

ESA NEWSLETTER

ESA Newsletter

2019

Another fantastic year has flashed by before our eyes – a year that I’m sure has presented lots of great opportunity for our industry. This is already my second chance to introduce the annual ESA newsletter and I’d like to thank you all for your continued support and enthusiasm for our work over the last 12 months.

Our focus remains to inspire, unite and grow the industry and we work hard to ensure that the Association represents our members and has a voice at National and European level. We hope you’ve enjoyed, been inspired by and learnt something from the work we’ve done in the last year and similarly have kept up to date on our news through the website, e-newsletters and our social media channels.

This past year we’ve worked to provide more clarity on our member benefits, delivered more high quality events than ever, delivered a number of sold-out courses, including graduating the Diploma class of 2018, launched our partnership with Cannes Lions, represented the industry and our members at conferences around Europe, and, we hope, done everything we can to deliver on our mission. We’ve also launched SponsorLive 2019: The European Sponsorship Association Summit that took place in Belgium in March.

For those of you that would like to hear more about ESA’s offering, but are not yet a member, please sign up to our mailing list as an ESA Associate. Signing up will also give you access to previous years’ case studies, featuring the best of the best ESA Award-winning campaigns.

We’ve set out in this newsletter just some of the activities that ESA has planned for 2019 and we welcome suggestions from our members and non-members about what they would find most useful. Let us know if there’s anything in particular you’d like ESA to provide – we’re here to help the industry use sponsorship to create even more memorable marketing.

My ambition remains to bring everyone in our industry into the ESA community so that we can continue to accelerate our influence and help prove why sponsorship is the most powerful investment that a marketer can make. I hope I can count on your continued support.

We hope that you enjoy this newsletter.



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ESA welcomes a new Board Director



Andy Westlake
ESA Chairman
Westlake Consulting
(Agency
representative)



Nigel Geach
ESA Vice-Chairman
Nielsen Sports
(Agency/Supplier
representative)



Jackie Fast
Jackie Fast
(Consultant
representative)



William Fenton
Sponsorship Ideas
(Agency
representative)



Toby Hester
Sponsorship Coach
(Consultant
representative)



Fredda Hurwitz
RedPeg
(Agency
representative)



Matthew Leopold
RingCentral
PR and Brand Director
(Brand representative)



Jamie Macken
Core Sponsorship
(Agency
representative)



Bob Mitchell
Harbottle & Lewis
(Legal representative)



Sophie Morris
Millharbour Marketing
(Agency
representative)



Tanya Rabin
Tanya Rabin Consulting
(Consultant
representative)



Joel Seymour-Hyde
Octagon Worldwide
(Agency
representative)



Matt Stevenson
EE
(Brand representative)



Katie Traxton
WeAreFearless.
(Agency
representative)



Stuart Wareman
Marriott International
(Brand representative)

At the AGM in July 2018, ESA welcomed Jamie Macken who was voted in by our members after Krane Jeffery stepped down.

Jamie Macken

Jamie Macken is a former TV and radio producer and a founder of Core Sponsorship, recently voted Ireland's best sponsorship agency. Core Sponsorship advice centres on strategy, negotiation and measurement for both sponsors and rights holders. The business also negotiates, manages and evaluates media sponsorship and Advertiser Funded Programming. Core Sponsorship is part of Core, Ireland's largest marketing communications company.

ESA AGM

In 2019, ESA will be holding an election for five of the places on our Board of 15. If you are interested in being part of a Board that supports and cares passionately about the sponsorship industry, then keep an eye out for our Call To Action this Summer. Please note that all nominees must be ESA members.

ESA BOARD DIRECTORS

ESA Events

ESA events are continuing to grow from strength to strength, with eight #ESAbreakfast events and two Round Tables taking place in 2018. Topics varied across the sponsorship industry from **The Future of Sponsorship in Seven Minutes**, to **World Cup Review**, to **Driving Engagement beyond the Horizon**.

All of our events, where possible, are now **recorded**, so that ESA members unable to attend can still watch the video.

