

Think!Sponsorship Conference – Draft Programme (subject to change)

25th April 2017, Central Saint Martins, Granary Square, London

# Think!Sponsorship

The 24<sup>th</sup> edition of the Think!Sponsorship conference examines how a changing social and political landscape impacts on the sector through the examination of 10 key themes. Our programme will be delivered through interactive and engaging sessions that stimulate ideas and discussion.

## **Theme One: Sponsorship Integrates**

Entertainment, sport, culture and music are the ideal environment to showcase technology and innovation. In this session we examine how businesses are using sponsorship and partnership platforms to integrate and immerse their product in original and impactful ways to maximum effect.

## **Theme Two: National Ambition**

Sponsorship mirrors societal trends and encouraging health and wellbeing is at the top of the government's agenda. Employees have recognised the importance of promoting a healthy lifestyle to employees and in this session we consider how this trend is playing out in the sponsorship sector.

## **Theme Three: Global Reach, Local Touch**

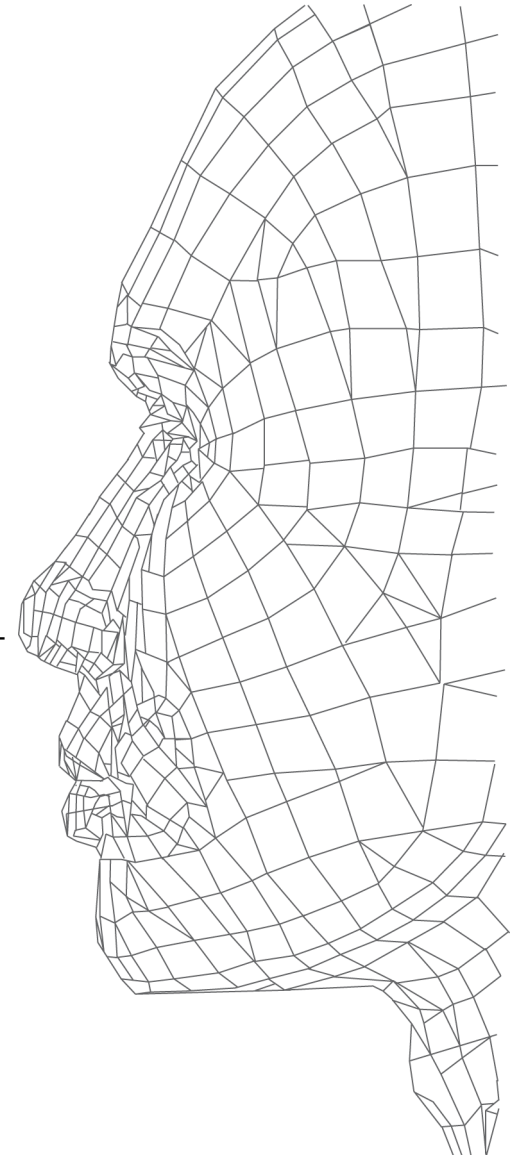
Increased globalisation has created a competitive marketplace for a wide-range of products and services. Having a global customer base whilst retaining a local touch that engages in relevant and compelling ways is a tough challenge. In this session we look at how sponsorship plays its part in connecting global brands with global customers through their passion and interests.

## **Theme Four: Virtual Worlds**

The rise in popularity of gaming and other tech pursuits leaves us with a new demographic of individuals enjoying their passion and interests almost entirely in a virtual world. How can businesses connect with this audience and establish loyalty and preference. How can sponsorship perform and deliver in this virtual space?

## **Theme Five: Passion Power**

Team sponsorship maintains its enduring popularity as a mechanism to harness the passion of fans to commercial effect. A changing digital world offers possibility to businesses looking to engage with consumers in



their passion space. How can sponsors navigate a path to successfully immersing themselves in the modern fan experience to best effect?

# Think! Sponsorship

## **Theme Six: Sponsorship Educates**

Connecting with young people through education initiatives has seen increased popularity over recent years as many brands strive to ensure they can demonstrate brand purpose. This trend looks firmly set to continue and in this session we consider how programmes like this deliver, how they are measured, and what long-term outcomes are achieved through effective partnerships of this type.

## **Theme Seven: Naming Times**

The naming rights sector has rallied in popularity in the last couple of years and offers a unique connection for sponsors to engage with a given community. In this session we consider how naming rights partnerships are activated to maximum effect and what a modern partnership of this type includes and delivers to the sponsor.

## **Theme Eight: The Participation Effect**

Mass participation events have become increasingly popular with businesses looking to connect with individuals taking part in initiatives and challenges – and these are often completed with a charitable endeavour as motivation. In this session we contemplate how good fit and ‘good sponsorship’ is achieved in this space and what how this sector may evolve.

## **Theme Nine: The Cult of Personality**

An insatiable desire for ‘celebrity’ has created a unique culture for bloggers, influencers, celebrities and ambassadors to work with brands and influence outcomes. From blogger Zoella to more traditional brand ambassadors the marketplace is exploding with possibility. Influencers are establishing and maintaining their own personal media platforms through social channels – offering reach and endorsement in a competitive brand environment. We examine how partnerships of this type deliver value, are measured and what impact they may have on the broader partnership space with this trend looking set to continue.

## **Theme Ten: Cause & Effect**

Cause-related sponsorship and marketing offer a campaign-led proposition to businesses looking to align against societal issues. However, these initiatives often do not provide traditional sponsorship ‘rights’ and turn-key solutions to typical sponsor objectives. Nevertheless, the potential for ‘good outcomes’ via these types of collaborations is strong and in this session we debate how cause partnership opportunities can compete against more traditional sponsorship platforms to attract and sustain sponsorship.

