



Sponsorship strategies, audits, and training

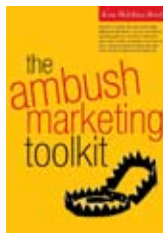
Kim Skildum-Reid
can make your company
one of the best sponsors in the world

Power Sponsorship *is* Kim Skildum-Reid

One consultant, and she's the best in the business.



- ▶ Global industry thought leader — defining and shaping best practice
- ▶ Over 25 years experience in sponsor-side consulting, audits, and training for a global, blue-chip clientele
- ▶ Co-author of industry bestsellers, *The Sponsor's Toolkit*, *The Sponsorship Seeker's Toolkit*, and author of *The Ambush Marketing Toolkit*
- ▶ Author of "Last Generation Sponsorship", the best practice manifesto with over 350,000 downloads, as well as being reprinted in dozens of publications in eight languages.
- ▶ Widely credited with defining and setting the best practice benchmark for the sponsorship industry.
- ▶ Industry commentator to *Harvard Business Review*, CNN, CNBC, *PROMO*, Marketing News, Bloomberg, Brand Republic, Marketing Africa, Sponsor Magazine, and many other leading business and marketing media
- ▶ Member of CMO Council advisory board
- ▶ Author of one of the industry's best read, most reprinted, and most often quoted blogs
- ▶ Advisor to sponsorship award winners in Australia and New Zealand
- ▶ Aply backed by a top team of admin and research professionals
- ▶ Available to consulting clients worldwide.



“My goal is to leave my clients confident, self-sufficient, and excited about what best practice sponsorship can do for their brands.”

Consulting services

Kim Skildum-Reid is the lifeblood of Power Sponsorship and when you work with us, you are working with Kim.

Kim Skildum-Reid provides high-level strategic consulting primarily to major corporate sponsors and government. The scope and breadth of her client portfolio has made her equally astute across the range of sponsors, from FMCG to governments, financial services to airlines, breakfast cereal to cars, telecommunications to brewing, and many more.

Rather than offering small adjustments to an outdated approach, Kim takes an approach that is strictly best practice, mirroring the strategies and tactics of the very best sponsors around the world.

While this approach is a departure from the way sponsorship is typically done in many organisations, best practice sponsorship is so sensible and aligns so well with larger strategic thinking, that the transition is embraced as both revolutionary and the obvious option.

We offer three levels of consulting services, relating to the scope of expert support you require:

- » Project-Based Consulting
- » Portfolio-Based Consulting
- » Organisation-Based Consulting

These three levels are outlined in the following pages.

“When done well, sponsorship is a catalyst that will make all of your marketing activities more relevant, more resonant, and perform better.”

Project-based consulting

Project-based corporate sponsorship consulting with Kim Skildum-Reid takes place around the focal point of one sponsorship (or category of sponsorship).

A project-based consultancy is probably most appropriate if your goals fall into one or more of these categories:

- ▶ You want to maximise results and minimise costs with one key sponsorship or category of sponsorship.
- ▶ You want to gain internal consensus or buy-in around one key sponsorship or category of sponsorship.
- ▶ You want expert, independent analysis and advice pertaining to a major sponsorship selection, negotiation, renegotiation, or exit.
- ▶ You want to develop an effective strategy for measuring results of a key sponsorship.
- ▶ A project-based consultancy is generally short-term in nature, with the entire consulting project completed within six weeks of commencement.

“Best practice sponsorship leverage should be meaningful, creative, and efficient. Huge leverage budgets are a mark of old-school sponsors.”

Portfolio-based consulting

Portfolio-based corporate sponsorship consulting with Kim Skildum-Reid addresses the structure, performance, and measurement of entire portfolios, often spanning a broad range of brands.

A portfolio-based consultancy is probably the most appropriate choice if your goals fall into any of these categories:

- » You want to elevate your sponsorship results to the highest possible level across your entire portfolio.
- » You want selection, negotiation, leverage, management, and measurement strategies that are relevant and applicable across the portfolio.
- » You want sponsorship to be a major contributor to your brand results, competitive positioning, and bottom line.
- » You want to significantly improve the skill-base of frontline sponsorship and brand staff.
- » You want to minimise your sponsorship budget without negatively impacting results.
- » You want to improve the buy-in, understanding, and involvement of all departments that could be benefitting from your portfolio of investments.
- » You want your sponsorship portfolio to operate as efficiently as possible, with minimal waste of budget, time, effort, or skills.

Depending upon the scope of the portfolio, the number of brands represented, and the geographic spread of key stakeholders, a portfolio-based consultancy could take anywhere from six weeks to six months to complete.

The longer timeframe and broader scope of the work provides for a much higher degree of collaboration and skills transfer.

"Any company that claims to be a leader cannot ignore the immense benefits of best practice sponsorship... or the dangers of being a follower in this critically important area of marketing."

Organisation-based consulting

Organisation-based corporate sponsorship consulting with Kim Skildum-Reid is the most collaborative, flexible, and intensive of our consulting offerings.

Because an organisation-based consultancy is so flexible, we aren't outlining the specific goals that can be achieved – those will be up to you – but rather, the types of companies that will benefit most from this type of consultancy:

- » Your company is a multinational and you want to develop a consistent approach to sponsorship across all regions.
- » You have a young or inexperienced team who need guidance from an expert, collaborative partner, improving their results and their value to your company.
- » Your organisational approach to sponsorship is out of date and everything from the strategy to the portfolio to systems and tools to job descriptions and more needs to be elevated to best practice.
- » Sponsorship is a critical part of your overall marketing strategy and you need ongoing, high-level, independent advice on a range of issues and projects – a sponsorship right-hand.
- » Your company and/or brands are going through a period of change and your portfolio and organisational approach need to realign with the change.

Specific goals, timelines, and interim steps are developed within the consultancy, with further goals and sub-projects often emanating from previous work.

This type of organisation-based consulting takes place over a predetermined period of time, generally six months or more.

Want to discuss sponsorship consulting with Kim Skildum-Reid?

Drop Kim a line to discuss your specific needs.

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Very happy clients

Target Stores
Dubai Government
QBE Insurance
Dunlop Tyres/
Olympic Tyres
ANZ Banking Corporation
Nestle Peters Ice Cream
Sanitarium

General Motors Holden
Lion Nathan Australia
Lion Breweries
NSW Dept of Ageing, Disability &
Home Care
Australia Post
QANTAS Airways
NRMA Motoring & Services

Air New Zealand
Ergon Energy
Telstra Country Wide
Centrelink
Telecom Directories NZ
Simplot
City of Sydney
The Smiths Snackfood Company

Mazda
Melbourne Water
George Weston Foods - Baking
Division
Canberra Milk
Vic Roads
Toyota
Diners Club

ABN AMRO
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