

A sponsor's guide

to



The UK Sponsorship Database

The premier online database of UK sponsorship opportunities

November 2007



The UK Sponsorship Database

The premier online database of UK sponsorship opportunities

Information available

- **Instant free access to detailed descriptions of current UK sponsorship opportunities**
 - ie organisations and individuals seeking sponsorship
 - full contact details/website links/etc. included
 - no need to register (so no unwanted emails)
- **Database of suppliers to the sponsorship industry**
 - “Sponsorship Showcase” section (free access)
 - includes listings of companies offering a range of services from sponsorship consultants to after dinner speakers, from photographers to media buyers

Finding the listings

Free access to current UK sponsorship opportunities
 Sponsors - make direct contact with any of the organisations listed on this site:
 use the dropdown boxes below to go to the page or section that interests you

ARTS

---Click here---> ▼

CAUSE-RELATED

---Click here---> ▼

---Click here--->

Home

Animal

Child

Environment

Overseas

People

Ri

O

EDUCATION

---Click here---> ▼

MEDIA

---Click here---> ▼

SPORT

Football ▼

OTHER

---Click here---> ▼

Sponsorship Showcase

Sponsorship services organisations

---Click here---> ▼

---Click here---> ▲

Home

After Dinner Speakers

Associations

Audio Visual

Catering

Celebrities

Conferences

Creative consultants

Direct marketing

Entertainers

Equipment hire

After dinner speakers/celebrities
 Agencies and consultants who specialise in providing the right personality for the occasion.

Directory of UK Sponsorship Services

Financial services

Accountants, insurance services, budget specialists, debt collection, etc.

Gifts, Clothing, etc.
 Corporate merchandise, confectionery, electronic goods, mugs, mouse mats, novelties, etc.

Government agencies
 Relevant government departments, govt. supported bodies, etc.

Hospitality/events
 Corporate event management, client entertainment solutions, security, other services

Incentives
 Organisations who can supply/advise on sponsorship-orientated incentive programmes

International
 Sponsorship services and consultants offering services internationally

Legal advisers
 Law firms, agencies and solicitors offering services to the sponsorship industry

Licensing
 Experts in the licensing of sponsorship activities

Marketing, advertising, etc.

Music

Suppliers of music services

Photographic/video
 Suppliers of photographic/video services

Printers/Design/DTP/typesetting

Digital, screenprint, vinyl, flyers, adverts, handouts, leaflets, brochures, DTP, newsletters, volume, one-offs, balloons, typesetting, layout, etc.

PR agencies

Companies offering PR services relevant to sponsorship

Recruitment consultants

Recruitment agencies who cater for the sponsorship industry

Research and evaluation

All types of sponsorship research, effectiveness measurement, analysis of expenditure, targeting, etc.

Sales promotion agencies

Companies who advise on and/or implement SP programmes

Signage contractors

Suppliers of signage

Sponsorship consultants

Companies and individuals who offer a range of sponsorship services

Search this site

Advanced search

TOP 5 SEARCHES

October 2007 (exc. variations on same theme)

1. Rugby.
2. Environment.
3. Football.
4. Dance.
5. Education.

Updates

UK news update

28.11.2007 Doping concerns end **T-Mobile's** sixteen year sponsorship of professional cycling

28.11.2007 **esure** to sponsor **ITV** weather in historic deal

25.11.2007 **Man of the Match** becomes 'official', as website owners acquire worldwide rights

23.11.2007 **Magners Irish Cider** extends sponsorship of **Magners League**



19.11.2007 **Edinburgh Marathon** secures **Chevrolet** as **Hairy Haggis** team relay sponsor

Latest UK sponsorship opportunities

[29.11.2007](#)

[Action sports and music sponsors should clean up at The Extreme Dirty Weekend festival in 2008 ...](#)

[28.11.2007](#)

[Sponsors can gear up for Title sponsorship of Tour of Wessex annual cycle events ...](#)

[26.11.2007](#)

[Learning & Skills Council's CoLaS spectacular could add fizz to sponsors' community campaigns ...](#)

[24.11.2007](#)

[Expanding South London Gallery paints the bigger picture for the benefit of potential sponsors ...](#)

