

Lucy Cartwright

**CONTEMPORARY FASHION
BUSINESS**

Research



Research

Sponsorship

Definition

Advertising that seeks to establish a deeper association and integration between an advertiser and a publisher, often involving coordinated beyond-the-banner placements.

Information

Examples of sponsorships vary widely, as the whole point is to establish a more unique advertising opportunity than afforded by typical rotating advertisements. They may include several fixed ad placements, advertorials, co-branded content sections, or anything the advertiser and publisher can agree on.

Sponsorships attempt to deliver more than a "drive by" impression. Whereas much online activity is geared towards direct marketing, sponsorships add the element of brand marketing. Metrics such as DTR may be balanced with brand association, as sponsors seek to tap into the publisher's goodwill and establish credibility in their target market.

see also: [Digital Marketing Tools](#)

Related Terms

[advertising network](#), [rep firm](#)

view all terms in the [Online Advertising glossary](#) or all terms in the [Digital Marketing glossary](#)

Gaining an understanding on what sponsorships are, how they work within business and what clients could be expecting from us.

EVENT SPONSORSHIP: THE 2020 GUIDE

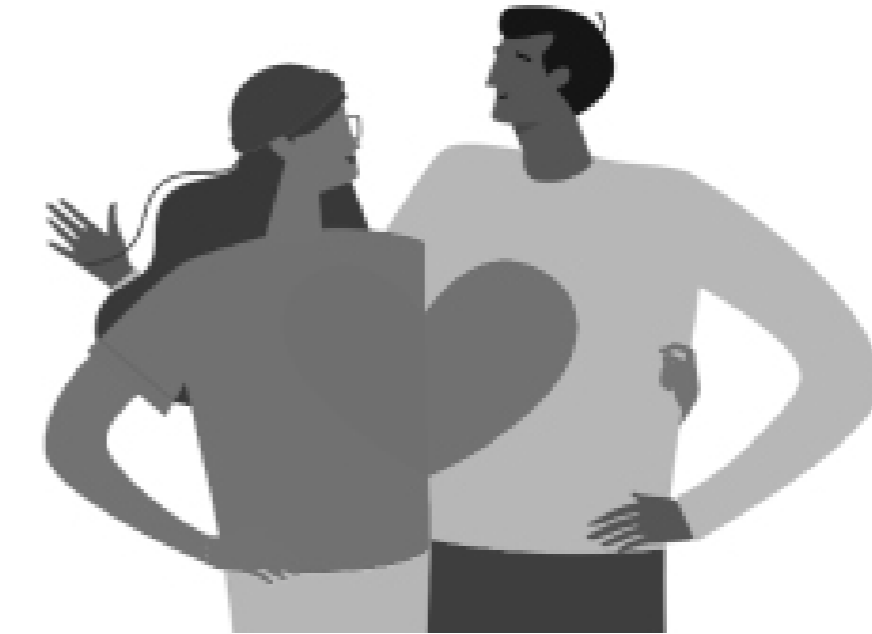
Feedback

 Bizzabo Blog Staff
Jan 21, 2020 8:50:00 AM

Sometimes event sponsorship can mean the difference between a widely successful event and a gut-wrenching failure. Check out this article to learn best practices for finding and securing the right partnerships—in 2020 and beyond.

The numbers don't lie: businesses are increasingly invested in professional events. In fact, over 41% of marketers believe event marketing is the most effective channel for driving business outcomes.

As events capture greater and great shares of marketing budgets across industries, one thing is certain—event sponsors will play a critical role in growth.



10 Types of Sponsorship Packages Big Brands Love

RESOURCES AND TOOLS | SEP 26, 2017

Event Design

Event Sponsorships

Ideas

Livestreaming

Swag



From this reserach I began to make a list of clients that I belived would be appropriate to contact and would be a suitable fit for the event.

