BEST PRACTICES AND EMERGING TRENDS IN CORPORATE SPONSORSHIP

Learnings from ESP Properties and Science Museum Minnesota

Presented to ASTC Conference
September 24, 2016
Sponsorship landscape is evolving

Spending to increase

Partners want more than recognition

Digital and social benefits are key

Co-creation opportunities drive value

TOPLINE SPONSORSHIP TRENDS
MUTUALLY BENEFICIAL SPONSOR INTEGRATION

Fernbank Museum of Natural History partnered with AT&T and Cisco to enrich the guest experience throughout the museum with the launch of AT&T Wi-Fi and mobile app.
TREND | DIGITAL AND SOCIAL ARE KEY

Social and digital benefits are no longer optional

Industry benchmarks show that these benefits are becoming increasingly mainstream.

*Source: 2015 IEG Rightsholder Survey

WHAT BENEFITS DO YOU OFFER SPONSORS?

89%
Presence on social media channel

50%
Access to property content

• Determine feasibility of digital/social benefits
• Develop guidelines for sponsor inclusion and resources
CO-CREATION EXISTS ON A CONTINUUM

DEVELOPING

Inclusion of product in exhibit

Inclusion of sponsors’ expert in content

Interactive booth to showcase service

Owned event series or program

Digital microsite or app

Comprehensive technology integration
EXAMPLES OF CO-CREATION

Use of Microsoft’s software and services improved exhibit and guest experience

Visitors use Samsung technology to explore the museum’s collection and improve digital learning.
CURRENT PARTNERSHIP STRUCTURE

OFFICIAL PARTNERS

$200K-$300K Annual Fee

PREMIER PARTNERS

CORP. DONORS

Amount and term varies

PHILANTHROPIC

EXHIBITION & PROGRAM PARTNER

$50K - $150K Annual Fee

D E L T A  Donaldson

PROMOTIONAL

$20K Annual Fee

Coca-Cola
NEW PARTNERSHIP STRUCTURE

OFFICIAL PARTNERS

PREMIER PARTNERS

$350K Annual Fee

+1-2 more partners

COMMUNITY PARTNERS

$150K Annual Fee

+6-8 more partners

NATIONAL TOUR

$250K Annual Fee

1 per exhibit or event

EXHIBITION & PROGRAM PARTNER

$50K-$150K Annual Fee

1 per exhibit or event

PROMOTIONAL

$50K Annual Fee
Be sure the content is authentic to your audience.

The connection (relevancy and fit) between brand and property needs to be clear.

Include a call to action.

Have a location on your website to house and share content, both museum created and sponsor created.
Social Media

- Balance the need to enhance sponsor reach while not turning off fans with messages that are overly commercial.
- Share sponsor content that enhances the visitor experience, such as including sponsorship of “things to do” lists and event-themed content.
- Value-add posts on Facebook, Twitter and Instagram can help drive attendance and promote museum programs.
ACTIVATION FUND

The activation fund is a bank of funds, paid by the sponsor upfront to utilize when creating/running activation programs to promote the partnership.

Funds can be used for:

- Build out of sponsored platform (e.g., creation of digital content, build out of microsite, media buy, etc.)
- Additional facility and venue rentals
- Tickets
- Promotional mailings (e.g., direct mail, postage costs, etc.)
- SMM merchandise for promotional purposes
SMM is well positioned to expand their sponsorship program. Several factors are critical to ensuring success.

**Create Community Partner Level**
- Adding 6-8 year-round community partnerships has the ability to drive significant additional revenue

**Enhance Sponsor Benefits**
- Success hinges on a few key changes within SMM’s own culture:
  - Further development of digital marketing assets
  - Enhance exhibit and programmatic co-creation with partners

**Augment Organizational Structure**
- Hiring additional staff to sell and fulfill partnerships
- Create sponsorship working committee to coordinate sponsorship across departments
CORPORATE PARTNERSHIP WORKING GROUP

The primary goal of the working group is to build stronger, more integrated ties and working relationships among SMM departments that interface with corporate partnerships.

- **Working Group responsibilities include:**
  - Commitment to program and attending monthly committee meetings
  - Identifying and developing marketplace assets as well as leveraging opportunities to maximize SMM’s sponsorship potential
  - Identifying opportunities for companies to activate the partnership
  - Coordinating prospect research, sales and servicing efforts
  - Identifying opportunities to upgrade and/or transition corporate partners
  - Identify volunteer opportunities for sponsor employees

- **Working Group members may include:**
  - Development
  - Science Learning Division
  - Membership
  - Marketing/Communications & Digital
  - Public Relations
  - Facility Sales and Internal Sales
  - Volunteer Team
  - Finance
MARK ORDING
Vice President, Consulting
ESP Properties
+1 312 725 5116
Mark.Ordin@espglobal.com
www.espglobal.com