Giving Back: How Sponsorships & Philanthropy Create Brand Distinction

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Sponsorship as part of the strategic plan

Benefits that exist in sponsorship opportunities

Leveraging Relationships

Developing Meaningful Marketing
Content/Advertising/Public Relations

“Sponsorship is the fastest growing form of marketing the U.S.”

It is a qualitative medium rather than a quantitative one...

...And it’s good for business!

http://marketing.about.com/ad/eventandseminarmarketing/a/sponsorship.htm
Benefits that exist in sponsorship opportunities

1. Enhances Image
2. Shapes Consumer Attitudes
3. Creates Positive Publicity
4. Heights Visibility
5. Gives Credibility

Choosing Appropriate Sponsorships 1

What's an appropriate sponsorship?

Inappropriate sponsorship?

Create a sponsorship statement to guide the answers to the previous two questions.

Corporate Social Responsibility

Synonymous with philanthropy

CSR = connecting emotionally with stakeholders

Most effective when “concentrated on issues related to business interest”
Choosing Appropriate Sponsorships 2

Industry Sponsorships

Audience-Specific Sponsorships

General Sponsorships

Leveraging Internal Relationships

How are our staff getting involved?

How are our doctors involved?

How is Shepherd Eye Center involved as a team?

Leveraging External Relationships

Find Opportunities to Expand Current Relationships

Look for New Opportunities for Partnership

Uncover Previously Unknown Partnerships
Developing Meaningful Marketing
Content/Advertising/Public Relations 1

Hire a PR Consultant who can place your stories with the right media

Have an idea of what the competition is doing

Think outside the box

Deliver the content where patients will see it

Developing Meaningful Marketing
Content/Advertising/Public Relations 1

Online Content

Video

Developing Meaningful Marketing
Content/Advertising/Public Relations 3

Social Media Content

Website Content