



**Finding success in  
corporate partnerships**

Matthew Henry

# What to expect over the next 45 minutes

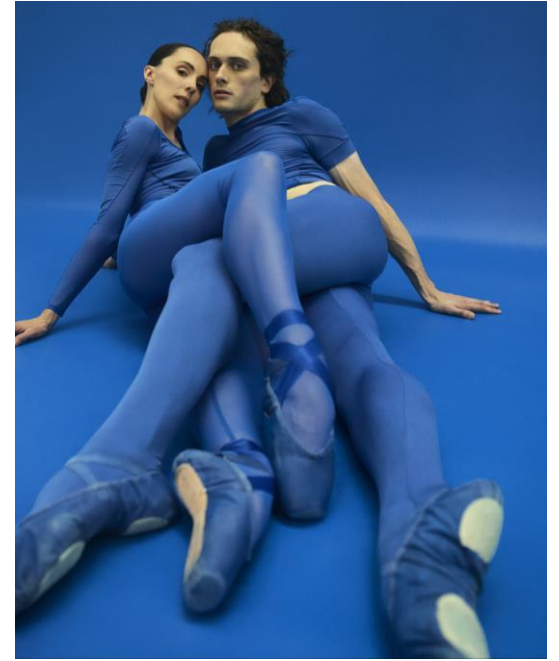
- Who is Matthew Henry?
- Sponsorship vs partnership – is there a difference?
- Toolkit essentials
- The evolution of corporate and not for profit relationships
- Your cause isn't necessarily of interest – what it stands for does and this is what will lead you to the pot of gold
- Real-world examples – and lots of them!
- Questions – please!



**CARRIAGEWORKS**



Ronald McDonald  
House Charities®  
Australia



 **THE  
AUSTRALIAN  
BALLET**



Calvin Klein

<sup>The</sup> Daily Telegraph

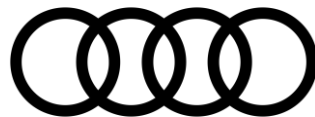
D O M A Y N E<sup>®</sup>

iiinet



MAYBELLINE  
NEW YORK





Calvin Klein

The Daily Telegraph

DOMAYNE®



iiinet



CHANEL

Regent  
SEVEN SEAS CRUISES®



MAYBELLINE  
NEW YORK



DECJUBA



Van Cleef & Arpels



**Sponsorship vs Partnership:**

**IS THERE A DIFFERENCE?**

# Sponsorship vs Partnership:

**IS THERE A DIFFERENCE?**

**NO!!!!!!**

They are both descriptors of a contractual relationship where you are working to address a business challenge or objective

**Toolkit essentials:**

**What's really of interest to corporates?**



# Toolkit essentials:

## What's really of interest to corporates?

**Data - and lots of it!**

- Digital analytics: EDM open rates, click thru rates, unique web users, emailable database size
- Social media: Reach, engagement, video views

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- Demographics – age, gender, location
- Psychographics – behaviours, values, purchasing decision
- Use Mosaic profiling if possible

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### **What can you provide beyond logo placement, ticketing, hospitality - yawn**

- Content generation opportunities, access to talent, access to IP (brand and trademarks), leveraging ideas (how to bring the partnership to life), customer attraction, engagement and loyalty opportunities

**Your mission or cause VS what it stands for and  
how it resonates with a broader population**

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**What is on people's minds in 2023?**

# Your mission or cause VS what it stands for and how it resonates with a broader population

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Gender equity

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The environment & sustainability

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The environment & sustainability



Diversity and inclusion





**What customers care about is what brands want to tap into to connect with them, and often, not for profits are the custodians or authorities in these areas.**

**This is what will take your organisation from appealing to a niche group of people, to a much bigger segment of society**

**NGV**

**X**

**MECCA**

Since 2015, MECCA has demonstrated their commitment to empowering women and supporting emerging talent. Each year, MECCA celebrates a female artist and contributes towards the acquisition of a piece of their work to be displayed at the NGV



# First generation cause related marketing




Grab a spoon and help fight breast cancer.

It's time to Save Lids to Save Lives! The more lids the merrier, so check out all our great lid-collecting tools, events, team pages and more.

**let's make every lid matter ▶**

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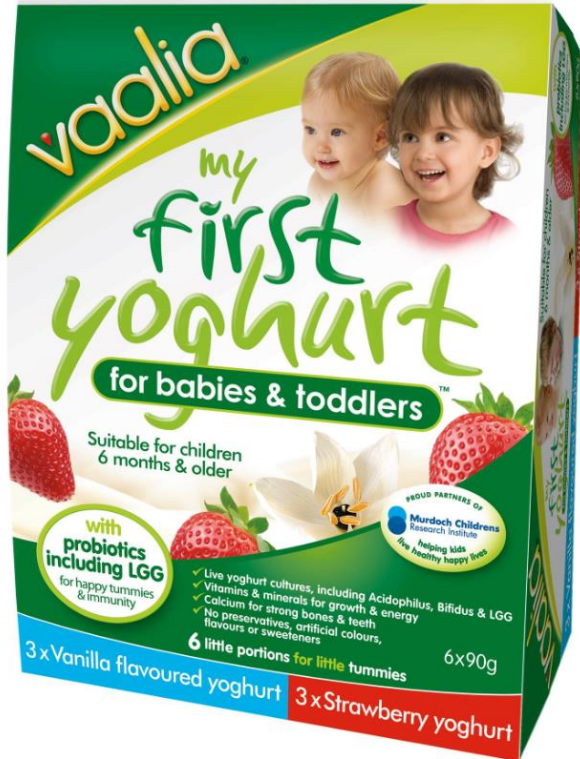
- No meaningful connection between the brand and cause
- No articulation of support or deeper story telling
- Transactional – corporate money in exchange for use of charity brand