FOOD

Horseshoesh: The Catering and Event Creat ves
<https://www.horseshoeshcatering.com/contact>
Email: enquiries@horseshoeshcatering.com

Lily Betts Catering
<https://www.lilybetts catering.co.uk>
Email: enquiries@lilybetts catering.co.uk

Olive Tree Catering
<http://olivetreecatering.co.uk/contactus/>
Email: enquiries@olivetreecatering.co.uk

Big 5 Catering
<https://www.big5catering.co.uk>
Email: goodfood@big5catering.co.uk

Wild Garlic Event Catering
<https://www.wildgarliceventcatering.com>
Email: info@wgec.co.uk

Chefs Table Events
<https://www.chefstablechesterevents.co.uk>
Email: none provided
Telephone number: 01244 261366
Website contact form: <https://www.chefstablechesterevents.co.uk/contact>

Sue Lowry Catering and Personal Chef
<https://www.suelowrycatering.co.uk>
Email: suelowrycatering@gmail.com

FASHION & JEWELLERY

Clogau
<https://www.clogau.co.uk/index.aspx>
Email: enquiries@clogau.co.uk
(Tiv has a personal contact also)

LOOKS Chester
<https://www.facebook.com/lookschester/>
https://www.instagram.com/looks_chester/?hl=en&fbclid=IwAR24Si0ghr51kXaUp9esIt5cbQ3fMf40CvelQaiT48AunlsDR5aiAY2GTE
Email: thejolooks@gmail.com

Having created my list of clients I received the sponsorship letter from the creative team, which I began send out at the earliest opportunity.

STUDIO ZOO

University of Chester,
Fashion Marketing and Communication
CLASS OF 2020

Dear Sir or Madame,

I am writing on behalf of the University of Chester, Fashion Marketing & Communication students, Class of 2020.

June 19th, 2020 will see the launch of 11 new talents into the world of Fashion, - not an easy world to try and break into, but one they have been working on taking for 3 intense years.

Amongst these talents are varied specialisms, such as Journalism, Brand Development, PR, Styling, Fashion Film, to name a few.

As you might imagine, the launch of the students and showcasing of their work will take up a great deal of their time and finances (equipment, venue hire, catering, transportation), with their hope being to create a celebration of themselves, but also a celebration for their family, industry and anybody who would like to attend, to enjoy.

We're aware that sponsorships can be difficult to commit to, especially those of monetary value. However, without help, the students, who have worked so hard specialising their craft and perfecting their work, won't be able to get the launch off of the ground and prove themselves to the heights of their capability.

With that being said, a sponsorship of any capacity would provide an incredible opportunity for the students (for example, pledging to help with the transportation [man with a van?], or with equipment [is anybody a DJ?], marketing and advertisement?).

Sponsorships on monetary value will be used to bring together the launch in regard to securing the perfect venue, allowing students to have work professionally printed to take forth with them to Graduate Interviews, as well as to help with catering.

As a course, a zine both digital and physical is being created to support the course and redefine what it is our students have been creating, as well as exploring what previous students achieved and where they are now.

You, as a sponsor, you will be promoted through the launch through a media wall, video support, as well as being included in a media section in the zine - copies will be available for you to take with you.

As sponsors, you would be invited along to the launch, and be credited as a sponsor of the evening, giving you the opportunity to meet our current third years, mingle with industry and our previous graduates, we intend to include you every step of the way, allowing you to meet those you're helping.

Everything and anything would be appreciated.

Kind Regards, and we hope to see you at the launch of our students.

Rivarrne Boyle
PR

OUTLOOK

New message

Delete Archive Move to Categorise Undo

Favourites
 Folders
 Inboxes
 Junk Email 1
 Drafts 51
Sent Items
 Deleted Items
 Archive
 Notes
 Conversation Hist...
 New folder
 Groups
 New group
 Upgrade to Microsoft 365 with more than 20 users

Sent Items **★** Filter
 hello@madeincheshire.co.uk
 University of Chester Fas... 20/02/2020
 To whom it may concern, I am writing to ...

info@escapismchester.co.uk
 University of Chester Fas... 20/02/2020
 To whom it may concern, I am writing to ...


