

# CREATING WIN-WIN PARTNERSHIPS

FEBRUARY 7, 2014

Presented by **Dan Kowitz**

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# About IEG



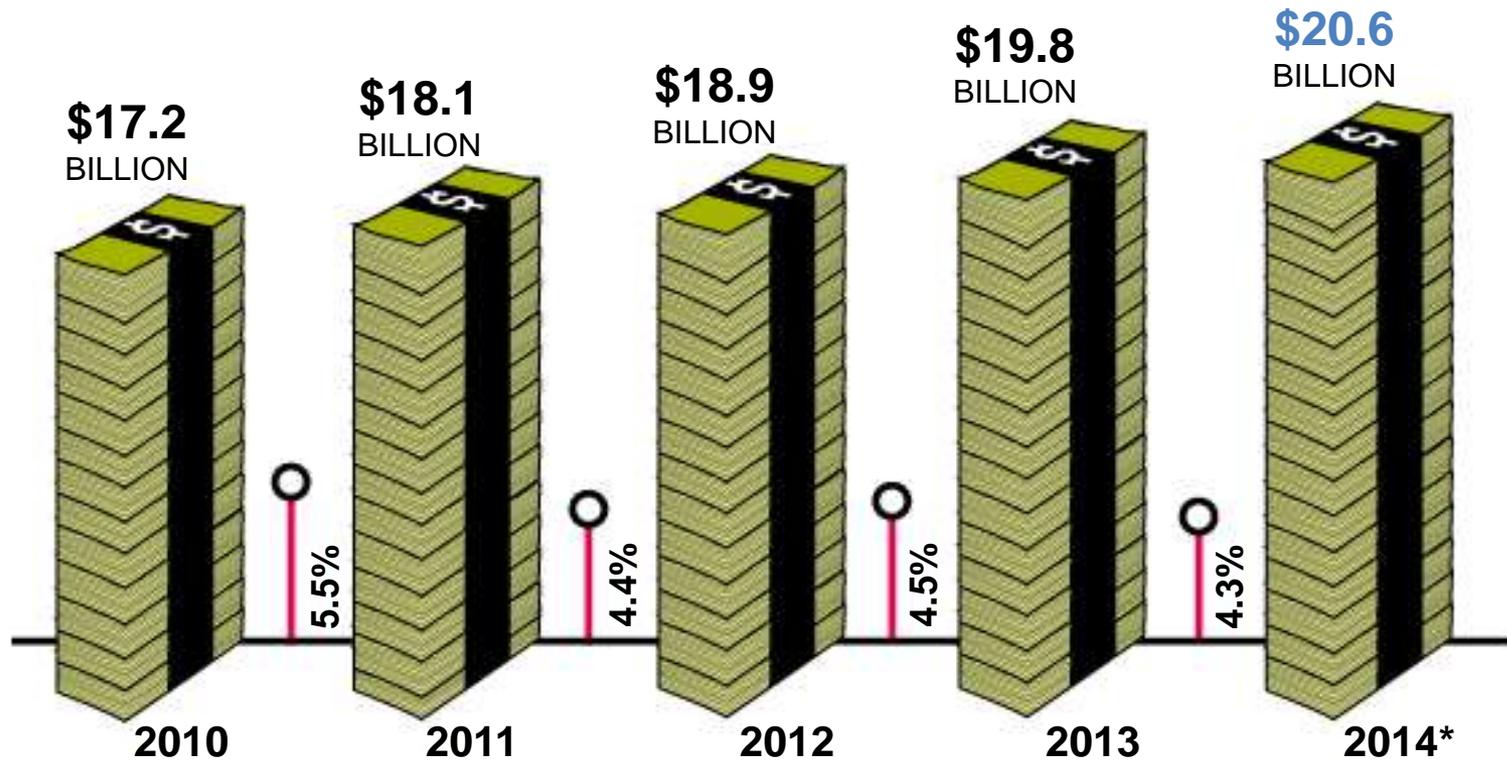
Creators of the analytics for selecting, valuing, optimizing and measuring partnerships and non-traditional media