# Second generation cause related marketing



- Stronger link between brand and charity (science is central to both organisations and their brands)

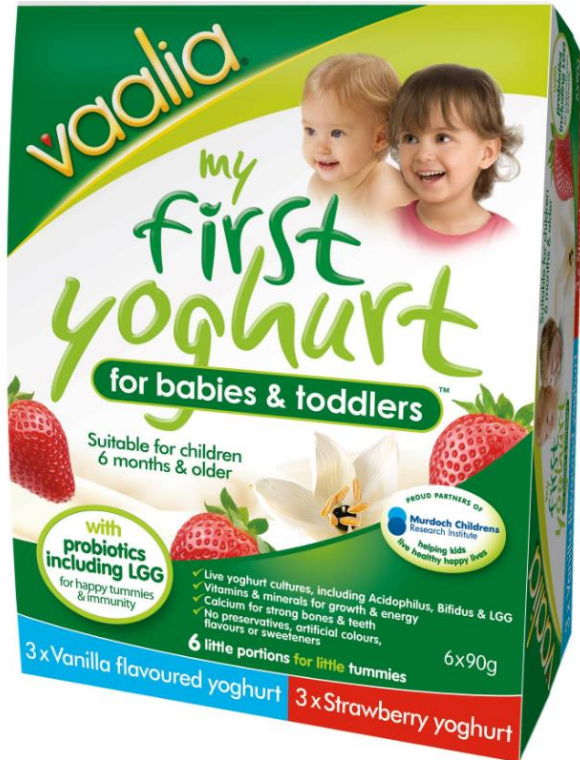
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- Alignment of values – kids health and wellbeing
- No direct involvement with cause apart from cash ie. What the brand does as an organisation isn't being leveraged to achieve impact or outcomes of the cause

# Third generation cause related marketing



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- The most powerful form of storytelling to consumers – authenticity



**X**



**LA TROBE  
UNIVERSITY**

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- Supporting The Australian Ballet's credentials as a world leader in dancer health with the only research partnership of its nature in the world



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- A commercial business case exemplifying La Trobe's capabilities as a partner-of-choice



//  
PRINCIPAL ARTIST  
BENEDICTE BEMET  
THE AUSTRALIAN BALLET

THE IMPACT IS  
**REAL**



La Trobe University 

 **LA TROBE**  
UNIVERSITY

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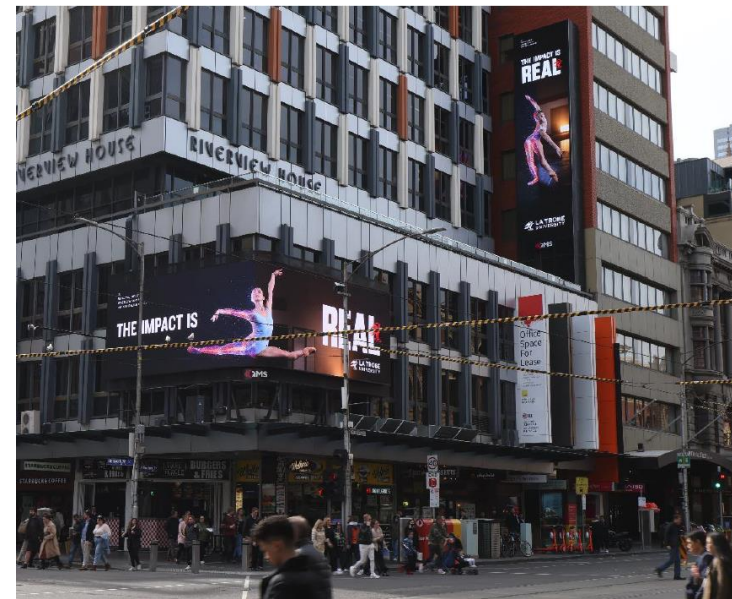
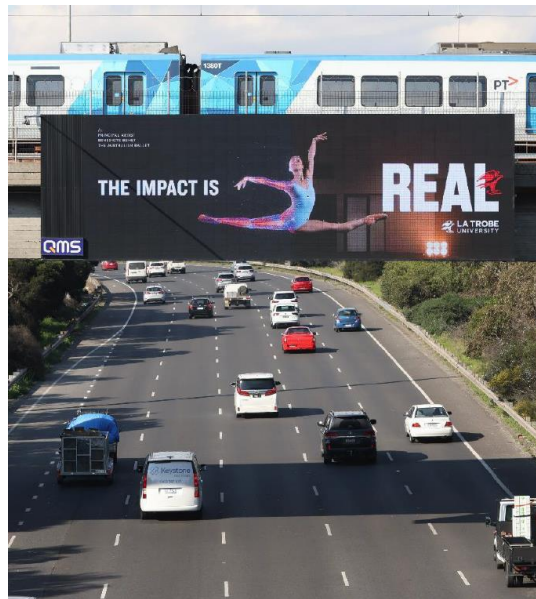
La Trobe University 



**REAL**



 **LA TROBE**  
UNIVERSITY



 **THE  
AUSTRALIAN  
BALLET**

**X**

**CHANEL**

# 160,000

Production images uploaded to DAM



**160,000**

Production images uploaded to DAM

**40,000**

Production images tagged



**160,000**

Production images uploaded to DAM

**40,000**

Production images tagged

**90**

Productions tagged and uploaded to  
DAM



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**40,000**

Production images tagged

**90**

Productions tagged and uploaded to  
DAM

**2,000**

Footage pieces digitised







**NOT partners, but what do they have in common?**





**Blundstone®**

TASMANIA AUSTRALIA · 1870

THANK YOU

