

Entertainment sponsorships ideal way to build brands

The entertainment sponsorship market in South Africa is receiving growing recognition as a valuable way to build brand awareness.

According to Paul Reynell, MD of Thusano Media Group (TMG), companies are seeking alternatives to the saturated sports sponsorship market to help build their brands.

"As entertainment owners and promoters in SA focus only on their core business, they do not realise the importance of understanding various brands, their positioning, target market and so on. In the past brands have been hesitant to put their budgets into entertainment sponsorship," says Reynell.

"Most brands are only aware of the benefits of sponsoring sport, as traditionally most entertainment platforms were owned by the tobacco industry."

Seeing the need and gap in the market, TMG was launched in 2002 to service both the entertainment industry, and brand managers.

"TMG's sponsorship service creates the vital link between brand managers and promoters/ event owners, because we understand what brand building is about and can tailor the sponsorship with a strategic approach," adds Reynell.

TMG offers a full turnkey solution to sponsors and event promoters, from brand analysis and brand association to managing the sponsor's corporate hospitality and marketing campaign.

According to Reynell, TMG represents its own portfolio as well as those of many other production companies, allowing the company to offer a sponsorship platform so diverse and current that brand managers are always ensured of a sponsorship package guaranteed to deliver measurable results.

"Understanding brand management, TMG has developed various sponsorship packages that can fit in with current brand strategies, social responsibility strategies and communication strategies. These sponsorship packages come with complete management, planning, execution and media value reports," concludes Reynell.

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