

# How to Create Your Association Partnership Recovery Program

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# Welcome

- What's Trending this week
- This week's best practice
- What to Expect – 4 weeks, short term, long term
- What's included in my offer to sponsors?
- Who's Sponsoring and Who's Not? (in the next three months)
- New Normal = New Processes?
- What's Next?

# What's trending this week

- It's not as bad as we first expected ... but it's still pretty bad ... But only in the short term.
- More Australian social restrictions.
- All models expect peak around ANZAC day. Once that is over, restrictions are unlikely to worsen.
- Group hug - Holding current sponsors hands.
- Now is the time to plan and prepare.
- 3 Month, 6mths and 12mth Recovery Packages.
- Prepare for a tsunami of sponsors needing assistance.

# This week's best practice

- Do not ... Refund all your sponsorship.
- Do not ... Cancel all your events.
- Do not ... Stop negotiations that are currently underway.
  
- Do ... Call every sponsor personally and explain how you are using this as an opportunity to improve their outcomes by developing more robust and measurable strategies.
- Do ... Understand new technologies and channels that can deliver your event and offer an enhanced experience for sponsors.
- Do ... Continue existing negotiations and incorporate new opportunities.

# What to Expect ... Short Term?

- New social and community etiquette is emerging.
- Language is about your community rather than your members.
- Conversations will not be “sales”. They will be around creating powerful short-term solutions for sponsors and your members.
- 3- and 6-month partnerships are easier to achieve.
- Sponsors will expect new measurables.
- Sponsors will expect exclusivity.
- Don't approach anyone until after the peak.

# What to Expect ... Longer Term (post restrictions)?

- Large events will get bigger as forced to adapt by forming alliances and consolidating.
- Hybridisation of events will become normal.
- A proliferation of online events of all sizes.
- Help educate sponsors needing assistance
- Sponsors want more engagement with your community. There is no such thing as too much engagement.
  
- All contracts will have a pandemic clause – update your contracts.

# What's included in my offer to sponsors?

- Right now – assistance for your members/community to overcome their challenges.
- How – Engagement - video, panel, research, augmented reality, virtual events, town halls, virtual coffee catch ups, etc
- Everything electronic can be measured and evaluated
- Enhanced communications to segments of your community – Content has stepped up. People expect interaction via all possible mediums – infographics, video, cartoon, etc
- Sponsor Exclusivity – Don't confuse members with multiple messaging from similar organisations.

# Who's Sponsoring and Who Isn't? Next 3mths only

## Winners

- Harvey Norman
- JB Hi-Fi
- Officeworks
- Uber Eats, Deliveroo
- Netflix, Amazon, Stan
- Swiss, Blackmores, Natures way
- Cisco, Zoom, Skype, Microsoft Teams
- Alibaba, eBay
- Nintendo, Xbox, Sony
- All Pharmaceuticals
- McDonalds, red rooster, Hungry Jacks
- Big 4 banks – NAB, CBA, ANZ, Westpac
- Facebook, Twitter, Instagram, WeChat
- Perfumes – Dior, LV, Givenchy (not Italian – Armani, etc)
- Google, Adobe
- Target, Kmart, Bunnings
- Coles, IGA, Aldi – (Woolworths- ok, not great)

## Impacted

- Just Jeans, Jacqui-E, Jay Jays, Smiggle and Peter Alexander
- Kathmandu, Rip Curl
- RM Williams
- Myer
- David Jones
- Cotton On
- Bonds, Bras 'N Things, Champion and Sheridan
- Athletes Foot
- Ford, Merc, Hyundai, Kia (all cars)
- All tourism
- All hotels
- Petrol Companies
- Airlines
- Cruise Ship Operators
- Investment Banks – JP Morgan, Citi etc
- Sports Clubs
- Cinemas
- Convention Centers



# New Normal = New Process?

## Process

- Approach via email with links, photos and video to back up offer.
- Request zoom or equivalent meeting
- Plan delivery and involvement with partners via Slack and Zoom

## Change your Behaviour

- Overcome new barriers to communication
- Embrace new communication channels – Email, Zoom, Microsoft Teams, Messenger
- Go to the source - Follow every social media to watch the rapidly changing landscapes and identify new opportunities.

# What's Next?

- Write a whole new offer... Ditch the gold, silver, bronze.
- Expand your sponsor horizons – new challenges mean you are relevant to new sponsors.
- Ensure you provide context around the current crisis and its future impacts.
- Make it measurable - for sponsors and you.
- Provide weekly and monthly measurables.
- Stress to every sponsor that engagement has improved!

## Presenter

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## Have Questions?

- Further discussion in the [www.answers.net.au](http://www.answers.net.au) online community (register for free and join the “Sponsorship Help” Group)
- Visit [www.smsonline.net.au](http://www.smsonline.net.au) to access templates and resources.
- Email [julian@smsonline.net.au](mailto:julian@smsonline.net.au) to ask about one-on-one assistance.