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PRESS

The Corporate Sponsorship Toolkit

Using Sponsorship to Help People Fall in Love with Your Brand

This comprehensive manual for corporate sponsorship will guide readers through the mindset, strategies and tactics to develop amazing, best-practice sponsorships that add value to people's event experiences and nurture their connection with those target markets, building preference, loyalty and advocacy for real impact on the bottom line.

This toolkit is packed with straightforward tools, techniques, templates, checklists, and resources – many of which are also provided on the included CD-ROM – to assist novices, seasoned professionals and senior executives alike in getting the most from their sponsorship investments, doing it cost-effectively and measuring the results.

The Corporate Sponsorship Toolkit is targeted at brand managers, chief marketing officers, sponsorship managers, government marketers, economic development organisations, and sponsorship consultants. It will also be a must-have for owners of industry bestseller, *The Sponsorship Seeker's Toolkit*, seeking to get a better understanding of the other side.

About the Author

Kim Skildum-Reid is one of the sponsorship industry's most influential thought leaders. Her inspired, yet practical, approach and refreshing, irreverent style have won her legions of fans for her books, industry-leading blog, white papers, and media contributions.

Kim is co-author of #1 industry bestseller, *The Sponsorship Seeker's Toolkit*. Her white paper, "Last Generation Sponsorship" has been downloaded well over 600,000 times, and reprinted countless times in industry magazines in eight languages. Her blog is one of the most popular, oft-quoted in the industry.

Kim provides content and commentary to business and industry media around the world, including *Harvard Business Review*, CNN, CNBC, Bloomberg, *Marketing News* (US), *Marketing Africa*, *Marketing Russia*, *Sponsor Magazine* (Netherlands), *Brand Republic* (UK), *National Business Review* (New Zealand), *Adnews* (Australia), *Marketing* (Australia), *South China Morning Post*, *China Business Review*, *Australian Financial Review*, and many more.

Marketing & Publicity

- We will secure reviews and excerpts in marketing and business media around the world, using Kim Skildum-Reid's extensive, existing connections with these media.
- We will secure reviews by marketing and sponsorship associations around the world. Many of them have had Kim keynote at conferences and/or as a contributor to their industry publications.
- Back cover reviews have already been provided by the European Sponsorship Association, Swedish Sponsorship Association, and industry powerhouse, Brian Gainor of Partnership Activation.
- The book will be promoted through the CMO Council, representing chief marketing officers, globally. Kim sits on two of their advisory boards.
- We will provide review copies to the industry's most influential bloggers, many of whom are recommended in the book's appendix and on Kim's website.
- The book will be heavily promoted through Kim Skildum-Reid's very popular business website, PowerSponsorship.com, her blog, newsletter, to her 2700 Twitter followers, and through other social media channels, including the largest sponsorship group on LinkedIn, Sponsorship Insights, which numbers almost 10,000 industry professionals. Kim is a regular contributor and administrator of this group.
- There will be continual promotion through speaking engagements, workshops, and webinars.
- Given the nature of the relationships with industry media, publicity will be handled primarily by Murray Rees of Power Sponsorship, augmented with local publicists in key markets.

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KIM SKILDUM-REID



Author: Kim Skildum-Reid

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30 Amberwood Parkway

Ashland OH 44805

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'This book is a delight. Kim has used all the experience she's gained over many years in the sponsorship business to provide a complete toolkit for anyone working in the industry – whether you are a sponsor, a sponsee or working in an agency. Kim's style is straight-talking and you'll find yourself laughing at her directness. Anyone who can't make their sponsorships more successful after reading this is in the wrong business. It's a must-read – buy it now.'

**Karen Earl, Chairman,
European Sponsorship Association**