

CREATING WIN-WIN PARTNERSHIPS

FEBRUARY 7, 2014

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About IEG

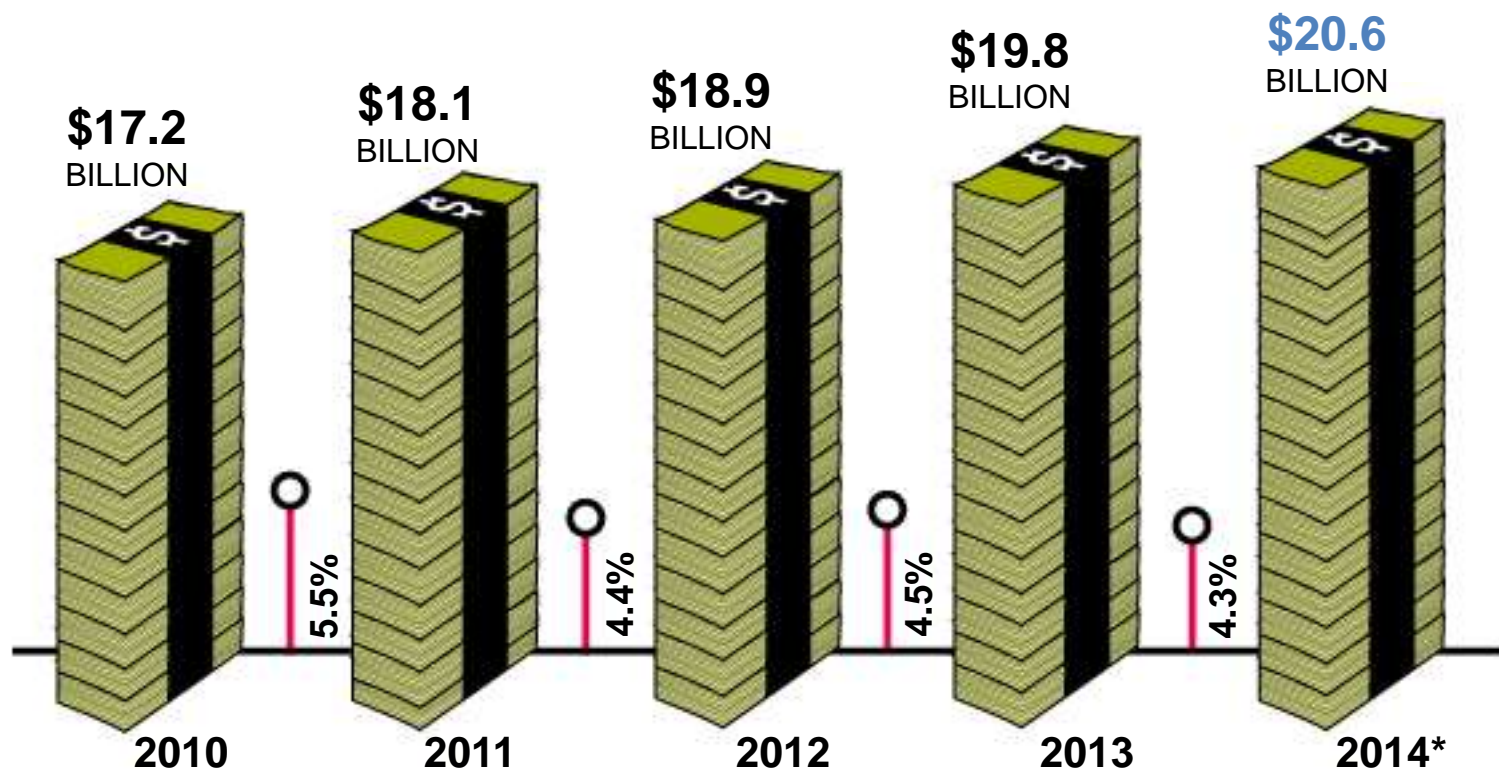
Creators of the analytics
for selecting, valuing,
optimizing and measuring
partnerships and non-
traditional media



