About IEG

Creators of the analytics for selecting, valuing, optimizing and measuring partnerships and non-traditional media

ussailing.org
A GLOBAL LOOK AT SPONSORSHIP
Total North American Sponsorship Spending

- **2010**: $17.2 billion, 5.5% increase
- **2011**: $18.1 billion, 4.4% increase
- **2012**: $18.9 billion, 4.5% increase
- **2013**: $19.8 billion
- **2014**: $20.6 billion (projected)

* Source: IEG Sponsorship Report
North American Sponsorship Spending: Sports

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending</th>
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<tr>
<td>2012</td>
<td>$15 Billion</td>
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<tr>
<td>2013</td>
<td>$13.01 Billion</td>
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<tr>
<td>2014*</td>
<td>$13.68 Billion</td>
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<tr>
<td>2014*</td>
<td>$14.35 Billion</td>
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* Projected

Source: IEG Sponsorship Report
North American Sponsorship Spending: Festivals, Fairs and Annual Events

- $1000 MILLION
- $800 MILLION
- $600 MILLION
- $400 MILLION
- $200 MILLION

2012: $825 MILLION
2013: $839 MILLION
2014*: $853 MILLION

* Projected
Source: IEG Sponsorship Report
Market Intelligence
Product And Service Development
Sales, Digital And Content
Channels Used To Activation Sponsorships Compared Over 5 Years

Source: IEG/Performance Research 2009-2013 Sponsorship Decision-Makers Survey
Sponsorship Trends: Media Landscape Is Changing

PROPERTIES ARE USING SOCIAL MEDIA TO ENGAGE FANS

- FACEBOOK
- TWITTER
- TOTAL

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</table>
THE POWER OF SPONSORSHIP
Partnership Today

VISIBILITY
Eyeballs
Media Equivalencies

AWARENESS
Aided
Category-Prompted
Unaided

ATTITUDE
Brand Image,
Relevance
Propensity
to Purchase

BEHAVIOR
Recruit: Staff, Customers
Retain
Repurchase
Recommend
The Sponsorship Value Equation

**REACH**

**PASSION**

**ENGAGEMENT**
How Has Your Company’s Need For Validated Results Changed?

STAYED THE SAME 13%
INCREASED 87%

Source: IEG/Performance Research 2013 Sponsorship Decision-Makers Survey
More Activation = Higher ROI

<table>
<thead>
<tr>
<th>Sponsor Category</th>
<th>RECOGNIZED</th>
<th>MEAN</th>
<th>FEE</th>
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<tr>
<td>MAJOR SPONSORS</td>
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<td>144</td>
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<tr>
<td>Miller Lite</td>
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<td>Coca-Cola</td>
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<td>MID-LEVEL SPONSORS</td>
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<td>Ochsner</td>
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<td>Louisiana Office Products</td>
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<td>MINOR SPONSORS</td>
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<td>$10,000</td>
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<td>Safari Car Wash</td>
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<td>5 Minute Oil Change</td>
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<td>55</td>
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Source: IEG Sponsorship Report
STRATEGICALLY STRUCTURE AND SELL
Sponsorship Solicitation Process

1. Package Strategically
2. Establish What You Are Worth
3. Identify Best Prospects
4. Research Prospect’s Business
5. Sell Effectively
6. Service Corporate Partners
Translate Assets Into Benefits

PROPERTY ASSETS

MARKS/LOGOS

AUDIENCE

COLLATERAL

SIGNAGE/DISPLAY ADVERTISING

SOCIAL MEDIA, WEB SITE & DATABASE

CONTENT, EVENTS & VENUE AREAS

MARKETABLE BENEFITS

PROMOTIONAL RIGHTS

ACCESS

VISIBILITY

IMPRESSIONS

EXTENDED REACH

PROPRIETARY PLATFORM
Sponsorship Does Not Stand Alone

IT SHOULD BE THE PLATFORM FOR INTEGRATED MARKETING COMMUNICATIONS

- Promotional Giveaways
- Content
- Online Promotions
- Database Collection
- Advertising/PR Campaign
- Sponsored Property
- At Retail
- Proprietary Program
- Stakeholder Engagement
- Social Media
- Employee Volunteerism
Package Strategically

- Reserve most valuable benefits for highest level sponsors
- Create customized marketing platforms:
  - Integrated opportunity for a sponsor to present content, an event, program or initiative within a larger sponsorship opportunity.
  - Positions sponsor to break through clutter and resonate with the audience
- Look for alternatives to cash
  - In-kind products or services
  - Promotion of brand, mission and specific messages
  - Fundraising outlets
  - Sponsor provided employee volunteers
Price Based On Value Vs. Need

• Sponsorship is not based on cost; it’s based on marketing value
• Most valued sponsor benefits:
  – Access to stakeholders
  – At Retail/Literature distribution
  – Content development
  – Social media
  – Face-to-face access to audiences
    • Focus groups
    • Board representation
• Signage and other impression based benefits are typically lower in value and not likely to drive changes in behavior
Ensure Fit