# A GLOBAL LOOK AT SPONSORSHIP



# Total North American Sponsorship Spending

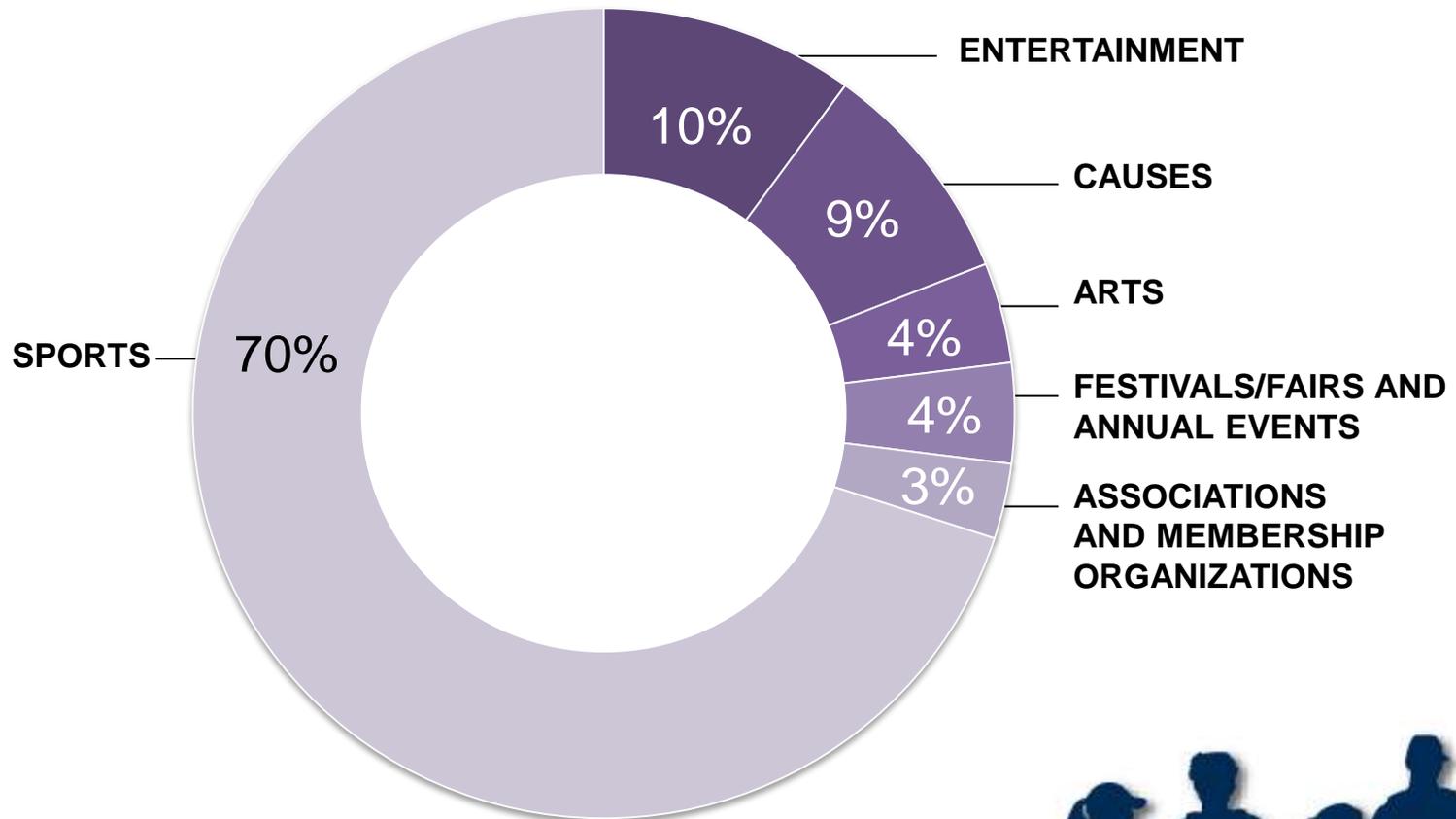


\* Projected