A GLOBAL LOOK AT SPONSORSHIP



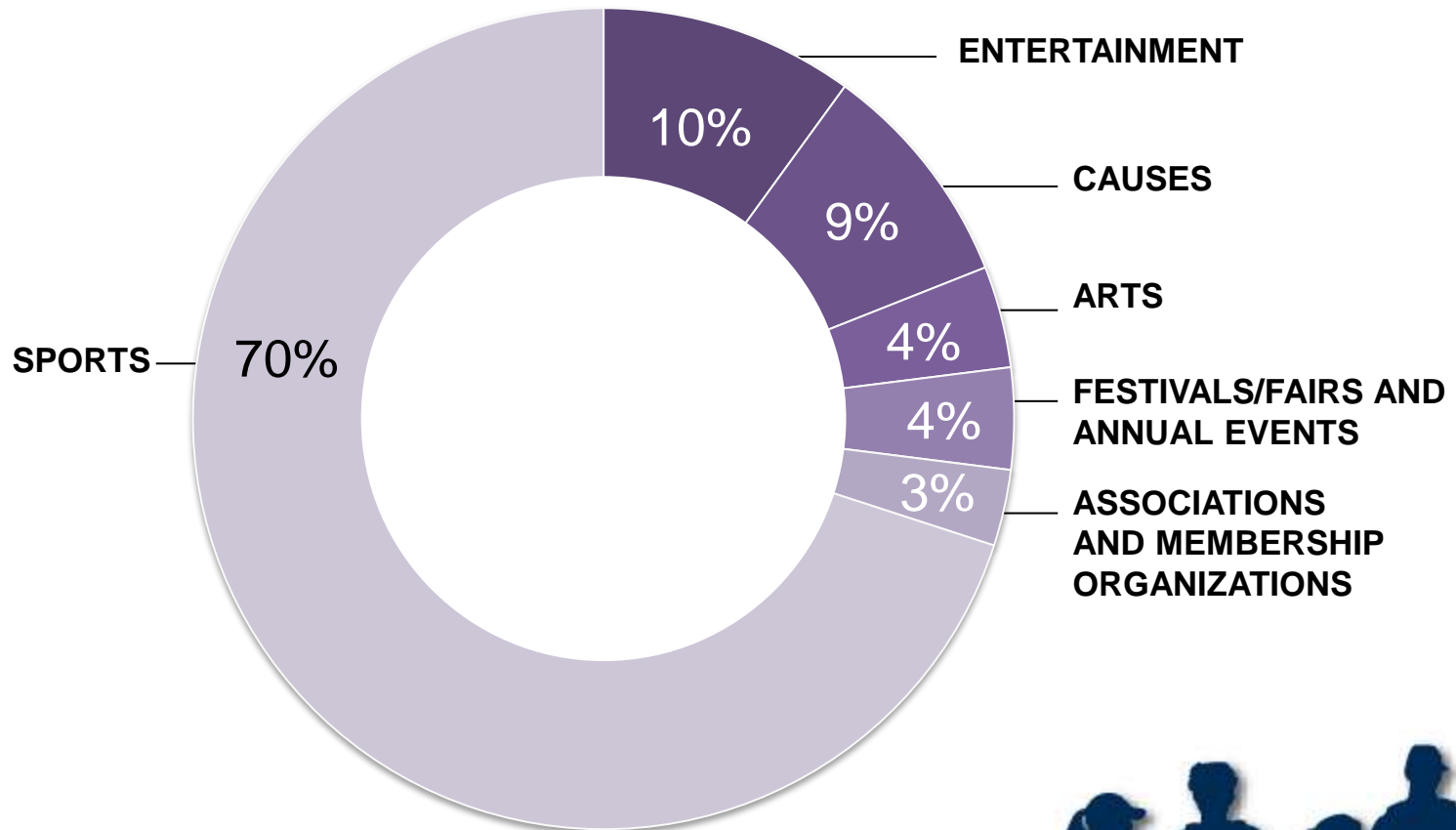
Total North American Sponsorship Spending



* Projected
Source: IEG Sponsorship Report



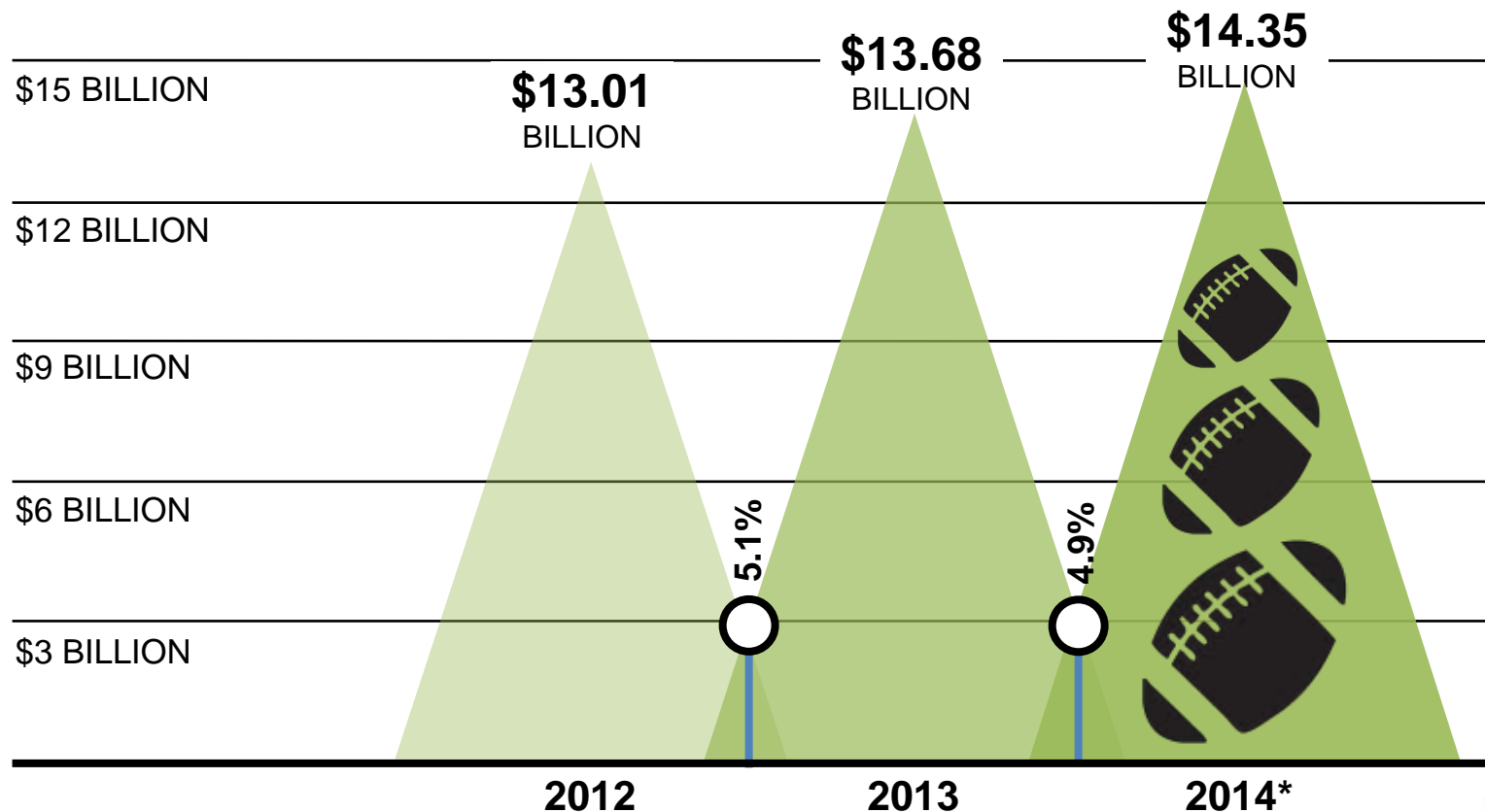
Projected 2014 Shares of North American Sponsorship Market