[22.11.2007](#)

[Tara Arts offers diverse opportunities for sponsors to play a cohesive role in its classic tours ...](#)

[21.11.2007](#)

[Poleclimbing Association log in with 'upscale' opportunities to sponsor the British championships ...](#)

[20.11.2007](#)

[Hungate Rove touch with sp with local mec](#)

[20.11.2007](#)

[Corporate sup Syndrome Ass champions of carol concerts](#)

BBC SPORT

www.bbc.co.uk/sport

Top Stories

▶ [FA scours globe for England boss](#)

▶ [Petit queries England absentees](#)

▶ [Champions League set for revamp](#)

▶ [DAILY SPORTS BULLETIN](#)

Search BBC Sport

BBC Sport is editorially independent. Its appearance on this site should not be taken as an endorsement.

Latest opportunities

[27.10.2007](#)

[The Iron Butts TV series seeks sponsors to saddle up and make tracks along with their celebs, ...](#)

Update: [The National Trust](#) has updated its opportunity and contact details

Availability information covering the latest UK sponsorship opportunities is just a click away; there's an update 'scroller' on our home page and a range of general and categorised news columns



The UK Sponsorship Database

The premier online database of UK sponsorship opportunities

Bookshop

Sponsorship Bookshop  [Shopping Cart](#)

Sensation: Young British Artists from the S...
by Norman Rosenthal
£14.99

Out of This Century: The Autobiography of P...
by Peggy Guggenheim
£6.18

The Great City Academy Fraud
by Francis Beckett
£12.83

Carry This Message: A Guide for Big Book Sp...
by Joe McQ
£11.99

The Sponsorship Seeker's Toolkit, Second Ed...
by Anna Maria Goss
£17.99

The Turner Prize: New Edition 2007
by Virginia Button
£17.99

Similar Items

Our Sponsorship Bookshop, powered by **Amazon**, offers hundreds of sponsorship-related books for sale

Other features

The site also includes features designed to assist sponsorship planning – sector commentaries, our SCALA campaign costing tool and ‘Useful links’

Sponsorship in the cause-related sector ...

Many activities in the field of sponsorship have a charitable dimension; so, in a sense, the cause-related sector is perhaps more all-embracing than the other major sponsorship categories.

Clearly organisations involved in activities which are essentially aimed at 'doing good' are particularly attractive as investment opportunities for the sponsor. Of course great care should be taken to avoid the numerous potential pitfalls.

So, as in other forms of sponsorship, it's wise to be very clear about your objectives and how they are to be addressed by the specific rights conferred by the sponsorship contract. And, after the event, to undertake some form of audit to ensure that what was promised was in fact delivered.

Organisations such as **Business In The Community** and the **Charities Aid Foundation** (see links above) offer useful guidance and background information. But there is no substitute for undertaking research of one's own on aspects such as registered versus non-registered charity status (see the **Charity Commission** link above); the tax position of sponsors; the level of overheads incurred by the organisation you are thinking of supporting; and developing an understanding of 'patronage', 'payroll giving', etc..

Once you've made these checks, the very positive sponsorship are there for the taking. Not to mention contributing to a worthy cause ...

Richard Fox

Download free copy of [Sponsorship in the Cause-Related Sector](#) by AP Information Services Ltd.



SCALA®
Sponsorship Cost And Leveraging Assistant

This calculator is intended to provide a checklist of items and associated costs that may need to be budgeted for when planning and implementing sponsorship activity. We believe the list covers most (if not all) of the possible items to be considered in the planning of a campaign, though clearly each sponsorship is different and many of the items listed will not be applicable to individual campaigns. The table below provides links to the relevant page in our **Sponsorship Showcase** directory of suppliers.

To use the **SCALA** calculator, simply type in the cost of each element and when complete click the 'Total' button.