LITMUS TEST FOR FIT:

• Is partnership relevant to your audience?
• Will it add value for the stakeholder or event attendee?
• Will it enhance, not interrupt, the stakeholder/event attendee experience?
• Is there brand/business alignment?
• Will it drive return for the sponsor?
• Will it be not overly commercial or based on visibility?
Researching Your Prospects’ Business

DOING YOUR HOMEWORK

• Category trends and hot buttons
• Company intelligence:
  – Sales/distribution channels
  – Customer demos/psychographics
  – Marketing campaigns/sponsorships
  – Geographic priorities
  – Agencies of record
• Identify contacts and utilize existing relationships
# Researching Your Prospects’ Business

## RETAIL CATEGORY OVERVIEW

<table>
<thead>
<tr>
<th>SPONSORSHIP HOT BUTTONS</th>
<th>MEASUREMENT METRICS</th>
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<tr>
<td>• Drive store traffic</td>
<td>• Incremental store traffic</td>
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<tr>
<td>• Involve vendors</td>
<td>• Amount of sponsorship-themed merchandise sold</td>
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<tr>
<td>• Support shopper loyalty programs</td>
<td>• Interest and number of vendors participating</td>
</tr>
<tr>
<td>• Access online sales rights</td>
<td>• Sales during promotional period among participating stores vs. those not or vs. same period sales in prior years</td>
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<tr>
<td>• Reward frequent shoppers</td>
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<tr>
<td>• Promote private label brands</td>
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<tr>
<td>• Showcase community involvement</td>
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</table>
SELLING EFFECTIVELY
When Does Your Company Determine Its Sponsorship Budget?

First Quarter (Jan. – March): 24%
Second Quarter (April – June): 9%
Third Quarter (July – Sept.): 24%
Fourth Quarter (Oct. – Dec.): 45%

Source: IEG/Performance Research 2013 Sponsorship Decision-Makers Survey
Initial Goal Is To Secure A Meeting

INITIAL MEETING

• 30% presentation/70% listening
• What are prospect’s priorities?
• What’s worked, what hasn’t?
• Who is the ultimate decision-maker?
• BE DIFFERENT
Effective Sales Pitch Components

• Capture Attention
  – Not a data dump
  – Concise and to the point
  – Be fascinating

• Highlight Benefits
  – Not a list of the property’s features
  – Translation of features to benefits

• Be Relevant
  – Not generic/“search and replace”
  – Customized to the sponsor’s objectives
Effective Sales Pitch Components (cont.)

- Be Proactive
  - Does not leave thinking up to prospect
  - Includes activation ideas
- Be Specific
  - Does not include vague descriptions of audience, etc.
  - Includes deliverables that reduce risk
Five Key Sales Takeaways

- Sell solutions, not sponsorship
- Make it about them, not you
- Help deliver ROO, ROI
- Be willing to go beyond terms of the contract
- Service, service, service
PARTNERSHIP CASE STUDIES
Sponsorship: Case Study

COLUMBUS ZOO AND FIFTH THIRD BANK

- Fifth Third Bank is the Official Bank of the Columbus Zoo

- Presenting Sponsor of Jack Hanna’s Fall Festival, one of the Zoo’s largest events of the year

- Co-created the Fifth Third Pronto Pass Patrol, a team wearing co-branded uniforms and armed with PC tablets, who perform ticket transactions for guests waiting in line

- Fifth Third Bank offers a Columbus Zoo checking account and credit card for customers in the Columbus community
Sponsorship: Case Study

LEXUS AND AT&T PERFORMING ARTS CENTER

- Official vehicle and valet sponsor
- Title sponsor of two parking garages
- Branded priority parking spaces for Lexus owners
- Lexus owners receive special advance ticket purchase offers
- On-site vehicle displays
- Title sponsor of Broadway Series
Sponsorship: Case Study

AMERICAN EXPRESS & BARCLAYS CENTER

• Founding Partner & Official Credit Card
• Exclusive rights in the payment category
• Naming rights to the 40/40 restaurant on the suite level and to the arena’s box office
• Early access to tickets and merchandise for events
• Exclusive amenities and access to private events for cardholders
Sponsorship: Case Study

MOFA BOSTON AND MEDIA PARTNER
WFNX radio station created an acoustic concert series performed at the museum. Concerts were held in different galleries of the museum and musicians occasionally played rare instruments from MFA’s collection. Performances were recorded as both audio and video and broadcasted on WFNX and posted to their website. The series was promoted on MFA’s Facebook page and through on-air ads and prompts on WFNX.
Your Opinion Matters

Please “check-in” to this session on the Sailing Leadership Forum app and complete the session survey.

Or

Complete one of the yellow survey forms in the back of the room and drop in the box.

Thank you for attending this session.
CONTACT

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