

LUNG FOUNDATION AUSTRALIA - A Sponsorship Case Study



A mammoth task, but from change comes success!

www.lungfoundation.org.au

With challenges such as turnover of key staff and massive internal change, Infinity Sponsorship was put to the test to successfully seek and secure partners to invest in the Lung Foundation's core programs.

Executive Summary

Over a period of 18 months Infinity Sponsorship worked closely with the Lung Foundation Australia using our Full Service Sponsorship Brokerage model to introduce new corporate partners and diversify income streams to support their core business.

Challenges

This project was Infinity Sponsorship's most challenging by far, as the [Lung Foundation Australia](http://www.lungfoundation.org.au) was going through a highly volatile and transitional time including



introducing a new name and branding for the organisation, accommodating a retiring CEO, training new staff, moving offices, and a ironing out a newly launched website.

Originally named The Australian Lung Foundation, they had tried several different models to kick start their corporate partnership strategy without success.

Lung Foundation Australia has traditionally run two highly successful Lung Cancer and COPD programs that engage corporate investment partners for the purposes of research, but it was their core business that really needed financial support to be able to increase the benefits, services offerings, support programs and educational opportunities available for members. To date they had never succeeded in securing sponsorship in this area.

How We Helped

Over a period of 18 months we implemented an end-to-end sponsorship strategy that secured several strategically aligned corporate partners with multi-year contracts, offering national exclusivity.

Results and Future Plans

With funds now available, the Lung Foundation now has all of the tools, templates and resources at their disposal to successfully manage and renew these partners as well as successfully reach out to new potential partners.

'Infinity Sponsorship has been working with the Lung Foundation Australia in a sponsorship brokerage capacity since early 2012 and has introduced our organisation to the concept of corporate annual partnerships.

Abby's work has provided us with a valuable opportunity to partner with a number of corporate organisations, growing our sponsorship funds and diversifying our income channels.

Abby's ability to develop relationships and rapport with potential corporate sponsors is impressive and I would recommend her to any organisation that may wish to link in with corporate partners to further expand the reach of their organisation.'

Chris Emery
Director of Operations
Lung Foundation Australia