Source: IEG Sponsorship Report



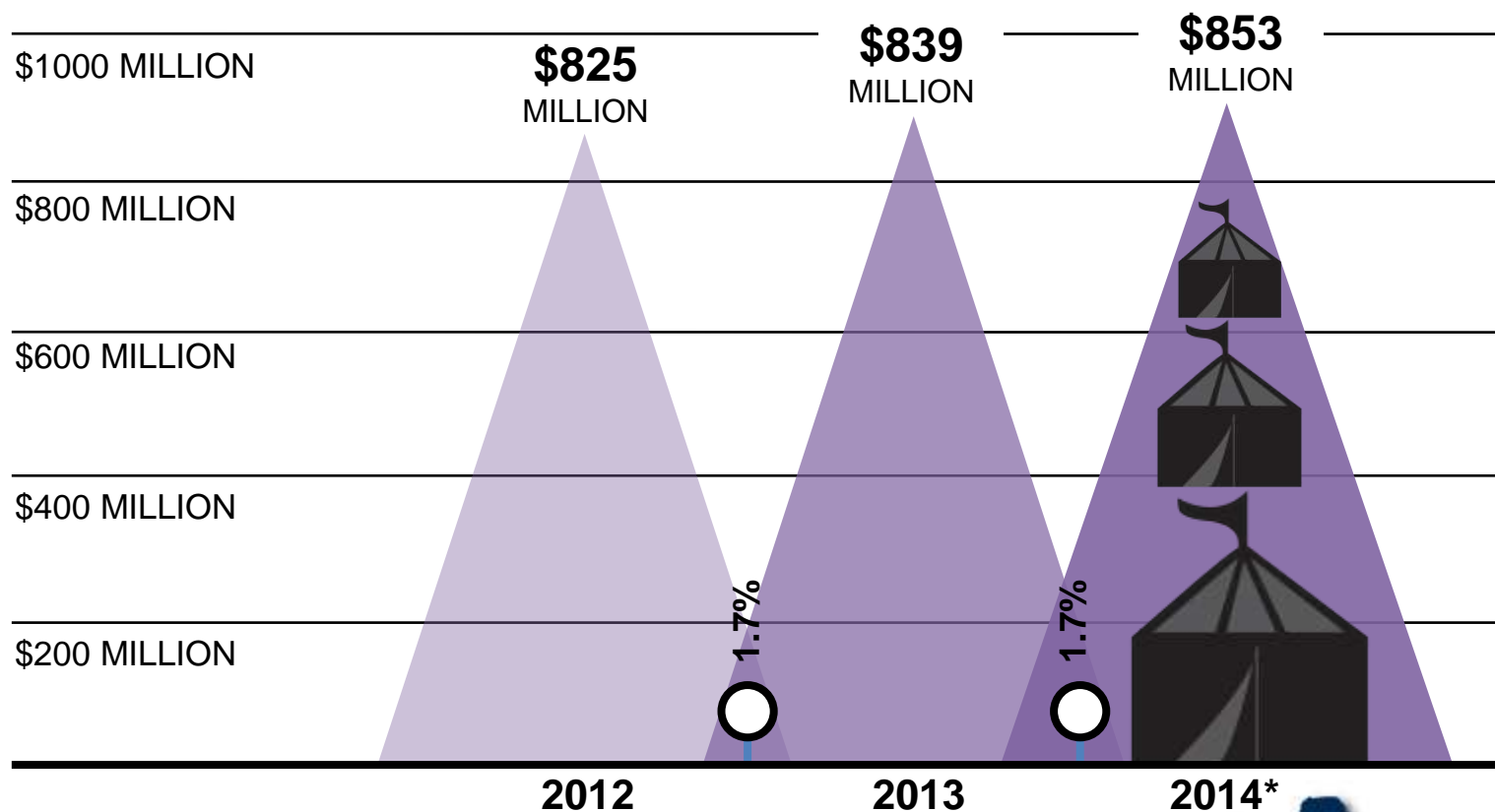
North American Sponsorship Spending: Sports



