

Establish Partnerships to Increase Your Marketing Efforts

Written by PR Etc., Inc.

Published by [Rockford Register Star](#)

Monday, September 6, 2004

A few months ago I discussed evaluating sponsorship activities and offered some tips that you can use to determine if the opportunity is appropriate for you. Another option marketers can seek out if sponsorship dollars and/or resources are scarce is to look into partnership opportunities.

Partnerships differentiate themselves from sponsorships in that they are joint ventures which can specifically drive revenue and message for two or more organizations. (We view sponsorships as advertising or visibility opportunities.)

By developing specific partnership programs, companies can focus their efforts at a lower cost and measure quantifiable results for its impact. Look for opportunities to team up with other companies or non-profit organizations but first determine what their needs are. Here are some examples to begin your thought process whirling:

- Develop a trade. Work with a local shop or regional chain store to provide free or discounted service/product to their employees in return for your coupons labeled on the back of store receipts or given out at check-out.
- Team up with local charities. Last year, we developed a program in which Rockford-area male media celebrities bared their legs at Carlyle Brewing Company to raise money for their charities of choice. Not only did the individuals' position help to increase awareness, each of the charities conducted considerable promotion on their own for success of this event.

Be creative, have fun and determine the best ways in which to drive partnerships for your marketing efforts. More than likely, there are several companies or organizations out there looking to team up with you.