Source: IEG Sponsorship Report



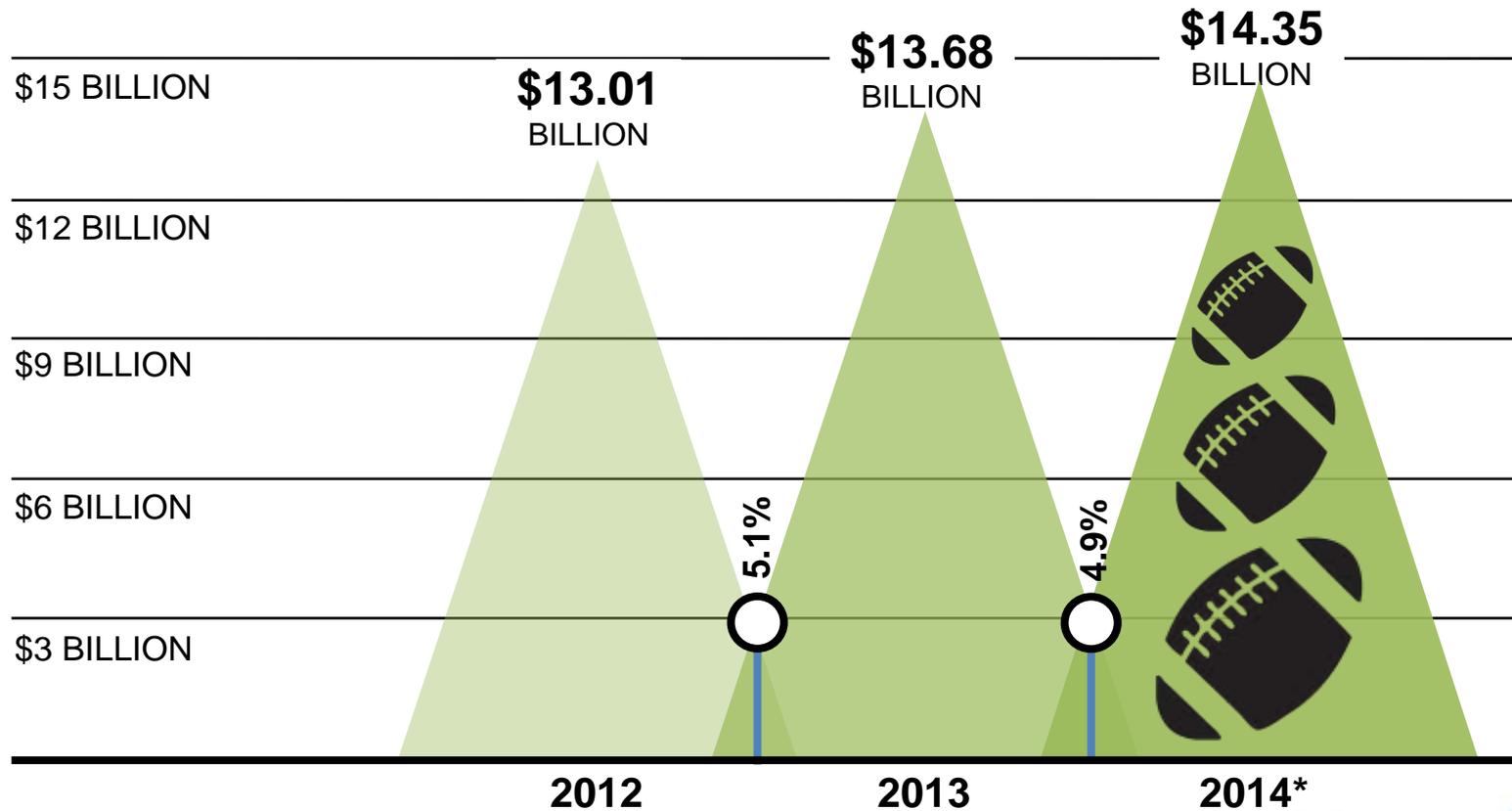
# Projected 2014 Shares of North American Sponsorship Market



