



Think!Sponsorship
Conference 2023

SPONSORSHIP:REWORKED

18th April, the Barbican, London
visit: www.thinksponsorship.com

09.40: Opening Remarks: Catherine Hawkins, Founder, Think!Sponsorship

09.50 Group Session: Sustainability in the Spotlight

Exclusive extracts from the expanded Frontier 22 industry survey (in partnership with MKTG) put sustainability and sponsorship in the spotlight and contextualises our discussions for the day. A wide-ranging programme with sustainability at the core will explore how sponsorship/partnership has the potential to deliver societal change whether that be through Diversity, Equality and Inclusion programmes, Environmental Collaborations, Digital Transformation, Access and Opportunity, Education or Community initiatives. This special extended edition of Frontier22 is a comprehensive worldwide survey of sponsorship industry professionals providing an unrivalled perspective on the who, what and where of social purpose through sponsorship. Results from the survey are delivered exclusively to Think!Sponsorship delegates ahead of public release.

Sandra Greer, Head of Insight (SVP), MKTG

10.00 Group Session: Selecting with Purpose

In our opening presentation we explore how sponsor appetites are changing to focus on “purpose-led” partnerships (be that sustainability, health and wellbeing, DE&I, Access etc.) In this session we'll look at the anatomy of a recent high-profile, long term partnership of this type, gaining insight into the objectives and ambitions behind it, the key criteria during the selection process, and the expectations in terms of how it will deliver to brand and business.

Kevin Peake, Head of Brand & Sponsorship, Standard Life

Caro Evans, Director of Partnerships, Cancer Research UK

10.30: Structured Networking Session—“Speed!Sponsorship” (delivered across the coffee break)

Delegates break for their first structured networking session that matches like-minded individuals for a round of fast-paced speed-dating style networking across the coffee break. Delegates will be allocated to a networking zone in advance of the conference, based on preferences expressed at registration.

11.20: Group Session: Rewarding Sustainably—Panel

Sponsorship has long-served businesses seeking to inspire, reward and engage both existing and new customers through innovative and exciting rewards programmes. In the wake of the CV-19 pandemic we've seen an increasing emphasis on rewarding sustainably (social purpose, environmental action, inclusive/ or access opportunities). Across this panel we'll explore what impact sustainable rewarding has on customer attitudes and behaviour as well as considering the impact on brand value, perception and employees. Alongside this we'll consider how sponsorship-seekers can support this trend and repurpose assets to meet demand.

Daniel Mathieson, Head of Sponsorship, Barclaycard

Sarah Niblock, Head of Sponsorship, Howden Broking

Ria Thomas, Sponsorship & Brand Activation, Vodafone

Dominique Santini, Sustainability Manager, CSM Sport & Entertainment

12.00: Group Session: Sustainable Business—Case Study

The EFL's three year award-winning partnership with eBay empowers the businesses supporting local communities around all 72 EFL clubs. The 'Small Businesses United' programme showcases the power of collaboration and demonstrates how social and economic sustainability can be achieved through creative and innovative partnerships. In our second case study of the day we switch up our approach and move from global to local recognising impact and excellence in both strategy and execution.

Initiative: EFL x eBay "Small Business United" - this session will be co-presented by representatives of eBay and Mediacom

12.45: Lunch Break—Networking Session: An opportunity for delegates to network with attendees during the lunch break

13.45: Group Session: Scaled Sustainability—Interview

Global sponsorship programmes arguably offers greatest potential for substantive social change when underwritten by clear objectives and strategic activation. Our opening case study explores the art of ambition and the reality of implementation considering what and how sponsorship can deliver impact at scale.

Leena Patel, Global Strategic Partnerships, Deloitte

14.30: Breakout Sessions (run simultaneously—delegates advance book into their preferred session)

Spotlight Sponsorship—Environmental

Our first breakout looks at sustainable sponsorship through the lens of a high-impact environmental partnership. We'll examine one of the industry's biggest growth areas which sees businesses integrate their sustainability strategies into mainstream marketing and communications fuelling meaningful engagement with employees, customers and the media alike whilst delivering environmental outcomes and impact.

This breakout will put The Wildlife Trust x Jordans "Jordans Farms" partnership in the spotlight

Emma Price-Thomas, Head of Corporate Partnerships, The Wildlife Trusts & Verity Wilks, Head of Procurement, Ingredients & Packaging, The Jordans & Ryvita Company co-present this session.

Spotlight Sponsorship—Access: Levelling Up

The pandemic demonstrated huge societal inequalities and has driven a movement to 'level-up' access and opportunities; sponsorship can play a pivotal role in helping to achieve this which is the focus of our second breakout.

This breakout will put the TikTok x Royal Shakespeare Company (RSC) "TikTok £10 Tickets" partnership in the spotlight and will be co-presented by representatives of the Royal Shakespeare Company (RSC) and TikTok

Spotlight Sponsorship—Social: Diversity, Equality & Inclusion

Our third breakout considers the rise in popularity of purpose-driven projects that deliver social impact around Diversity, Equality & Inclusion. From equal pay to recognition of the role and importance of diversity across sport, entertainment, media and culture this is a marketplace of opportunity for brands and businesses looking to stand out from their competitors. What impacts the success of initiatives that challenge and inspire change around DE&I, and what role can brand's play beyond simply financing this change?

15.15 Tea Break—Delegates participate in our second structured networking session across an extended tea break

15.45: Group Session: Sponsorship: Reworked—Emerging Opportunities

A huge shift in the type of businesses using sponsorship as a marketing medium sees a different sponsorship landscape emerging with new appetites, ambitions and objectives evolving from a wide-range of sponsoring organisations. In our final session of the day we talk to some of sponsorship's newest investors as well as organisations working with sponsorship's "new guard" to understand where opportunities and challenges lie in equal measure

Stephanie Ramezan, Head of UK, Gemini (Cryptocurrency Exchange)

Mike Mainwaring, Former Head of Sponsorship, Cazoo (Automotive Trading)

Annette Greenwood-Share, Vice President Strategic Partner Relations & Business Development, Live Nation UK (key partnerships include with Go Puff—Food Delivery)

16.30: Closing remarks followed by drinks and networking opportunity