* Projected
Source: IEG Sponsorship Report



North American Sponsorship Spending: Festivals, Fairs and Annual Events



* Projected
Source: IEG Sponsorship Report



Market Intelligence



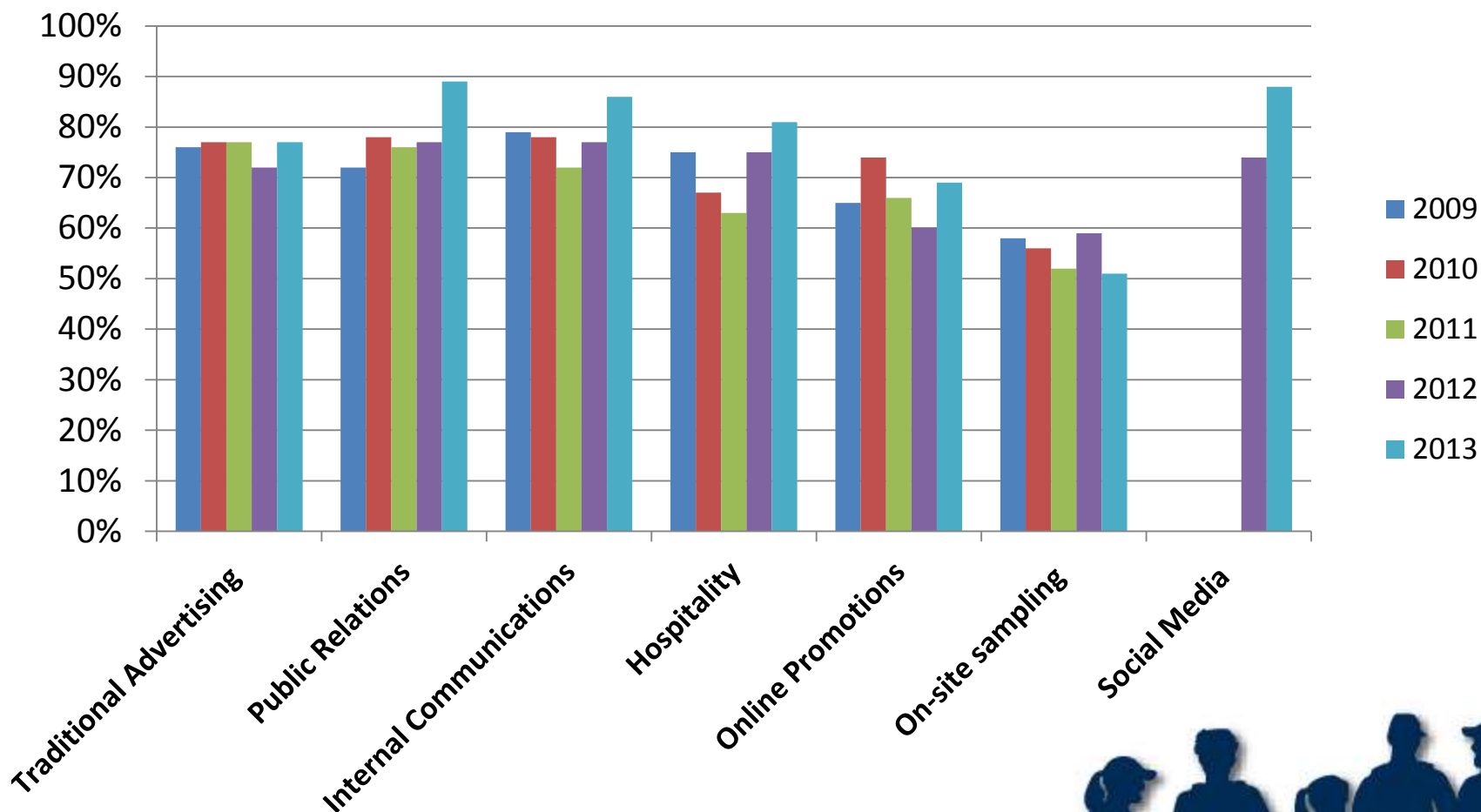
Product And Service Development



Sales, Digital And Content

The image is a screenshot of the Real Madrid C.F. Facebook page. At the top, the Facebook navigation bar is visible with the 'facebook' logo, a search bar, and links for 'Home', 'Profile', and 'Account'. Below this, the page header for 'Real Madrid C.F.' includes a 'Become a Fan' button and tabs for 'Wall', 'Info', 'Temporada 0...', 'Photo Marcelo', 'Photos', and 'Video'. The main content area is divided into three columns. The left column features a post titled 'Temporada 09/10 | 09/10 Season' with a welcome message and a photo of Real Madrid players celebrating. The middle column has a post from 'eMadridista' featuring a photo of Cristiano Ronaldo pointing at the camera, with buttons to '¡Únete!' and 'Join us!'. The right column contains two sponsored ads: 'The Ultimate Sports Blend' from SportsCenter and 'Lovely Home in New Malden' from bwin. At the bottom of the main content area, there is a section for 'Próximos partidos / Next matches'.

