



TNI Events Masterclass Enhancing Relationships

SPONSORS

CUSTOMERS

COMMUNITY

Case Study

GRAND OPERA HOUSE

SPONSORSHIP PARTNER - KINGSBRIDGE PRIVATE
HOSPITAL

MATCH FUNDING - ARTS & BUSINESS NI

Cultivation Evening

- Performance of Evita and Themed Evening
- Best Seats in the House
- Max of 40 Invited Guests
- Pre/Interval/Post Show Private Receptions
- Key Board Members well Briefed
- Targets Researched and Identified
- Business Cards Exchanged and 'get in touch'

Humpty Dumpty

- General Brand Awareness
- KB New Family Healthcare Package
- Affordable Private Healthcare
- Primary Audience - Families with Children
- Secondary Audience - Grandparents
- Character Written into Pantomime
- KB Commissioned Costume
- Subtle Branding
- Cast Buy In
- Brand Awareness Opportunities
- Merchandise
- Arts & Business Match Funding
- Schools Pantomime Project
- Post Project Evaluation

Cinderella Pantomime Project

- KB Sole Sponsor
- Schools Pantomime Project Employing Local Writer and Actors
- Props Purchased for Each of the 4 Schools - N/S/E/W
- Schools Pantomime Performances for Parents and Siblings
- School Groups Attended Pantomime post Christmas - Including Transport
- KB Nurses Followed Up with Schools Talks with Humpty in Costume
- Post Project Summit with Teachers and Evaluation

Financial Benefit

- Cash Sponsorship from KB
- Match Funding from Arts & Business
- Pantomime Tickets, for Participating Schools
- New Audience Engagement

Generic Activities

CREATE A CUSTOMER PACKAGE - THEATRE EXPRESS

INCREASE DWELL TIME IN QUARTER

INCREASE SPEND ON EXPERIENCE

Enhance Customer Experience

- Partner with Local Restaurants
- Pre or Post Performance Dining
- % Discount / Free drink / Special Menu (themed)
- Digital Ticket proof
- Variety of Options
- Partner with Local Bar for Pre or Post performance Drinks
- Partner with Local Hotel / Accommodation Provider – Special Rate
- Package Competitions for Local and ROI Audiences

Case Study

ROUTES - THE WORLD ROUTE DEVELOPMENT GROUP

Enhance Delegate Experience and Create New Revenue Streams

- Routes - The World Route Development Forum - Single Autumn Event
- Routes Europe
- Routes Americas - All H1 Events
- Routes Asia

Global Event in the Aviation Sector

- Meeting Packages and Exhibition – Networking Village
- Enhance Delegate Experience
- Brief to Grow Delegate Numbers and Seniority
- Create Diverse Revenue Streams

First Steps

- Research and Develop a Charity Partner – Flying Eye Hospital
- Create Co-Located Events – Routes Leaders Forum
- Encourage Host to Offer a VIP Programme for Delegate Partners
- Venue Recce for Private Hosted Receptions
- Introduce Airport Marketing Awards – Presentation at Events



Orbis

FLYING EYE HOSPITAL

orbis.org

Orbis

FLYING EYE HOSPITAL

orbis.org

Financial Benefits

- DC 10 Converted to Flying Eye Hospital for Tours in Dubai - no parking fees
- Increase in Airline CEO's Attending - Speaking at Leaders Forum
- Stand Alone Conference Attendees from Host City
- Increased Value of Meeting Packages to Airports
- Private Reception Rooms for Airports in Warsaw - increased revenue on Exhibition Stands
- Awards Sponsored - Created another Event Highlight at no Extra Cost

Case study

BELFAST INTERNATIONAL ARTS FESTIVAL

SPONSOR - BELFAST HARBOUR

MATCH FUNDER - ARTS & BUSINESS NI

Community Engagement – Ark Housing

- Research, Engage with and Visit Community Groups
- Leader as a Point of Contact – Meet the Parents
- Bring the Project Alive, Very Visual – FIQ! Moroccan Circus Performances in GOH
- Send Detailed Venue Walk Through
- Meet and Welcome
- Permission to Interview and Film
- Follow Up Visits to Share Award

Financial Benefits

- Cash Sponsorship to Purchase Community Tickets - not disclosed
- In kind PR Support
- A&B Match Funding to Provide Transport - not disclosed
- Increase and Diversify Audiences
- Eligible to enter A&B Awards - Two Categories
- Prove Diversity to Statutory Funders

Unrestricted Income - Drivers

- Donors / Legacies
- Collection at Free Events - Licensed
- Friends Of
- Corporate Membership
- Sponsors - Cash
- Sponsors - In Kind
- Patrons

Charity / NFP Organisations – Non-Statutory Resources

- Arts & Business
- CQ BID's
- Chambers of Commerce
- Other Visitor Attractions / Venues / Museums - via Database with % Discount Offers
- NICVA
- Chartered Institute of Fundraising NI
- CO3
- Will to Give

Thank You

ANY QUESTIONS

KARIN JEFFREY, FREELANCE BUSINESS AND
DEVELOPMENT AND FUNDRAISER NI CHARITY SECTOR