Sponsorship fees/rights

£ [Licensing](#)

£ [Other](#)

Leveraging

1. Event management costs:

£ [After dinner speakers](#)

£ [Audio visual](#)

£ [Catering](#)

£ [Conferences/exhibitions](#)

£ [Entertainers](#)

£ [Equipment hire](#)

£ [Event management/production](#)

Useful links

- ▶ [Adult Learning](#)
Wide-ranging UK government site covering finding and applying for a course, financial support, training for the workplace, etc.
- ▶ [LearnDirect](#)
Learn online - choose from over 750 courses - free and impartial advice on over 500,000 courses (!) nationwide
- ▶ [The Learning & Skills Development Agency](#)
Formerly **Further Education Development Agency** - strategic national resource for the development of policy and practice in post-16 education and training
- ▶ [Microsoft Anytime Anywhere Learning](#)
"Putting laptops in the hands of learners"
- ▶ [National Association of Advisers for Computers in Education](#)
Professional association for those concerned with inspection, advice, support, training and development of the use of information and communications technology in education
- ▶ [National Curriculum online](#)
- ▶ [National Grid for Learning](#)
Government's national focal point for learning on the internet
- ▶ [National Information & Learning Technologies Association](#)
Membership organisation for those using new technologies to provide lifelong learning
- ▶ [National Learning Network](#)
- ▶ [National Training Awards](#)
"UK's premier accolade for organisations and individuals that have achieved learning excellence through training"
- ▶ [Sector Centre for Education \(ACE\)](#)
Sector advice centre re state education year olds
- ▶ [Humanities Research Board](#)
Funding and in advanced research, postgraduate /training and for libraries, museums series
- ▶ [Further Education](#)
Providing information about sources of for international students
- ▶ [Council](#)
Providing information about sources of for international students
- ▶ [Educational Communications & ICT Agency \(ECTA\)](#)
The UK Government and national organisations in the use and development of education to raise standards, widen improve skills and encourage effective ment
- ▶ [Educational Suppliers Association](#)
Over 230 educational suppliers
- ▶ [Partnership in Education - a guide to](#)
Information about becoming involved in the (the UK Government and national organisations in the use and development of education to raise standards, widen improve skills and encourage effective ment)

History

- Commenced May 2000, receiving impressive launch publicity in leading marketing magazines

**MARKETING
WEEK**

NewMediaAge

Revolution

brand strategy

MEDIAWEEK

**campaign
MEDIA BUSINESS**

History (2)

- Further publicity since then, including articles in trade mags./yearbooks, support for conferences, etc.

feature

Exploitation by association

Exploiting sponsorship means more than slapping your logo on an event says Richard Fox

Sponsorship may be taking an increasingly large slice of marketing budgets but for many it is still seen as the icing on the marketing cake. However, it somehow seems cut off from other methods of brand building, floating in limbo between the soft hearted folk who send money to donate charities and the hard road world of commerce and industry. Yet its growth rate is spectacular. Sponsorship Research International (SRI) predicts the global sponsorship market will double in size to some \$60bn (GBP) by 2005.

The reasons for its marketing popularity are not difficult to fathom. One crucial factor is supply. No organisation is immune from cost pressure and, if you're looking for money, the sponsorship option is seductive - you simply name a price and assuming you can find one, here the rest to the sponsor.

Sponsorship is attractive from the buyer's point of view, too. The genre is rich, varied and flexible. There are race and award sponsored events, national associations with all kinds of good causes, artistic achievements and sporting prowess. In many cases this creates a buyer's market in which easy pickings are available for clients whose buying skills have been sharpened in the sophisticated, 'take it or leave it' world of advertising and promotion.

But such a short termist approach can be fraught with danger. Setting objectives and providing adequate support are just two important factors in the successful implementation of a sponsorship programme, suggests

Richard Fox, chief executive of leading sponsorship consultancy, UK Sponsorship. "People should never say, 'I think I'll do some sponsorship,'" says Busby. "I say, 'What are my objectives and best methodology? I can use to do objectives?' To get sponsorship to drive you need to integrate it into your marketing effort. And it's vital to you get enough money behind it properly. For instance, through the use of resources like on pack promotion. New research published by its Institute of Marketing (CIM) gives credence to this need for greater integration. It has researched consumer's views on the 2000 Sydney Olympic Games. Suggested official partners are leading their efforts among partners.

Asked to recall their most associated games, official in Cola took the top spot with a 60% of 22 per cent. But named after Adidas despite the fact they were. Other top names into the top ten of the brand list were Speedo, American Express.