Channels Used To Activation Sponsorships Compared Over 5 Years

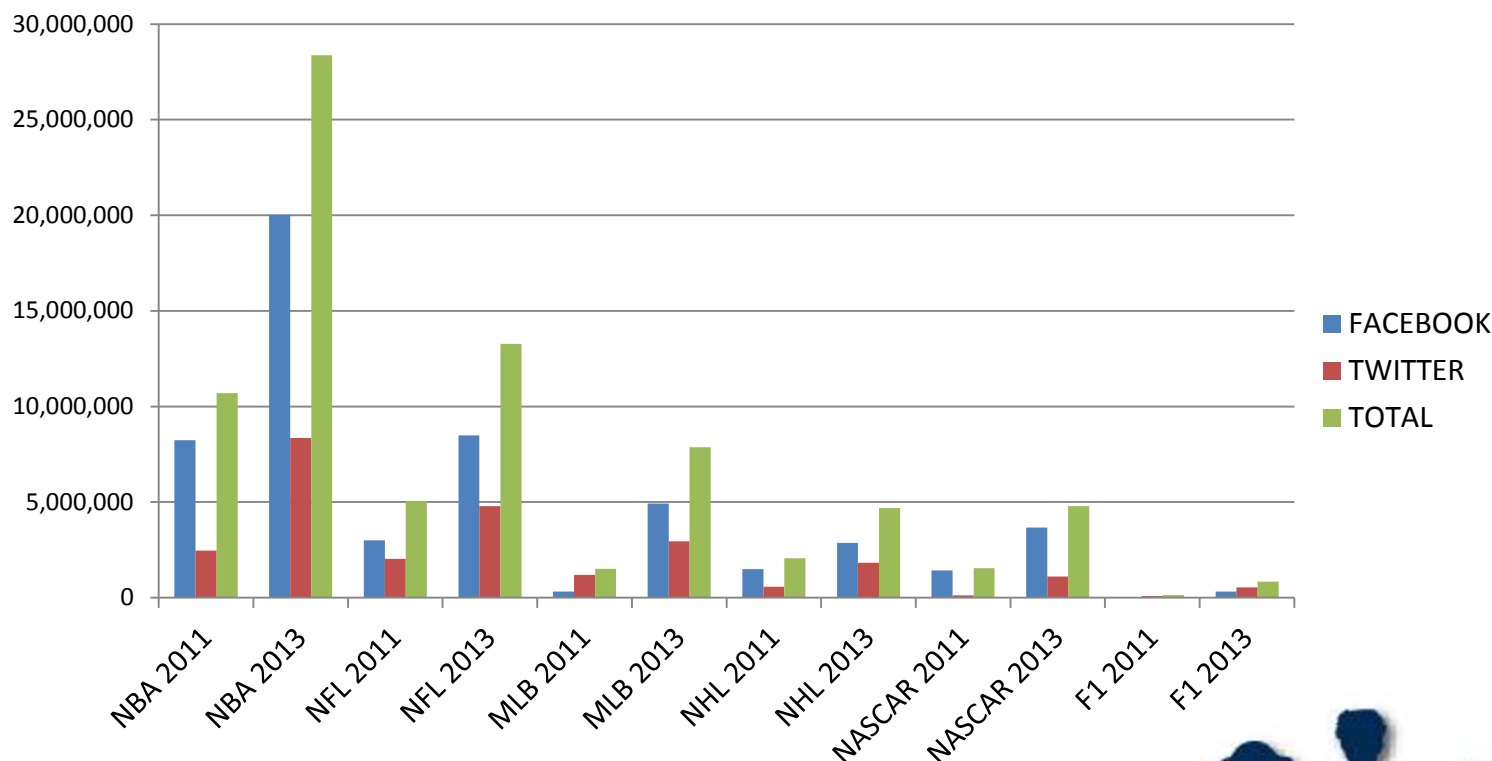


Source: IEG/Performance Research 2009-2013 Sponsorship Decision-Makers Survey



Sponsorship Trends: Media Landscape Is Changing

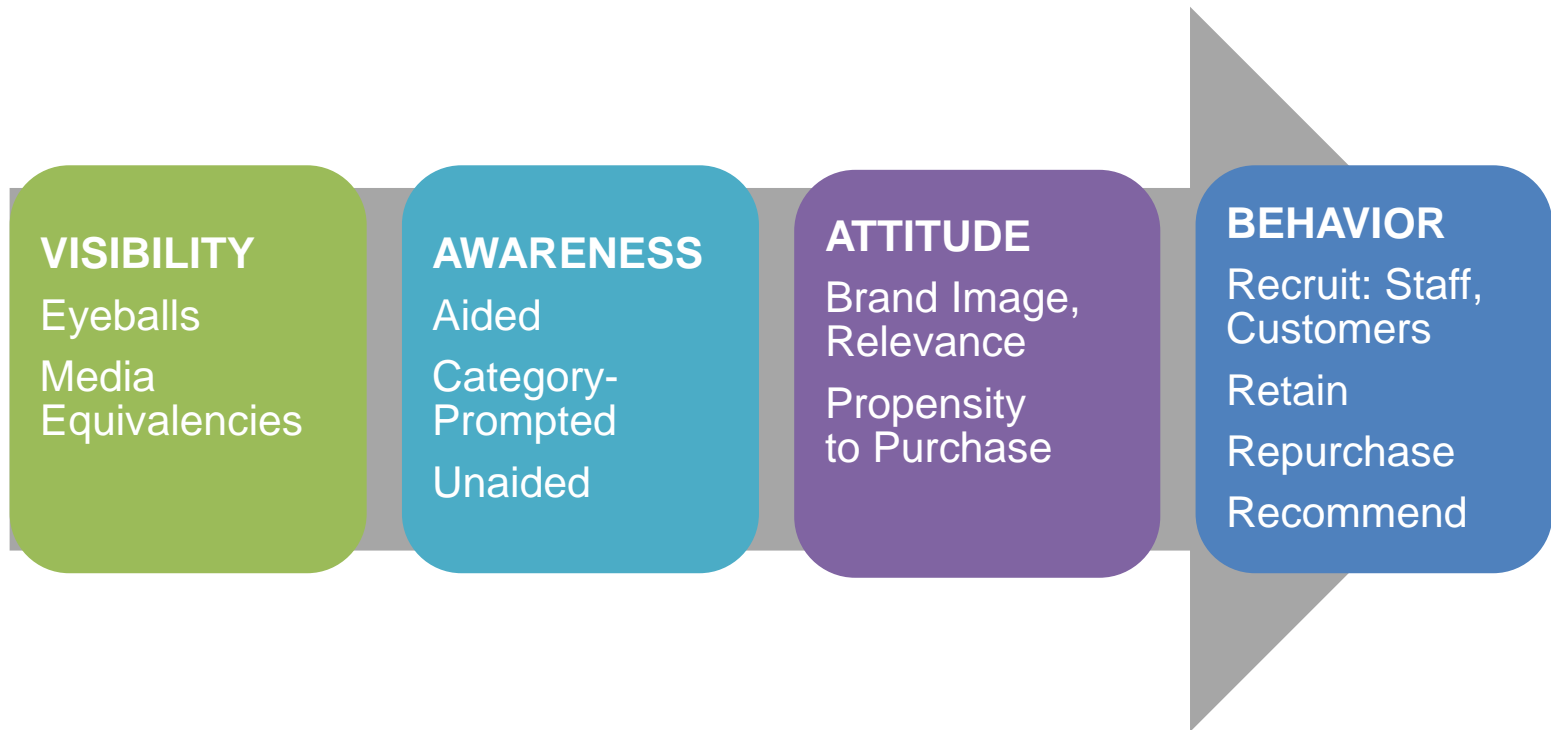
PROPERTIES ARE USING SOCIAL MEDIA TO ENGAGE FANS



THE POWER OF SPONSORSHIP



Partnership Today



The Sponsorship Value Equation

REACH



PASSION

