

Macmillan Cancer Support's sponsorship at Caffè Culture 2008

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CANCER SUPPORT**



Objectives

Macmillan Cancer Support hosts annually the UK's largest consumer fundraising event within the food and drink sector called "The World's Biggest Coffee Morning". The event encourages businesses and the public to host coffee mornings on the last Friday in September to raise money.

- Macmillan Cancer Support wanted to make contact with a range of independent and multiple coffee bars and cafés to further promote and encourage involvement in the World's Biggest Coffee Morning.
- They wanted to meet with suppliers to the industry to create promotional partnerships to further increase fund raising opportunities from the initiative.
- In 2007 over £7.7 million was raised - the 2008 event target was to achieve over £10 million, with over 2 million people taking part at 55,000 coffee bars, cafés, offices, homes and schools.

The Solution

- The Caffè Culture event attracts over 4,300 owners and managers of coffee bars who match Macmillan's target market.
- We worked together to tailor a sponsorship package of the Caffè Theatre that would meet Macmillan's objectives.
- To create on-site awareness the Caffè Theatre was located at the heart of the event ensuring significant branding for The World's Biggest Coffee Morning.
- Each theatre audience was provided with information about the initiative via plasma screens and Macmillan's team hosted a presentation every day to encourage people to host their own coffee mornings.
- To support the Caffè theatre the pre registered database was contacted to arrange one-to-one meetings with key target companies at the Macmillan stand during show.
- Caffè Culture's marketing campaign was fully utilised to promote Macmillan's involvement through logo's on all collateral, dedicated press releases, web activity and access to the event database.

The Results

- This was the first commercial event sponsorship Macmillan Cancer Support had undertaken and they were extremely pleased with the results.
- Over 400 new contacts were made at the event, with 70 new partners secured within a month of the show.
- The one to one meetings created significant deals with Sainsbury's, B&Q, Coffee Republic and Ikea.
- Mentions of the sponsorship appeared in over 15 articles about Culture within the trade press.
- The return on investment has exceeded Macmillan's ambitious targets for the event and they are looking to sponsor Caffè Culture in 2009.