinforce locally what we're doing nationally," says Hubbert.

Venture is also specifically aligned with "Concept: Cure" a fundraising program that includes designer-fashioned vans used as contest prizes to raise money for breast cancer.

### Far from retirement

Lumina was chosen as the official car of the American Association of Retired Persons' biennial convention last month in Minneapolis.

"The Lumina division is an adver-



tiser in [AARP's] *Modern Maturity* magazine," says Brent Council, exhibits and sponsor manager for AARP. "We approached them to be an advertiser with us quite a number of years ago and it's proven to be a very good working relationship."

The brand sponsored the first of three performances at the convention by actress/singer Debbie Reynolds. The Lumina was showcased at the door of the performance every night as well as in the convention's main entrance. They also purchased 1,800 square feet of exhibit space.

"Chevrolet also provided us with 16 vehicles for VIP transportation," Council says.

Council says the targeting by Lumina of the AARP's 50-years-and-older membership isn't the real draw. "Our convention is about lifestyles and factors that influence changes in life," he says. "Lumina is more consistent with income level, work sta-

Look for CHEVY, page 17

### BRIEFLY

#### Races benefit Triangle Hospice

Triangle Hospice received between \$9,000 and \$10,000 from the first-ever Hospice 275 races at Orange County Speedway last month to help meet the needs of terminally ill people and their families. The final tally was not in at press time.

#### Arts council surpasses goal

United Arts Council of Raleigh and Wake County raised \$1.2 million to support the arts, generating 102 percent of its 1998 campaign goal. Most of the money raised, \$334,000, came from corporate giving, followed by \$258,000 in workplace giving.

#### Saint Mary's campaign successful

Saint Mary's School in Raleigh has met its \$16 million goal for the "Continuing the Tradition of Excellence" campaign, which will fund scholarships, teaching honors, curriculum development, computer technology, library acquisitions and facilities.

#### Guilford College exceeds goal

Guilford College of Greensboro raised \$1.02 million in this year's Loyalty Fund campaign, exceeding the \$1 million goal. The campaign supports student scholarships, library acquisitions and faculty projects. Guilford College, the third oldest coeducational college in the country, was founded in 1837.

#### \$200,000 raised for breast cancer research

More than 5,500 participants helped raise some \$200,000 for the Susan G. Komen Breast Cancer Foundation in the five-kilometer N.C. Triangle Race for the Cure, held June 6 at Meredith College. The event raised twice as much as last year.

#### Chase, employees donate to UNCF

Chase Bank and more than 2,000 of its employees have given \$560,000 to the United Negro College Fund this year. The company matched the employees' contributions of \$200,000 — more than doubling last year's giving. The bank and its employees were honored at a reception where fund board member Colin Powell was a guest speaker.