Our ESA (Breakfast) events are **free** for ESA members to attend, with non-members charged a fee. They provide a great opportunity for sponsorship professionals to learn, discuss and **network** over the **key issues** and **trends** shaping our industry. We've lined up some great topics for 2019 and will be sharing the details with you throughout the year.

Breakfast event
26th April 2018
"Getting a Real Deal -
how to negotiate"



Breakfast event
27th November 2018
"Brand Engagement with
esports—The Good, The Bad
and The Ugly"



ESA Diploma

2019 is the **eighth year** of our highly-regarded [ESA Diploma](#) qualification - now seen as a valuable attribute for those wishing to advance their career in sponsorship and sports marketing - with an increasing number of international students taking part.

Over 350 students have graduated, with the intake growing year on year. Many in the industry see this qualification as a must-have for those that are serious about sponsorship as a career path.

The ESA Diploma continues to be a standard bearer of **ESA's commitment** to the continued professionalism in our industry.

2019 ESA Sponsorship Sales Certificate

Following a successful 2018, 2019 is our third year of the [ESA Sponsorship Sales Certificate](#). This course was created to meet the demand we've received from those within the industry to develop their **selling skills**.

In 2019 we are delighted to be able to offer an optional half day **presentation session** as part of this course, for those who would like to enhance their presenting skills.

ESA Diploma



ESA Sales Certificate



ESA Awards

We continue to celebrate the best of the best across Europe, with a record number of entries for the 2019 ESA Awards. Over 300 people from within the sponsorship industry attended this prestigious event on 28th February, with Awards seen for British, Irish, Finnish, Danish and Swedish counterparts!



**ESA
Awards**



ESA Partnerships

ESA is delighted to announce a number of partnerships for 2018/19 with Think!Sponsorship, SportsPro, Sportcal and Cannes Lions, the International Festival of Creativity, supporting its Entertainment for Sport Award.

In early November 2018, ESA led a Round Table to discuss creativity in sport with Cannes Lions - clips of the session are available on our website.

Our latest partnership is with SponsorLive: the European Sponsorship Association Summit, which saw us join forces with SponsorLive to create Europe's premier sponsorship conference and networking occasion.



Contact Us

if you have any questions regarding any of the topics mentioned in this newsletter.

Please note our change of address:

ESA
Suite 130
61 Victoria Road
Surbiton
Surrey
KT6 4JX

T: +44 (0)20 8390 3311
E: esaoffice@sponsorship.org

Visit us on the web at
www.sponsorship.org

ESA's New Membership Proposition

In the summer of 2018, ESA launched its **new member proposition**, changing our membership fee structure from sponsorship turnover to values-based.

Why should you consider joining ESA?

- To add more **credibility** to your work through association and affiliation
- Membership **raises awareness** amongst members
 - ESA is the go-to resource for companies looking for potential partners
 - Members are able to **contact** other ESA members directly
 - Level 2 members and above are invited to participate in a **member spotlight**
- To **create more opportunities** through **networking** via our ESA (Breakfast) events which are free for members
- All ESA members, regardless of level, can **send us their sponsorship-related press releases** for ESA to load onto its home page and push out through social media
- To sign staff up to **ESA's sponsorship qualifications at a discounted rate**, supporting colleagues through education
- To take advantage of **discounts on ESA events** such as ESA Awards entry and ceremony tickets
- To take advantage of the **partnership discounts** ESA offers to events such as SponsorLive: The European Sponsorship Association Summit, SportsPro Live and TBC, Think! Sponsorship, etc
- Depending on the level of membership, members may also have the opportunity to **host/ participate in an event** (levels 3, 4 and 5)
- To **access ESA's resources** including white papers, best practice guidelines and ESA Award-winning case studies
- To show your **support** for a Trade Association that has the interests of the sponsorship industry at the heart of its business.

To find out more about each level, please click [here](#).

Did you know about ESA's **member gets member** initiative? If you, as an ESA member, introduce a new member, we will discount your following year's membership by 10%. This initiative is stacked, so that if you bring 10 new members to ESA, your next year's membership is free (for that year only).

If you would like to speak to someone about joining ESA, please contact us at esaoffice@sponsorship.org.