

# **Sponsorship Advertising Promotions**

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City and County of Swansea  
Dinas a Sir Abertawe













Swansea University  
Prifysgol Abertawe



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

City and County of Swansea  
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## BACKGROUND

Swansea - 10 years of a dedicated officer for sponsorship

Special Events / Culture

Sustainable Swansea - transformation

2015 'Commercialism in the Council' – Cabinet agreement  
part of a wider movement / England inspired?

CW recruited (October)



# Commercial Strategy

## The Case for Commercialism in the Council:

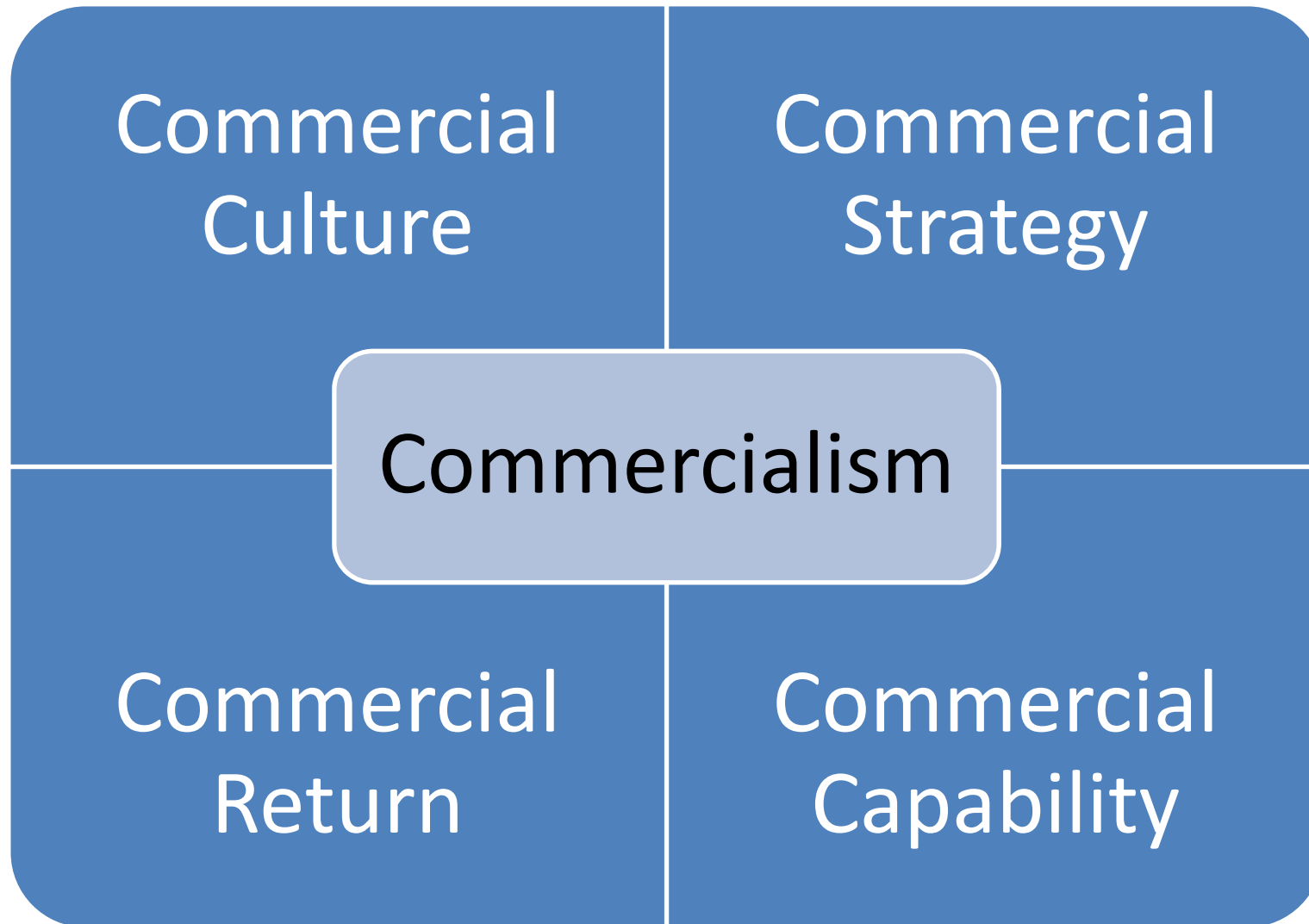
- To protect the public purse and achieve value for money for residents
- To foster a business like, efficient and innovative approach to service delivery
- To exploit every opportunity to increase income to offset the loss of grant
- To protect service delivery



# Strategic Objectives

- Reduce costs and increase efficiency
- Maximise income and cover our costs
- Maximise the return on all our assets
- Realise our potential for trading
- Use our buying power to help deliver corporate priorities and to create jobs
- Seek innovation via our commissioning and procurement activity
- Empower, incentivise and support our staff
- Increase commercial skills and capacity





