

## Public Sponsoring Event

In Indonesia, TNT is part of one big public sponsoring event. WFP is the initiator of this event and TNT is one of 5 big sponsors. The event consists of a rock-concert with famous Indonesian artists and is open for public.

### Facts & Figures

- ❖ One location for the country
- ❖ Organisation: central team and TNT team
- ❖ WFP: Leading organiser, Unilever: Sponsor on the same level with TNT beside other big sponsors

### Timetable

- ❖ Week 6:  
Start to work with partners and external parties.
- ❖ Week 10:  
Communication of this years Walk the World date, start working on this years Walk the World



### Communication

- ❖ In the central team: email & meeting
- ❖ Tools: Flyer, Poster, Intranet, Communications day, newsletter, email blast, giant posters at TNT ID Head Office
- ❖ Collection of results on the event-day: focal point
- ❖ Collection of photos, clippings etc.: focal point
- ❖ Items (ordered at GPC): Shirts, caps, flags, banner, balloons
- ❖ Local produced items: 7 meters TNT Zeppelin balloons

- ❖ Public place with enough capacity for 12,000 participants
- ❖ celebrities / government (most important because this attracts the public, TNT internals and the media)
- ❖ Combination of the Walk with a concert
- ❖ Animation for children
- ❖ Start-ceremony (ballons, speech etc.)
- ❖ Jumble sales/selling of other items...

### General set-up



## Networking

- ❖ Sponsors: WFP network
- ❖ Press/media: press conferences, interviews, invitations, press releases, personal contacts, offer satellite-feed-material
- ❖ Government: WFP network

## Open for public



- ❖ Event is public!
- ❖ External promotion: Internet, press, newsletters, Infornials

## Fundraising

- ❖ Generation of funds: Corporate Sponsorships, tickets sales
- ❖ With fundraising combined activities during the day: merchandise sales
- ❖ Ask companies for donations