Source: IEG Sponsorship Report



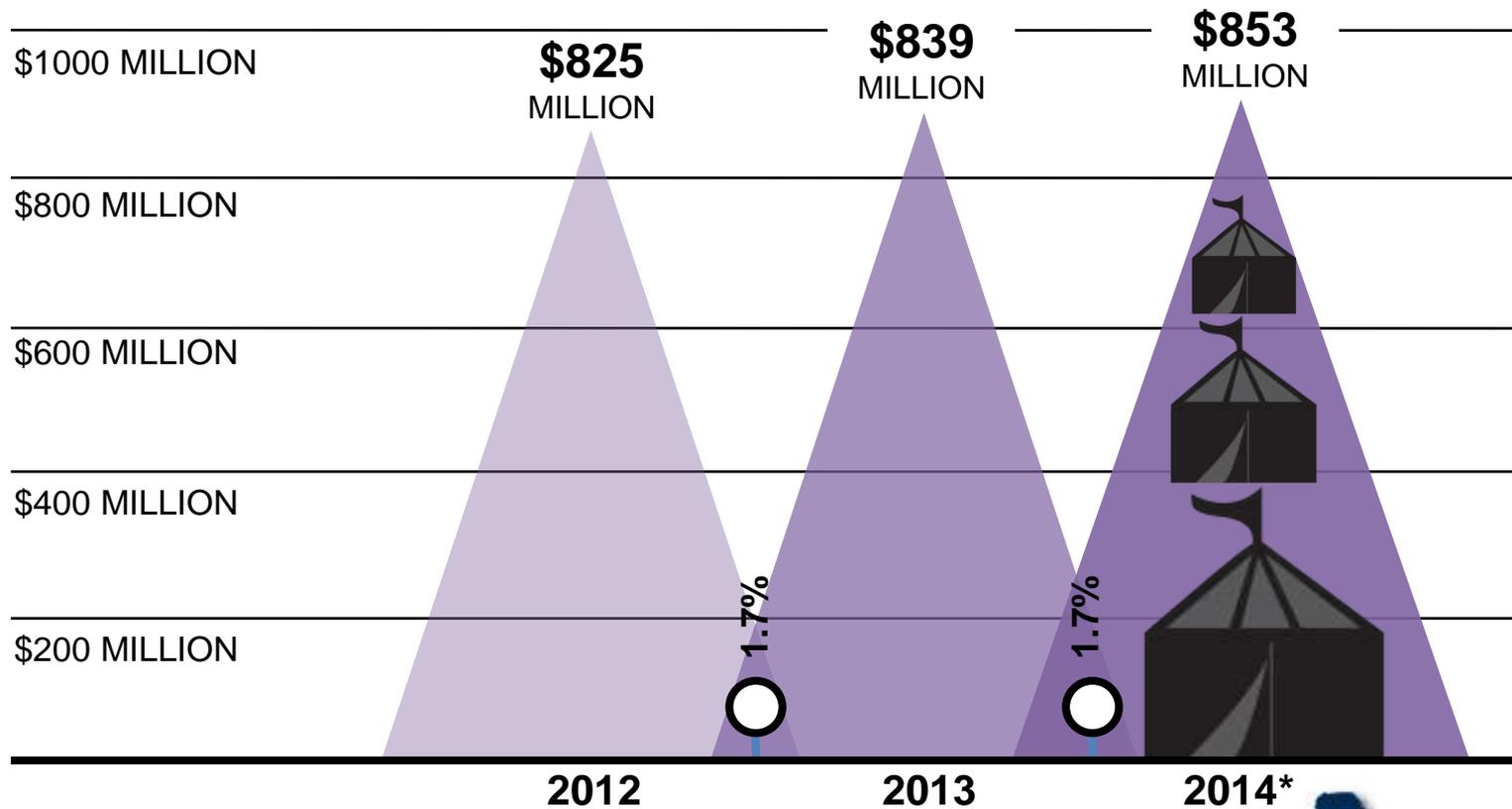
# North American Sponsorship Spending: Sports



\* 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 shows a screenshot of the Real Madrid C.F. Facebook page. At the top, the Facebook logo and navigation links (Home, Profile, Account) are visible. The page header includes the Real Madrid logo, the name "Real Madrid C.F.", and a "Become a Fan" button. Below this, there are tabs for "Wall", "Info", "Temporada 0...", "Photo Marcelo", "Photos", and "Video".

