

Visions for sport in times of crisis...



Sustainable sports financing in times of crisis...

...Sustainable Sponsorship

Introduction

- Daniel Cade - Project Mgr.
- SCHWERY CONSULTING
 - Social Entrepreneurship
 - Switzerland
 - Partner, support, advise sport and sport-related organisations
 - Social responsibility initiatives

Sport sponsorship

- Its origins
- Measurable and accountable
- Not quite such an obvious cost saving
- “81% of consumers believe what companies do over what they say”
- Can sponsorship adapt to become more in tune with the times?



Sustainable Sponsorship

- Sport and CSR
- What is sustainable sponsorship?
- Who's doing it and how is it done?
- Why are they doing it?
- Why isn't it more widespread?



Explanation 1

- Alignment of CSR strategies is a challenge
- CSR should not take a one-size fits all approach
- Finding opportunities that meet business and social goals
- Not an add-on for aesthetic reasons

Explanation 2

- Having good intentions and “doing good”
- Good things done well
- Bottom-up process
- Projects primarily designed to benefit society
- Secondary ‘fit’ for partners



Explanation 3

- Trials & tribulations of event organisation
- Multi-stakeholder participation
- Hublot example at UEFA EURO 2008



What can be done?

- Possible solution: empower local implementing orgs or NGOs
- Awareness & knowledge of issues
- Time + funding = idea and benefits for all partners
- Nurture partnerships
- Potential for positive impact much greater

Conclusion

- Sponsorship must and will adapt
- Holistic approach to sponsorship
- New economic climate: work them hard!
- SS = inc. engagement & activation
- Better connection to a team / event
- Incentive greater than before



Thank you for listening

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