Hello@ChesterGrosvenors.com
 University of Chester Fas... 20/02/2020
 To whom it may concern, I am writing to ...

mpesales@magannit.co.uk
 University of Chester Fas... 20/02/2020
 To whom it may concern, I am writing to ...

press@blunk.com
 University of Chester Fas... 20/02/2020
 To whom it may concern, I am writing to ...

University of Chester Fashion Marketing and Communications Launch Night Sponsorship

Studio 204
 Thu 20/02/2020 10:11
 mpesales@magannit.co.uk



To whom it may concern,

I am writing to you on behalf of the students studying Fashion Marketing and Communications at The University of Chester in regards our launch night in June.

As we are still a small business we are hoping to gain sponsors for the event so that we can create something truly memorable.

There is an attached letter explaining this in further detail, please don't hesitate to contact myself with any further questions you might have.

I look forward to hearing back from you soon.

Best wishes and kindest regards,
Lucy Gathright

Studio 204

Reply

Sent Items **★** Filter

University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

hello@wattleanddaub.studio 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

salon@modehairsalon.co.uk 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

jr@jamesrobertsdesign.com 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

hello@thecheshiremag.co.uk 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

hello@madeincheshire.co.uk 20/02/2020
University of Chester Fas... 20/02/2020

hello@madeincheshire.co.uk 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

enquiries@theicecreamfarm.co.uk 20/02/2020
> University of Chester F... 20/02/2020
To whom it may concern, I am writing to ...

chester@lush.co.uk 20/02/2020
> University of Chester F... 20/02/2020
To whom it may concern, I am writing to ...

info@dollbeauty.co.uk 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

info@flowercup.co.uk 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

info@inkedupchester.co.uk 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

info@blueplanetaquarium.co.uk 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

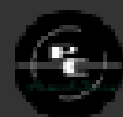
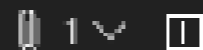
j.rushton@chesterzoo.org 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

j.brown@chesterzoo.org 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

w.condliffe@chesterzoo.org 20/02/2020
University of Chester Fas... 20/02/2020
To whom it may concern, I am writing to ...

Email Responses

University of Chester Fashion Marketing and Communications Launch Night Sponsorship



Studio 204

To whom it may concern, I am writing to you on behalf of the students studyi...

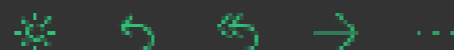
Thu 20/02/2020 13:34



Lush Chester <chester@lush.co.uk>

Tue 25/02/2020 16:35

You ✉



Hello Lucy,

As a company we don't sponsor such events. I'm sorry we can't help you but wish you all the best.

Yours, Catrin

...

Thank you for your response.

Ok, thank you.

Thank you anyway.

Are the suggestions above helpful? Yes No



Reply

University of Chester Fashion Marketing and Communications Launch Night Sponsorship



Studio 204

To whom it may concern, I am writing to you on behalf of the students studyi...

Thu 20/02/2020 13:34



Touch Developments <lcartwright@touchdevelopments.co.uk>

Tue 25/02/2020 12:16

You ✉



Good Afternoon Lucy,

We really appreciate you taking the time to contact Touch Developments and would happily support your event.

To discuss this further please could you contact us via telephone, which is listed below.

We look forward to hearing from you soon.

Kindest regards,
Lee Cartwright

Company director

Presentation

SLIDE ONE

Hi, my name is Lucy Cartwright and I am a part of project management team Project Comms, within the team my job role is that of looking after and finding sponsors and sponsorships. When first deciding what which team to be in it was very difficult for me as I feel that my strengths lie in both the creative aspect and in business, so this decision was that of a tricky one. However, I chose the project management team as I wanted to expand on my business skills and broaden my mindset for going into industry. I also felt that being on this team would help me even more when going into a career after University.

PROJECT MANAGEMENT

Team

Lucy Cartwright

SLIDE TWO

My job role within the team is that of sponsors and sponsorships so I will be talking you through my process, such as what I have done in my job role and how I have adapted and learned new skills throughout.

