



POSSIBLE PROSPECTIVE SPONSOR OBJECTIVES

- Increase brand loyalty
- Improve brand credibility
- Increase brand visibility/awareness
- Stimulate sales
- Entertain clients/prospects
- Motivate employees
- Showcase social/community responsibility
- Product demonstration
- Network with co-sponsors
- Digital activations/branded content
- Talent association
- Foster relationships with staff
- Event exposure
- Unique experiences
- Use of school logo