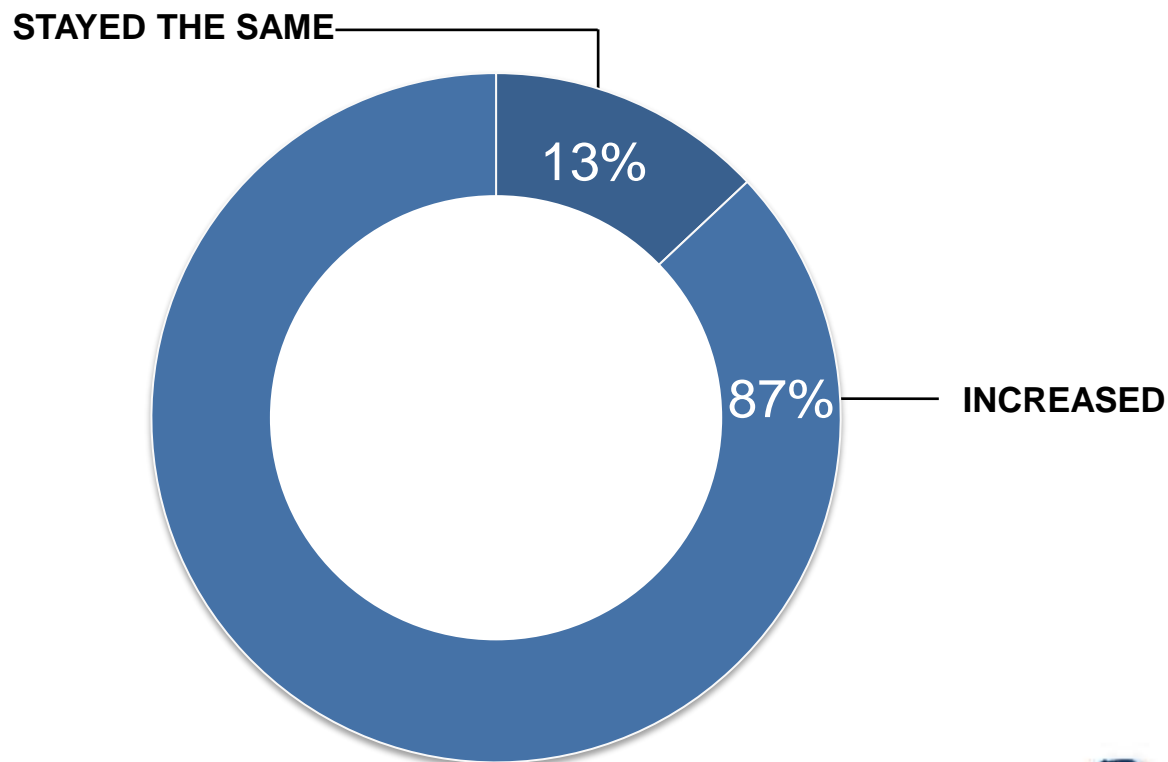


ENGAGEMENT





How Has Your Company's Need For Validated Results Changed?



Source: IEG/Performance Research 2013 Sponsorship Decision-Makers Survey



More Activation = Higher ROI

	RECOGNIZED	MEAN	FEE
MAJOR SPONSORS		144	\$200,000+
Miller Lite	146		
Coca-Cola	144		
MID-LEVEL SPONSORS		81	\$30,000
Ochsner	106		
Louisiana Office Products	56		
MINOR SPONSORS		87	\$10,000
Safari Car Wash	119		
5 Minute Oil Change	55		