CIM director of marketing Roy Perry says the official sponsor needs to gain maximum benefit. "The key to sponsorship success is giving your brand an event without depth and keeping up a sponsorship over a period. Integrating the sponsorship activities, marketers can minimise the risk of their brand becoming less visible." Perry. "Knowing that the brand's company match up to the brand's their success."

So are marketing people really some standards of accountability to that they apply to other elements of the marketing mix? "While there are many complex issues, I suggest that more generally, the answer

to that \$60bn question is 'no'. In this sense, sponsorship is not as hot - and because of its lack of integration with the rest of the marketing mix.

For the sponsorship manager... justifying a sponsorship can be somewhat akin to buying a jellyfish on your plate as you go white water rafting down the Colorado

global annual sponsorship expenditure (\$bn)

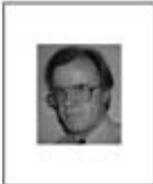
1990	7.7
1991	8.3
1992	9.4
1993	10.8
1994	12.0
1995	15.1
1996	16.6
1997	18.1
1998	20.3
1999	28.2

Source: Sponsorship Research International, July 2000

2

XX Sponsorship

The Marketing Manager's Yearbook 2006



Richard Fox, Managing Director
ukponsorship.com Ltd. (The UK Sponsorship Database).

'All human life is there' - what a great slogan! Such a shame the News of the World gets the words seem to sum up very neatly one of the main attractions of sponsorship: its sl seems to dominate the sector. No doubt the London Olympics will be hogging the spot six years. And as the big deals get bigger, the shenanigans in sport's upper echelons t - Vodafone's dramatic withdrawal from its shirt deal with Manchester United being a ca

Media Partner →



Exploiting sponsorship means more than slapping your logo on an event says Richard Fox

Sponsorscape

The premier global database of sponsorship opportunities

Welcome to the Sponsorscape network

Friday, November 30th, 2007

Current sponsorship opportunities worldwide - free access - no registration
Sponsors - make direct contact with any of the organisations listed on this site; use the dropdown boxes below to go to the page or section that interests you

AFRICA --Click here-->	ASIA --Click here-->	AUSTRALASIA --Click here-->	EUROPE --Click here-->	NORTH AMERICA --Click here-->	SOUTH AMERICA --Click here-->	UK --Click here-->
---------------------------	-------------------------	--------------------------------	---------------------------	----------------------------------	----------------------------------	-----------------------

Latest African sponsorship opportunities

November 2007

[Southern Fire festival could set music sponsor's programme alight ...](#)

November 2007

[With a fair wind and sponsors' support, Team Hlanganani can set sail for the 2008 World Championships ...](#)

November 2007

[Sponsorship funding will be a basic tool for ... Sponsors can go wild with opportunities](#)

November 2007

[Sporting Chance looks to sponsors to pick up the baton and join their team ...](#)

November 2007

[For sponsors, all roads may lead to the LREC Conference 2008, in Marrakech, Morocco ...](#)

October 2007

The future ...

Over the next few years we'll be continuing to broaden our coverage, developing the various Sponsorscape databases (www.sponsorscape.com) which cover Africa, Asia, Australasia, Europe, North America and South America ...

World news update

November 2007 - Canada

[RBC becomes title sponsor of golf's Canadian Open](#)

November 2007 - Dubai

[Emirates Airline sponsors Dubai Football Challenge 2008](#)

November 2007 - Cayman Islands

[Caybrew sponsors cardboard boat race at Hoq Sty Bay ...](#)

November 2007 - New Zealand

[New Zealand's Norsewear Art Awards looking for sponsorship](#)

October 2007 - Greece

[Hellenic Football Federation and adidas announce sponsorship](#)



The UK Sponsorship Database

The premier online database of UK sponsorship opportunities

Should you require any further information about

The UK Sponsorship Database

please call **Richard Fox**

on **01354 740916**

or email him at

info@uksponsorship.com

www.uksponsorship.com

www.sponsorscape.com

Copyright: uksponsorship.com Ltd. 2007



The UK Sponsorship Database

The premier online database of UK sponsorship opportunities

