



*Building the National Federation's brand
and FIDE's brand*

Speaker profile

- Born and raised in Italy, lived in Qatar between 2006 and 2007, moved to Lausanne (Switzerland) in 2010.
- Long experience in sports and corporate marketing, having worked in various marketing, sponsorship and brand development roles for:
 - ✓ global and regional sport events (Olympic Games, Asian Games)
 - ✓ a global sport governing body (International Equestrian Federation)
 - ✓ a global sport brand (Ferrari)
 - ✓ a global corporate brand (Shell)
- Joined FIDE in February 2020 as Marketing Director, based in FIDE's HQ in Lausanne.



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AGENDA

- What does 'brand' mean?
- How to develop your brand
- Why is it important to develop your brand?
- How to pitch potential partners with a sponsorship proposal
- Q & A



What does 'brand' mean?

A brand is more than a logo, a name, a design or a symbol.

A brand is a construct held in the minds of those aware of it.

We would consider 4 factors to define what a brand is:

- The brand promise
- The brand perception
- The brand expectations
- The brand elements



Four factors to define what a brand is

The brand promise

At its core, a brand is a promise to stakeholders.

What will your stakeholders get when they experience an event or service under your brand?

The brand promise includes the feelings that your stakeholders get when they experience your events and services, as well as the view of the persons who are part of the organisation and their interactions.

The brand perception

Ultimately, it's the way stakeholders perceive a brand that defines it.

It doesn't matter what you think your brand promises are. The only thing that matters is how stakeholders perceive your brand when interacting with you, attending your events and experiencing your services.

The brand expectations

Based on your brand promise, stakeholders develop expectations for your brand.

When they experience your events and services, they assume their expectations for your brand will be met.

If you don't meet stakeholder expectations in every interaction, stakeholders will become confused by your brand and turn away from it.

The brand elements

Your brand is represented by the intangible elements described above, as well as tangible elements such as your logo, messaging, communications, activities and so on.

All of these elements must work together to consistently communicate your brand promise, shape brand perceptions, and meet brand expectations.

If one element is awry, your entire brand can suffer.



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How to develop your brand

We would consider five factors to develop your brand:

- 1) Know your audience
- 2) Design and use your logo as your main identity
- 3) Keep consistency in communications and branding
- 4) Balance the online and the in-person interaction
- 5) Don't be afraid to innovate



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Why is it important to develop your brand?

- 1) **Increased internal and external engagement:** A strong brand can drive your long-term strategic goals, increase public trust, increase internal cohesion, increase awareness about your activities and your work, build your reputation.
- 2) **Standing out:** Developing your brand will help you stand out amongst other sports organizations and get your message across in a noisy space.
- 3) **Increased Trust and Loyalty:** When a brand has been intentionally crafted, properly positioned and aligned to its target audiences, the trust and loyalty of the audience increase.
- 4) **Increased opportunities to attract sponsors:** In the sports industry, the competition for funding is high. A strong brand can help you attract more sponsors and achieve your fundraising goals by increasing visibility and credibility of your organizations and generating support.



How to pitch potential partners with an event sponsorship proposal

- Step 1: Get clear on your offer
- Step 2: Draft your sponsorship proposal
- Step 3: Create a sponsor wish-list
- Step 4: Determine sponsor compatibility
- Step 5: Contact the decision makers on your potential sponsor list



Step 1: Get clear on your offer

- **Expected outcomes:** what direct benefits can you realistically promise the sponsor will see by partnering with your event?
- **Target audience:** demographic information and surveys from past events are especially helpful when crafting your proposal.
- **Marketing strategy:** How do you plan to maximize your event Return on Investment? A solid plan shows your potential for success and helps them feel confident in their decision.

All in all, your offer should demonstrate value to your potential sponsors. If you look at your event through their eyes, you can quickly figure out which elements are the most appealing for their needs and goals.



Step 2: Draft your sponsorship proposal

List of content:

- **Your primary audience data** online and offline, including numbers from past events.
- **Insight into your event experience** including past analytics, event survey data, and what event goals you have already achieved.
- **A clear explanation of sponsorship benefits** - back up each statement with your plan for making sure these results are achieved based on any relevant data you have at your disposal.
- **A list of branding elements** that will be used to help with the sponsor's brand exposure the event (think signage, booths, logos, etc.).
- **Images of previous events**, relevant technologies and VIP guests.



Step 2: Draft your sponsorship proposal

List of content:

- **A short (1-2-minute-long) video** showcasing past events, organization culture, or a more detailed version of your event plan.
- **Any additional perks or extras** not mentioned elsewhere in the proposal, including things like reimbursed accommodations for sponsors or free event tickets for their VIP clients.
- **A list of specific contributions** that you're looking to obtain from sponsor relationships.
- **A table or diagram** that summarizes the proposal in a single page.



Step 3: Create a sponsor wish-list

There are three main criteria you should use when considering a potential sponsor:

- 1) Industry:** is the company a good fit with your brand/organization? What about your event brand? Your ultimate goal is to find a sponsor with a significant audience cross over.
- 2) Location:** depending on your events or services this might not be that important. But location is a factor worth considering if you expect a partner to send executives to the event or have a heavy hand in the realization of the event itself.
- 3) Past sponsorship history:** the best sponsors already know the value of this type of partnership because they've done it before and have had positive results. Investigating which events they've sponsored in the past will also be another clue into how compatible your audiences and brands are.



Step 4: Determine sponsor compatibility

There are some questions you should answer to use when considering a potential sponsorship compatibility:

- Do we have an existing relationship or connection?
- About how many events have they sponsored in the past?
- Do their key brand elements and values closely match ours?
- Which sponsors provide the most relevant opportunity for us to achieve our event objectives?

Assigning a numerical value to these questions on a weighted scale might help you rank the potential partners in order from most compatible to least.



Step 5: Contact the decision makers on your potential sponsor list

When you contact a potential sponsor, make sure you keep the following tips in mind:

- **Try to contact someone you've met in person:** If that's not an option, try cold-contacting a marketing manager, director, or VP in charge of sponsorships.
- **Choose 3 key compatibility metrics to highlight:** mention the strongest, most compelling reasons why you'd be a good fit, according to your research. Phrase them in an actionable way that shows how you intend to provide value.
- **Remember that the communications is all about them, not you:** if possible, connect your value proposition to a recent initiative or piece of company news they've put out.
- **Follow simple communications etiquette:** Avoid salesy language, keep everything short, sweet, and to the point. And, when in doubt, a friendly, casual approach is usually better than a super serious one.





**DO YOU HAVE
QUESTIONS?**



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THANK YOU