Source: IEG Sponsorship Report



STRATEGICALLY STRUCTURE AND SELL



Sponsorship Solicitation Process



Translate Assets Into Benefits

PROPERTY ASSETS

MARKETABLE BENEFITS

MARKS/LOGOS

PROMOTIONAL RIGHTS

AUDIENCE

ACCESS

COLLATERAL

VISIBILITY

SIGNAGE/DISPLAY ADVERTISING

IMPRESSIONS

SOCIAL MEDIA, WEB SITE & DATABASE

EXTENDED REACH

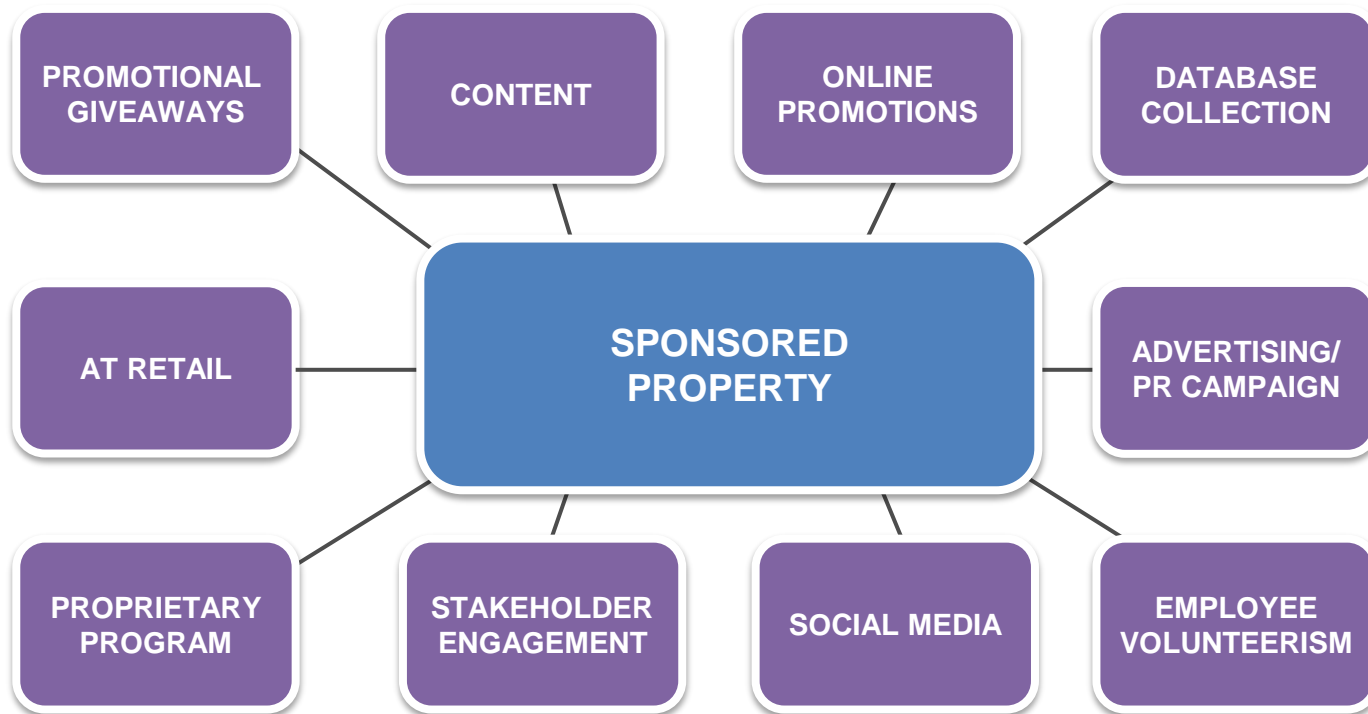
CONTENT, EVENTS & VENUE AREAS

PROPRIETARY PLATFORM



Sponsorship Does Not Stand Alone

IT SHOULD BE THE PLATFORM FOR INTEGRATED MARKETING COMMUNICATIONS



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

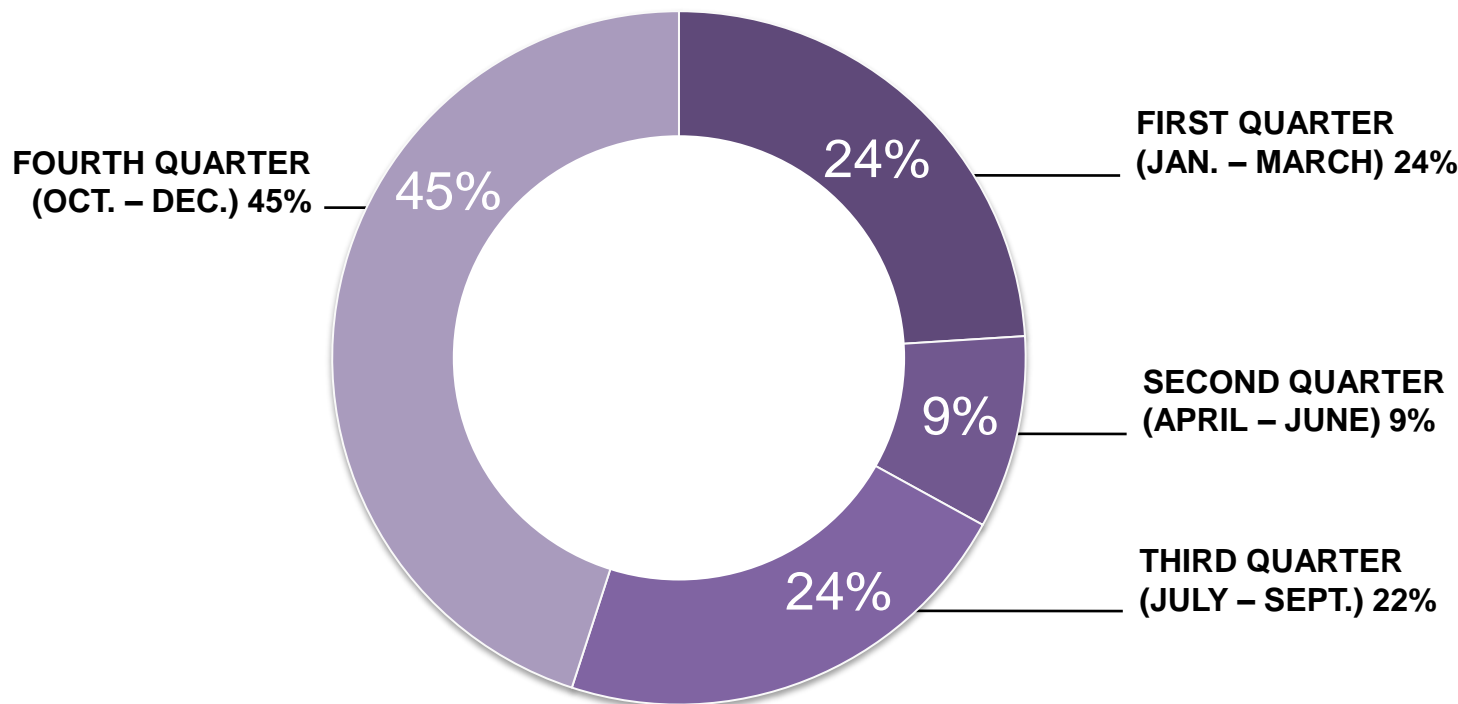
SPONSORSHIP HOT BUTTONS	MEASUREMENT METRICS
<ul style="list-style-type: none">• Drive store traffic	<ul style="list-style-type: none">• Incremental store traffic
<ul style="list-style-type: none">• Involve vendors	<ul style="list-style-type: none">• Amount of sponsorship-themed merchandise sold
<ul style="list-style-type: none">• Support shopper loyalty programs	<ul style="list-style-type: none">• Interest and number of vendors participating
<ul style="list-style-type: none">• Access online sales rights	<ul style="list-style-type: none">• Sales during promotional period among participating stores vs. those not or vs. same period sales in prior years
<ul style="list-style-type: none">• Reward frequent shoppers	
<ul style="list-style-type: none">• Promote private label brands	
<ul style="list-style-type: none">• Showcase community involvement	



SELLING EFFECTIVELY



When Does Your Company Determine Its Sponsorship Budget?