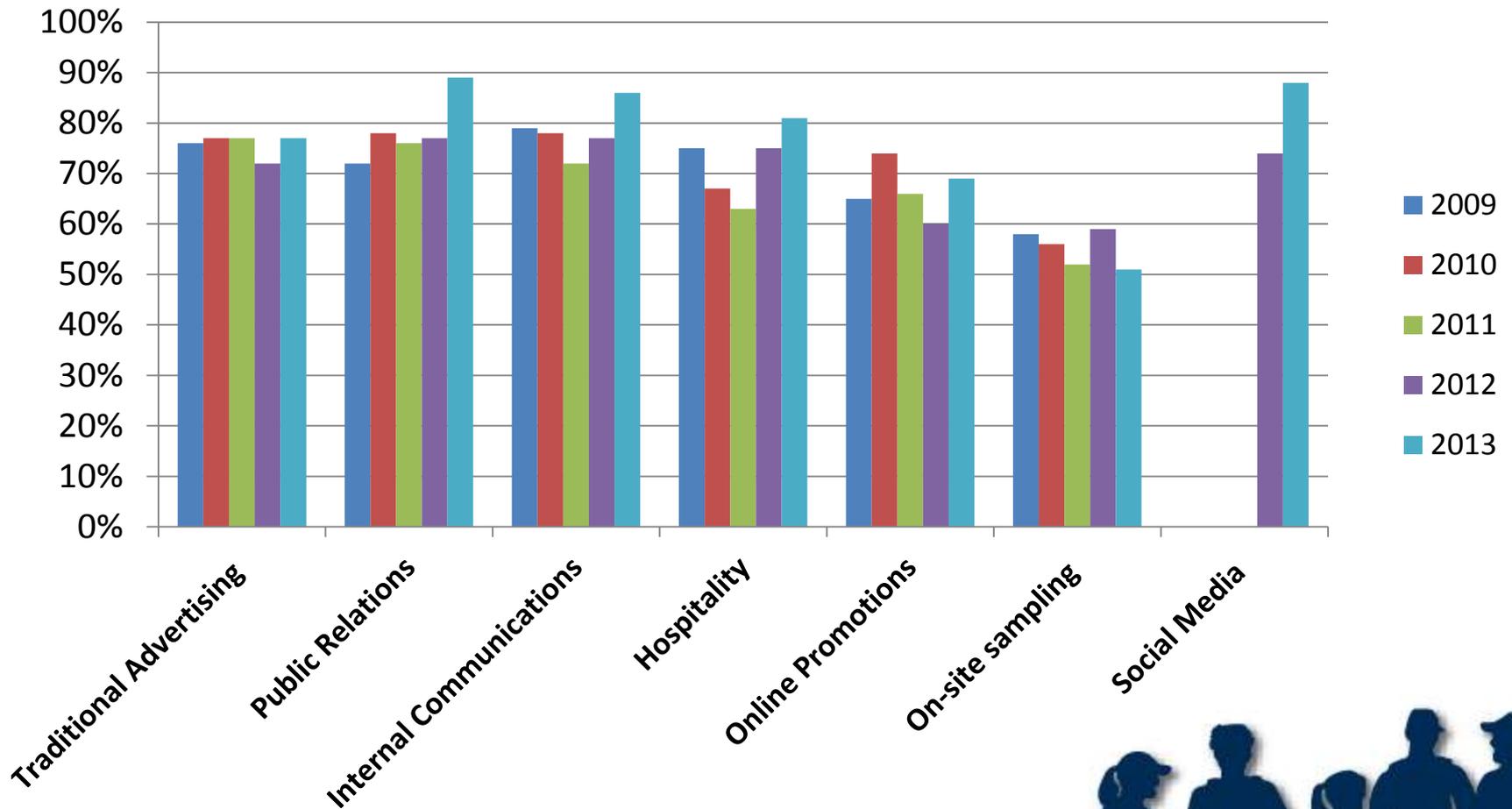
The main content area features a post titled "Temporada 09/10 | 09/10 Season" with the text "Bienvenido a la Página Oficial de Facebook" and "Welcome to the Official Facebook Page". The post includes a photo of Real Madrid players celebrating, with Cristiano Ronaldo's jersey number "9" clearly visible. Below the photo, it says "Próximos partidos / Next matches".

To the right of the main post is an advertisement for "eMadridista" featuring a photo of Cristiano Ronaldo pointing at the camera. The ad includes the text "¡Únete! Join us!" and the website "savetherealgame.com".

