

## Sponsorship Criteria for CooperAitken 2011

### Objectives of Sponsorship

- Opportunity to create long-term value
- Ability to reach targeted audiences and build relationships
- Positive exposure for the Cooperaitken brand
- Sponsorship is a friendly way of marketing than advertising

### What we should not sponsor

- Requests that benefit an individual person or family
- Extreme sports
- Religious activities
- Political candidates or organisations
- Causes we do not believe in

### Considerations

#### Relative cost to exposure

- Is the cost relatively small compared to other ways we have of reaching this group
- Are we getting more exposure, better targeted exposure compared with other avenues available
- Is the exposure long term, or a one off advert
- What is the exposure numbers – circulation, membership numbers

#### Leverage the Sponsorship

- Can we get a list of member names and market to them before and/or after the event
- Will it be beneficial to us to list this sponsorship in our marketing material/website
- Can we suggest additional mediums where they could advertise us

#### Is the audience targeted in our target market

- Morrinsville and Matamata community
- Farmers
- Young progressive businesses

#### The sponsor

- Is their cause acceptable – you are judged by the company you keep
- Do you support the cause – if not don't fake it

#### Other sponsors

- Number of other sponsors
- How well will we stand out
- Are there sponsors that offer accountancy or similar series to us
- Could association with the other sponsor make Cooper Aitken look good

#### Proposal for 2011

- Each Partner to have \$500 for interests (providing they are not in the 'not to sponsor list') = \$3000
- 2 meaningful community projects in Matamata and Morrinsville
- Investigate opportunities for sponsoring the Dairy Industry Awards
- Staff to nominate one charity to raise money for during the year – CooperAitken to match amount raised.