

to understand
sport

sponsorship
from a marketing perspective

is
to understand it
as a full dynamic
evolution taking
place in
communication.

studio



Sponsor Square

Sport Sponsorship Studio

**sport
marketing**

consultancy

We assist you in determining whether sponsorship is the correct strategic marketing tool to use and whether any current sponsorship activity is appropriate for your target audience and is working effectively towards your business goals.



Market Analysis

It is a valuable source of information that will enable you to gather the context of sponsorship and to ensure the strategy is absolutely fit for your purpose.



Sponsorship Planning

Planning in the context of the sponsorship process begins with establishing whether a new sponsorship is essential to achieve the desired outcomes.



Agreement Definition

We support you to prepare the whole checklist of considerations for drawing-up the contracting process.



Brand Stature

Central to an effective sponsorship strategy is a clear analysis, understanding and definition of your organization's brand positioning in the marketplace.



Activation Planning

The key ingredients of successful sponsorship activation: assets, resources, channels, target audience and objectives.



Content Production

For some brands it may be smells, taste, touch that evoke the brand's presence and take the audience in the key message the sponsorship is aiming to communicate.



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