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



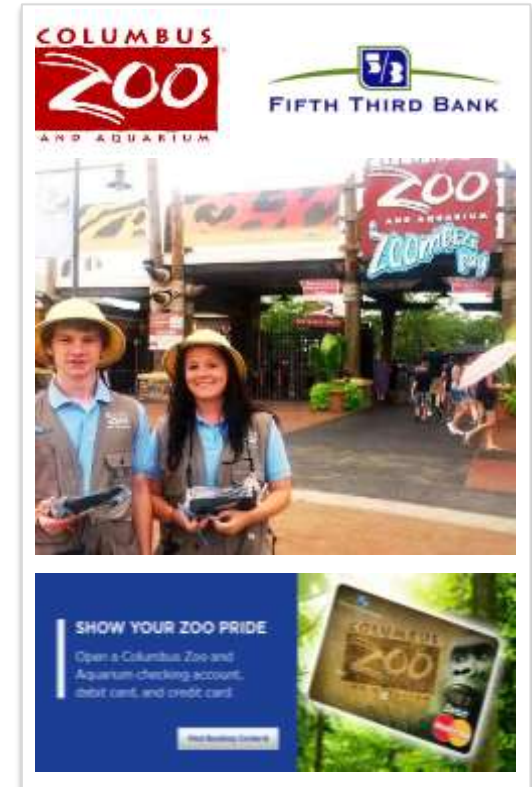
PARTNERSHIP CASE STUDIES



Sponsorship: Case Study

COLUMBUS ZOO AND FIFTH THIRD BANK

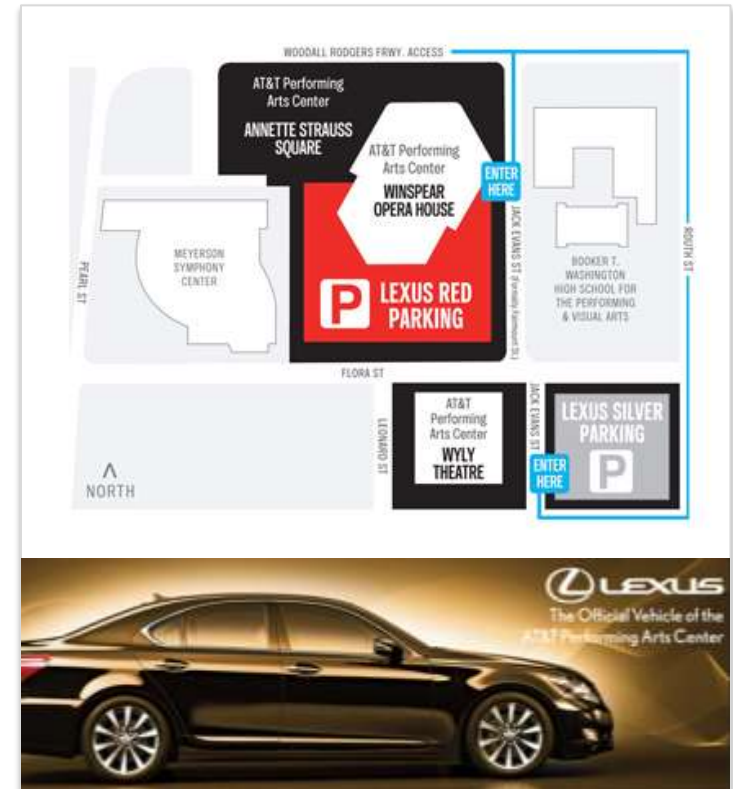
- Fifth Third Bank is the Official Bank of the Columbus Zoo
- Presenting Sponsor of Jack Hanna's Fall Festival, one of the Zoo's largest events of the year
- Co-created the Fifth Third Pronto Pass Patrol, a team wearing co-branded uniforms and armed with PC tablets, who perform ticket transactions for 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



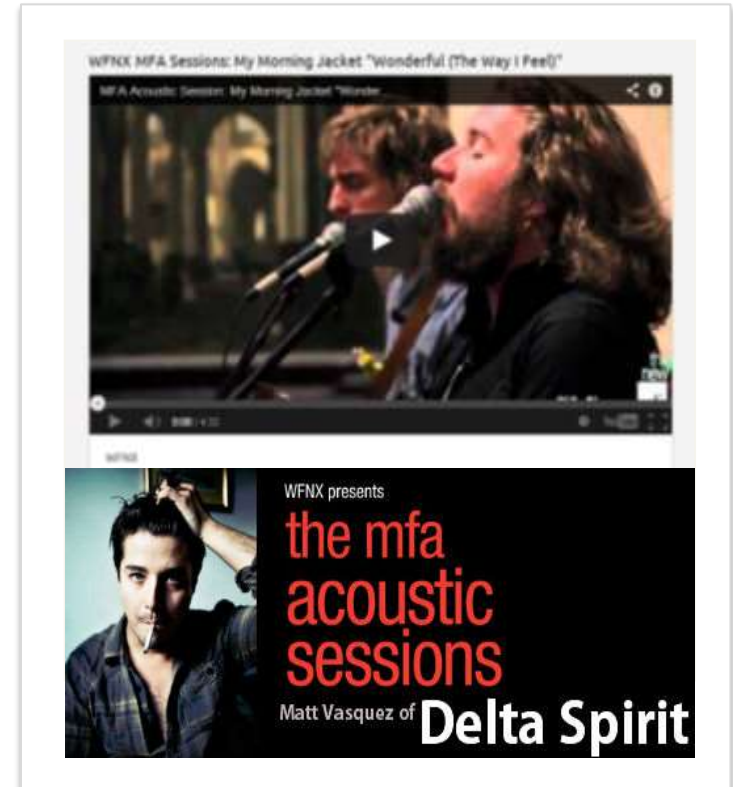
Sponsorship: Case Study

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.



QUESTIONS & ANSWERS



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



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