The first step when being given the job role was looking into what sponsors and sponsorships were, I already had a vague understanding of this from seeing the likes of sponsorships through social media, but I wanted to gauge how this would work as a business aspect.

Researching into how you gain sponsors and what people are expecting when you offer to sponsor them was a key element and I believed this to be extremely important for so that I could be sure I was asking the right type of people.

This then led me into finding the right kind of clients, I've felt this was especially important due to fashion marketing and communications at the university of Chester being a fairly new course and so we wouldn't want to associate ourselves in the wrong way through the people we contact or who we could be sponsored by.

Another important aspect I realised when looking for clients was to look locally, keeping within the Chester and surrounding areas.

This gives the sense of having a local businesses supporting and making it more likely for these businesses and brands to be willing to support the launch night as it gives the notion of supporting the local community.



SPONSORS/SPONSORSHIPS

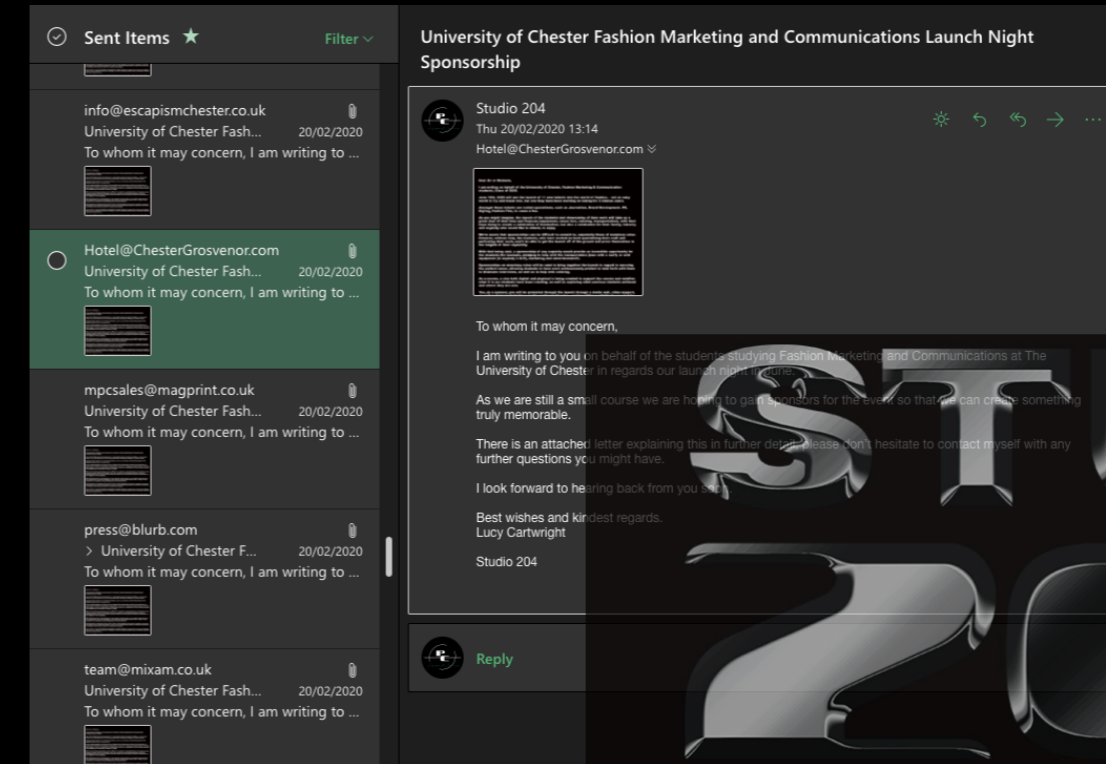
Research

SLIDE THREE

Once I had established a database of 30 to 50 clients I went ahead and contacted the creative team for their sponsorship letter, so that this could be sent out as soon as possible to ensure the clients had the most amount of time possible to respond. When contacting the creative team there were some difficulties in receiving the sponsorship letter when originally planned and so because of this delay I had to change the date I would have intentionally sent out the emails to clients.

