



## Membership schemes: ING Group and the Rijksmuseum

**SPEAKER:** Edson Hato, Manager Corporate Sponsoring & Business Events, ING Group (The Netherlands)

Edson Hato has been with ING in a variety of roles since 2000. He is currently responsible for the management of the Corporate Sponsoring and Business Events department (Finance and Personnel), including the global sponsoring policy within ING's global branding strategy, Community Development (ING Chances for Children) and ING Art & Culture (e.g. Rijksmuseum and KCO). He was instrumental in the initial negotiation with Schiphol Airport on ING's 'Lets talk about your future' campaign.

<http://www.ing.com>

**CHAIR:** Saskia Cornelissen, Head of Communication and Marketing, Museum Boijmans van Beuningen (The Netherlands)

Saskia Cornelissen has recently joined as Head of Marketing and Communications at Museum Boijmans Van Beuningen, a museum that will be introducing some changes in the near future. Previously, Saskia worked for five years at the Kunsthal Rotterdam.

<http://www.boijmans.rotterdam.nl>



### CASE STUDY NOTES:

The case study focused on the successful sponsorship agreement between ING Group and the Rijksmuseum in Amsterdam, which runs until the beginning of 2011.

ING Group, a corporation of Dutch origin, is one of the world's largest financial services companies offering banking, insurance and asset management in over 50 countries. The Rijksmuseum is the largest and most prestigious museum in the Netherlands. So it is a partnership between equals, as explained on the ING website: *Like the Rijksmuseum, ING is a leading international organisation in its field. In addition, ING is a multinational with Dutch roots, so supporting an institution that represents par excellence the history of Dutch art and culture at home and abroad, makes a lot of sense.* See:

[http://www.ing.com/group/showdoc.jsp?docid=119742\\_EN&menopt=prm%7Cfar%7C005](http://www.ing.com/group/showdoc.jsp?docid=119742_EN&menopt=prm%7Cfar%7C005)

Unlike other bank sponsors, ING's strategy is to work in partnership with only one museum, which gives exclusivity. For more information on ING Group's Arts and culture sponsoring programme:, see:

[http://www.ing.com/group/showdoc.jsp?docid=169283\\_EN&menopt=spr%7Caec](http://www.ing.com/group/showdoc.jsp?docid=169283_EN&menopt=spr%7Caec)

For ING Group's guidelines for sponsorship requests, see:

[http://www.ing.com/group/showdoc.jsp?docid=169330\\_EN&menopt=spr%7Cspa](http://www.ing.com/group/showdoc.jsp?docid=169330_EN&menopt=spr%7Cspa)

### How does ING Group benefit from the partnership?

- Affiliation with a long established institution like the Rijksmuseum supports ING's brand image as being trust-worthy and providing financial security. Also important is the identification with another strong national brand, such as Rembrandt.
- Access to local and international visitors to the museum. ING uses this access to raise awareness of its business e.g. by providing ING branded couches in the museum so visitors can sit down; and ING branded lunch boxes, for visitors to enjoy in the museum garden (there is no restaurant).
- The sponsorship agreement includes the Rijksmuseum's exhibition space at Amsterdam Airport Schiphol and the Rijksmuseum's ten satellite museums, which furthers the access to international and local visitors.
- ING holds receptions and events at the Museum
- ING staff worldwide are given free entry to the Museum, and there are special offers for ING clients.

### How does the Rijksmuseum benefit from the partnership?

- ING offers financial support e.g. by being one of the main sponsors of the extensive renovation
- Joint marketing through ING's international marketing campaigns, which use their extensive client databases. This raises the awareness of the museum's collection in different parts of the world
- Joint marketing through local branches of the bank, so allowing the museum to reach another pool of potential visitors
- Access to ING financial expertise
- Support for annual tours of portions of the collection e.g. 'the Dutch Masters from the Rijksmuseum, Amsterdam' exhibition that is currently being exhibited in Melbourne, Australia and planned for Kobe, Japan later in 06