**In our humble opinion -  
how to...  
Sponsorship, Advertising,  
Promotions and Trade Exchanges**



# FOUNDATIONS –

## KNOW YOUR MARKETPLACE

- YOUR POPULATION / DEMOGRAPHIC / CATCHMENT
- YOUR CUSTOMERS – YOUR NATIONAL -> LOCAL BUSINESSES, *YOUR SUPPLIERS*, YOUR COMPETITORS
- WHAT DO YOUR CUSTOMERS LIKE / ENJOY – HOW MUCH WILL THEY SPEND?
- CRM





- PRO-ACTIVE v RE-ACTIVE

- people come to us / now we must go to them  
(company cars / public sector v private)
- from being ‘centre stage’ to just a ‘supplier’
- aggressive, competitive marketplace

- PROFESSIONAL (WORLD-CLASS) v AMATEUR



# ASSETS – value with consistent price list

- Waterfront Winterland Ice Rink (sponsorship)
- 10K road race (sponsorship)
- Roundabouts (advertising)
- Lamp posts / pillar raps (advertising)
- Swansea Bus Station (advertising)
- Awards nights (sponsorship)
- Christmas Parade (sponsorship)
- Wales Air Show (sponsorship)



# WHAT IS A SPONSOR?

## a Sponsor is...

- A backer, a patron, a founder
- A an organisation that lends its name to ...
- in return for an association with an event / the City & County of Swansea / its residents
- Sponsorship should not be considered as a replacement for advertising



- Takes clients beyond normal advertising campaigns (differentiation).
- Consistency of 'Supporting the Community' presence.
- It encourages other sales later (advertising..).
- It often taps into another, additional budget.
- PR is the fuel of Sponsorship so you need to generate it.





# SPONSORSHIP - HOW TO SELL IT

Relevant association only and, get synergy right

Never present less than 3 ideas

Tailored to suit each proposal

Pipeline management / cross-sell

Trust and relationships



- Throughout your journey developing product and service areas, ask your client what they think at every stage. You should be led by what they will buy, not by what you think they will want without proving to yourself that your basic assumptions are right.



- A good place to start to evaluate your client is by looking at your competitors. What are they doing well? What do your clients like and dislike about the competition? This will give you the insight needed into how to make your USP platforms even better on price and quality.



# ADVERTISING

Advertising is paid for communication used to encourage or persuade an audience to do or believe something.

Swansea will encourage advertising on its own platforms (100+ opportunities) which support its strategic vision for Swansea.

We will not allow advertising for businesses which do not comply with its principles such as pay-day loan companies for example.





## PROMOTIONS - WHAT IS IT?

A promotion is anything we do other than sponsorship or advertising: supply of promotional personnel, leaflet distribution, give-aways, sampling, merchandising, a chariot race or a tea party on a roundabout.

The City & County of Swansea U.S.P. is integrating the client and our prestigious activity in a fun and interactive way. We have the ability to communicate with all of Swansea community – 240,000 of them (500,000 catchment)!



## PROMOTIONS - WHAT CAN THEY ACHIEVE

Leads/database information  
Site traffic/bums on seats  
Increased turnover/profit  
A crowd  
A news item/media exposure  
Improve client/customer relations  
Awareness  
Credibility



## HOW AND WHEN TO SELL A PROMOTION

What are the client's objectives - is it promotional activity?

Always offer 3 ideas.

Be creative with your ideas but don't promise what you can't deliver

**REMEMBER**, a promotion should achieve our clients objectives and ours, BUT we are the experts

Repeat business – a successful campaign will bring repeat business

Is it interesting? The “**SO WHAT**” test



## The 'So What' test...

Because their logo is on 25,000 flyers 'so what' test – what is the client going to gain from it? Why should the client give The City and County of Swansea money?

What will it do for the clients business and reputation?

Will it meet the client objectives?

Has this proposal been over/under priced – is it competitive with other media?

Is it unique or exclusive?

Is it within the clients budget so is it affordable?

Can it be measurable?

***Include all the client benefits!***



## TRADE EXCHANGE (IN KIND SUPPORT)?

Today more and more companies are 'Trade Exchanging'.

In fact, virtually nothing different but instead of a cash or invoice transaction, it's an exchange of products or services.

The City & County of Swansea Commercial Team work with numerous other companies

Vehicles/ Bottled Water for 10k race / Hotel Accommodation Partner for visiting delegates/press/artists etc etc



- MORE BASICS / TO ROUND THIS OFF





- **Market analysis**
- **Product/service analysis**
- **Financial analysis**



## In all cases the client needs to be sold...

1. You
2. Your authority
3. Sponsorship, Advertising, Promotions and Trade Exchange benefits
4. The Activity and Community



## BE S.M.A.R.T.

- S** Is your proposal **Specific**?
- M** Is your proposal **Measurable**?
- A** Will your proposal **Achieve**?
- R** Is your proposal **Realistic**?
- T** Can you deliver in the **Time**?



# Collaboration?

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