

Case Study

QUAD 100 Club:

developing entry level corporate support



Charlotte Jopling, Corporate Sales and Events Officer, QUAD



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QUAD 100 Club is an entry level corporate package designed to make sponsorship accessible to a wider range of businesses.

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Background

QUAD 100 Club was set up towards the end of 2013. We already had various tiers of business sponsorship at a higher level. We wanted to create something that was accessible to a wider range of businesses.

The club was designed to introduce the business community to QUAD at a relatively low fee of £100. We wanted to ensure it felt achievable for most businesses, while still generating a valuable income for the organisation.

QUAD 100 Club

Businesses pay £100 to sponsor QUAD for one year. In return they receive:

- advertising in QUAD, with their business name displayed on a glass partition in an area of high footfall
- their business logo displayed on QUAD's website with a hyperlink to their site on the QUAD 100 Club member's page
- 10 free cinema tickets posted to them
- 10% discount on space hire
- invitations to four sponsor events per year at QUAD (usually breakfast meetings)

The benefits were designed to be valuable to businesses, but also to increase engagement with QUAD's programme and awareness of venue hire.

Results

QUAD 100 Club generates an average of approximately £6,000 per year, with membership ranging from 50 - 70 businesses. We aspire to reach 100.

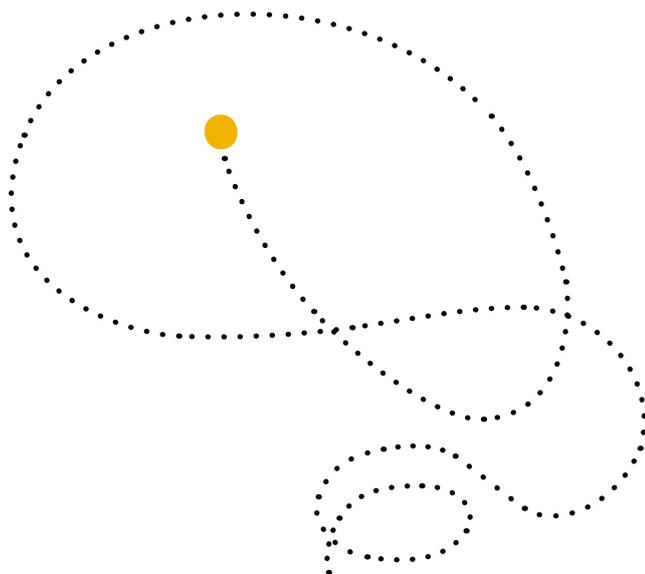
People who joined initially tended to be involved with QUAD in some way already but the club has increased their engagement. We've introduced new businesses as the scheme has developed. Many club members also now attend our annual charity auction dinner, generating valuable funds for the organisation.

About QUAD

QUAD is Derby's centre for art and film. It is a gallery, cinema, cafe bar and workshop that anyone can use.

QUAD provides facilities and services that connect people and businesses to art and film, creating opportunities for entertainment, education and participation.

www.derbyquad.co.uk



Promoting QUAD 100 Club

Initially, we made a list of all of QUAD's suppliers, from our cleaning company to our ticketing system supplier. We emailed each of them personally and invited them to join the club to support QUAD.

I attended a lot of face-to-face networking events and began mentioning the club when I spoke to people about QUAD. A lot of those events also offer 60 second speaker slots so I used those as a platform to talk about how we were working with businesses.

The marketing team sent out press releases and we had flyers printed to display in the foyer.

Alongside QUAD's existing social media presence, we developed a **QUAD Corporate** Twitter profile to develop awareness of our corporate offer. We make a point of thanking businesses when they renew membership. Several new members have found out about the club via Twitter.

QUAD's board members have also been a useful source of contacts and we have a number of businesses who advocate for us.

We send a monthly e-shot to approximately 900 corporate clients. Recipients are a mixture of sponsors and people who have previously hired the venue. That really helps keep QUAD in their consciousness.

Club benefits such as logos displayed on the glass partition in the building have also helped raise awareness.

Learning along the way

We have learned a lot along the way. After the first year some businesses didn't rejoin and we received negative feedback about the lack of networking opportunities. We had never pitched it as a networking group but that was the perception businesses had.