Due to this I had to confer with the individual whose job was that of industry contacts within my team, so that we would be sending our emails on the same day and keeping everything cohesive.

I feel that this complication was really helpful as it showed that things don't always run smoothly and they are often out of your control, giving me a real eye-opening moment that I was able to adapt to and overcome.



STUDIO
2024

SPONSORS/SPONSORSHIPS

Contacting Clients

SLIDE FOUR

When I had sent the sponsorship letters, I receive three responses, two from property development companies within the Midlands and one from a start-up fashion brand.

I decided to only accept the offers of sponsorship from the two development companies and rejected the one from the clothing brand.

My reasoning for this was because they had requested to have their clothes featured at our event, even though this would have been a brilliant opportunity I felt that because we didn't know the quality of their clothing or how high their expectations were I believed it would be better to avoid.

I also didn't want it to be of any confusion to the guests who were at the event as the venue could become overcrowded creating possible difficulty in understanding the work they were supposed to be looking at.

But most importantly I didn't want someone else's brand to take away from the importance of our event or the work that our students had created as this is a real poignant moment and a poignant year for everyone.



SPONSORS/SPONSORSHIPS

Responses

SLIDE FIVE

From this job role and the entire process, I've been able to adapt on many of my skills and learn many more.

One of the most important has been my researching skills that have developed hugely, in terms of looking for the clients and establishing the type of people that we are wanting

I feel that these developed skills will be really important when going into industry, such as creating a client database or an ideal consumer.

I have also focused a lot on my communication skills by working with people who are easy to work with and who can perhaps be difficult.

This can always happen in industry and I think it's a real helpful moment for me in terms of taking the step into industry and working with people that perhaps you aren't always comfortable with.

Finally, a huge thing that I've gotten to learn develop skills in is my teamwork.

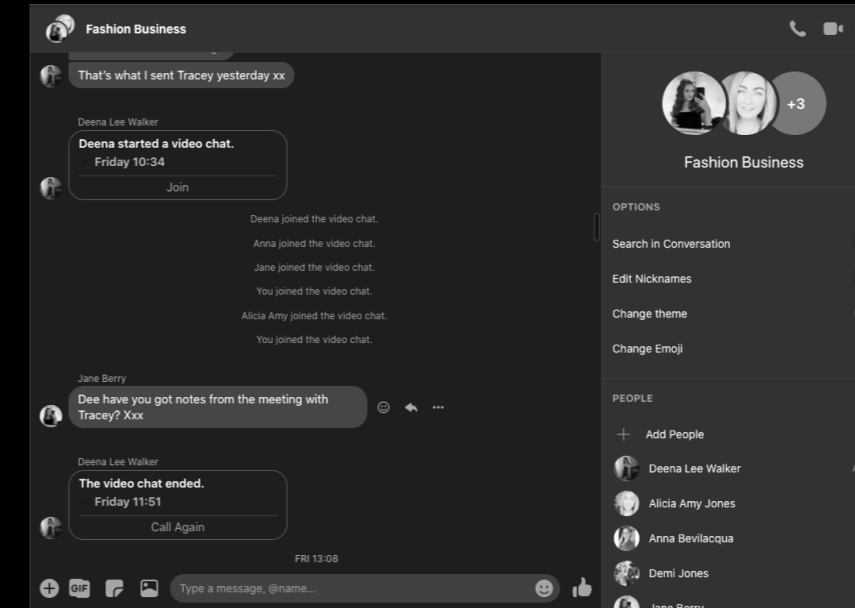
Due to the current circumstances my team and I have focused a lot on using technology to help improve our work and still communicate in the best way possible.

Over the past few weeks we have had many team video calls talking about work with someone taking the minutes each time, we have also been messaging and conferring constantly about different elements of the project.

We have worked extremely well as a team and our work shows that in how everything is very cohesive and professional.

I think that this process has really helped as it shows that you can adapt to anything even in difficult circumstances and I think that our teamwork has showed how well we have done that but also shows our team commitment.