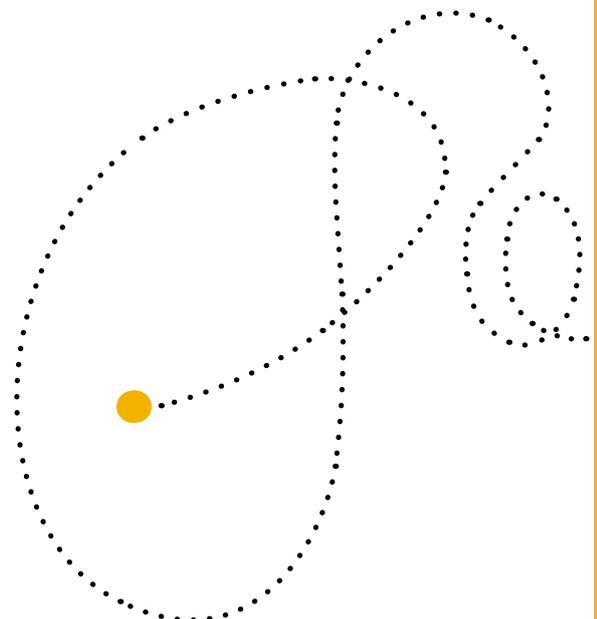
We now hold four sponsor events a year and if anyone expresses an interest in joining the 'networking club' we make a conscious effort to manage those expectations. The emphasis of communications is far more on donating to support QUAD's outreach work.

Several businesses have requested some form of certificate that they can display in their building to demonstrate their support.

We've also found that administering the club on a separate system to our box office can be difficult. Integrating the two would enable front of house staff to administer and monitor free ticket benefits and provide greater support for club members.

Quick tips

- Ensure strong administrative systems are in place before you promote membership.
- Be clear and concise in your communications - people are far more likely to respond.
- Integrate contacts and payments into your main booking system to enable front of house teams to assist with administration.
- Carefully consider the cost and administrative time implications of the benefits you offer. Keep it simple.
- Face-to-face networking is essential in reaching new businesses.
- Consult businesses on the benefits you plan to offer and what they would expect.
- Have a plan for encouraging people onto the next tier of sponsorship.
- Keep communication open and remind people to use their benefits.



The original QUAD 100 Club flyer



The flyer features a collage of four images: the top left shows the exterior of the QUAD building with a 'QUAD 100 CLUB' logo; the top right shows a young boy with glasses and a red shirt pointing at a drawing of a girl's face; the bottom left shows a woman with glasses and a young boy sitting at a table, looking at a drawing; the bottom right shows a woman with glasses and a young boy sitting at a table, looking at a drawing.

Introducing the QUAD100 Club

Our aim is to get 100 businesses to sponsor £100 so that QUAD can continue to help transform the lives of young and elderly people, the disadvantaged and those in hard to reach communities. This is a fantastic low-cost advertising opportunity, and a way to be involved in supporting the local community through engagement with the arts.

The fantastic benefits to you and your business include:

- 10 free cinema tickets
- Advertising in QUAD: Your businesses name displayed on a glass partition.
- Website acknowledgement: Your business logo displayed on our website with a hyperlink to your site.

If you feel that the above would benefit your business, please contact Charlotte Jopling on 01332 285443 or charlottej@derbyquad.co.uk.



The flyer features two images: the top image shows a person standing at a podium in a large conference room with a screen displaying the QUAD logo; the bottom image shows a meeting room with a long table, chairs, and a screen displaying a presentation.

Space Hire at QUAD

QUAD offers unique hire opportunities ensuring that whatever your event, it will be distinctive and memorable. We have numerous spaces available to hire, from small and medium meeting rooms to large conferencing spaces. Please contact Charlotte Jopling at charlottej@derbyquad.co.uk or call on 01332 285443 to discuss your requirements, for a no-obligation quote or to arrange a tour of the spaces.

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Example press release text

QUAD in Derby have launched a new Business Sponsorship club called the QUAD 100 Club. Designed to engage with as many businesses as possible by asking for a relatively small amount of money that will cumulatively add up to a substantial amount, the club will support QUAD's programme of outreach work. QUAD's outreach work includes activity which helps transform the lives of young and old people, the disadvantaged and those in hard to reach communities.

QUAD CEO Keith Jeffrey said 'We recognise that all businesses have to operate under the tight budgets and understand that many businesses will not be able to support us in a normal sponsorship way. With this in mind, we have created the QUAD 100 Club. Very simply, we aim to get 100 businesses to pay £100 each to become an annual member.'

Benefits for the QUAD 100 Club members include free QUAD cinema tickets and acknowledgement of support in the QUAD building and online. Companies already joined the club include: Marstons, Derby County FC, Katapult, F Stop Press, Essential Marketing Solutions, BDO LLP, Balls to Marketing, Dains LLP, DNS, Brakes and Smith of Derby

For more information, please call QUAD Box office on: (01332) 290606 or go to: www.derbyquad.co.uk/business-sponsorship