There have been few issues with communication but those have been easily overcome and solved through messaging, but overall our work as a team has been really concise.



DEVELOPED/GAINED

Skills

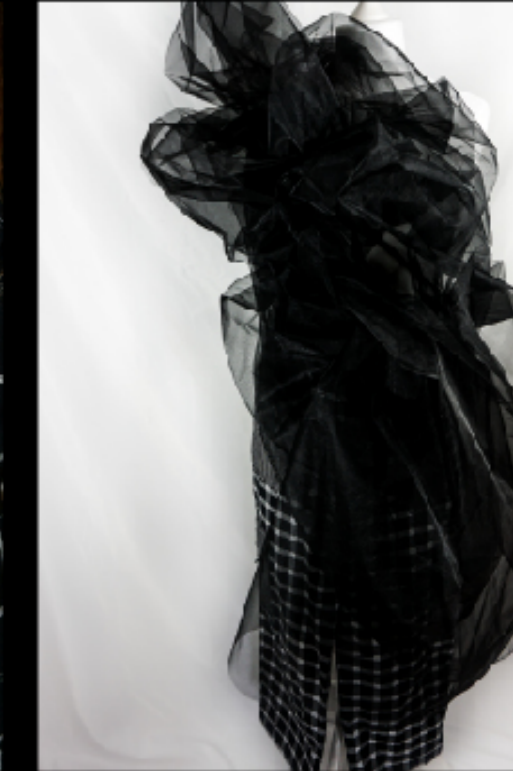
COMMUNICATION
RESEARCHING
TEAMWORK
TIME MANAGEMENT
ORGANIZATION
PROBLEM SOLVING

SLIDE SIX

I found this process particularly helpful as the career that I would like to go into after University is that of a fashion stylist. Initially I didn't realise how important this business role would be for me but when thinking about how fashion stylists make their money and how they collect clients this business role has provided me with a great deal of new understanding.

The fact that I've been able to work alongside lots of people has helped me adapt my skills and my realization towards my career path, as well as putting me into the business mindset that I was hoping to gain when joining the team.

I now believe I am on the right path for going into and feel extremely grateful to have been on the business team as it has made me feel very prepared in looking to the future.



FUTURE CAREER *Fashion Stylist*

Video

Presentation



As an extra element to our agency work and teamwork we as a team each filmed our presentation to resemble how this would originally have been done as well as showing the team's determination in creating a solid portfolio of work.

Problem

Solving

During the project we have had some difficulty with one team member who wouldn't answer messages or group calls, and so we as an agency sent her an email expressing our concerns and also providing a clear outline of deadlines for certain parts of work. This proved to be extremely successful as she replied to us the same day and apologised for the lack of communication, since then we have not had any further issues.

Contemporary Fashion Business



Project Comms

Fri 24/04/2020 11:22

demijones44@gmail.com; 1716117@chester.ac.uk; Lucy.a.cartwright@hotmail.com + 5 others



To Demi Jones,

We understand the pressure of the current circumstances however we have decided as a collective to send this email in regards to deadlines for work before hand in for the business module. As a group and fellow classmates we want to support you and ensure you succeed in this final submission as best we can.

Over the last few weeks we have received a lack of communication in regards to responses to messages and video calls from the group and so we are wanting to clarify deadline submission dates for this project.

If Deena has not received a five minute video presentation by Wednesday 29th April at 4pm you will not be featured in the group presentation video.

If Lucy has not received your presentation slides and 800 word reflection by Wednesday 29th April at 4pm you will not be featured in the group agency document.

We hope this is understandable within the current situation however just to clarify, not adhering to these deadlines will have no impact upon your individual grades or marking. The only impact would be that your work will not be featured in these group collaborations.

Hope you are well and are able to respond to this email as soon as possible.

Kindest regards,
Project Comms.

Alicia Jones, Anna Hewlancua, Lucy Cartwright, Jane Berry & Deena Walker.



Reply to all