On the far right, there is a "Create an Ad" section with two advertisements. The first is for "The Ultimate Sports Blend" on SportsCenter, with the text "TUNE IN NOW" and "This is SportsCenter. Served fresh weekdays at 7am GMT and updated at 10:30pm GMT. Tune into Sky 430, Virgin 531 or TalkTalk 566." The second is for a property listing titled "Lovely Home in New Malden" with a photo of a house and the text "Believe it or not this 5 bed home is over 2,000sqft; screened by trees, quiet sunny garden, 3 receptions, modern kitchen & garage £650k".



# Channels Used To Activation Sponsorships Compared Over 5 Years

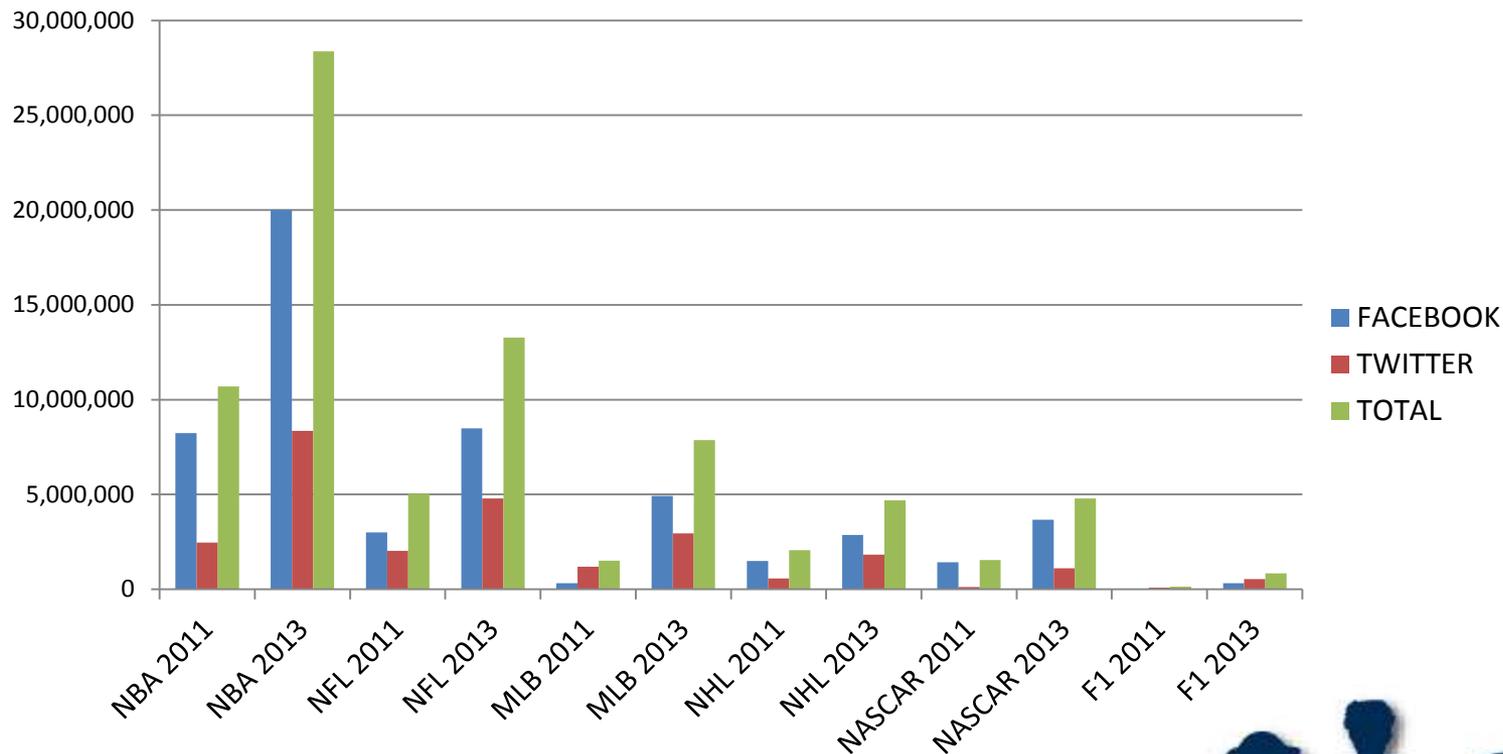


Source: IEG/Performance Research 2009-2013 Sponsorship Decision-Makers Survey



# 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



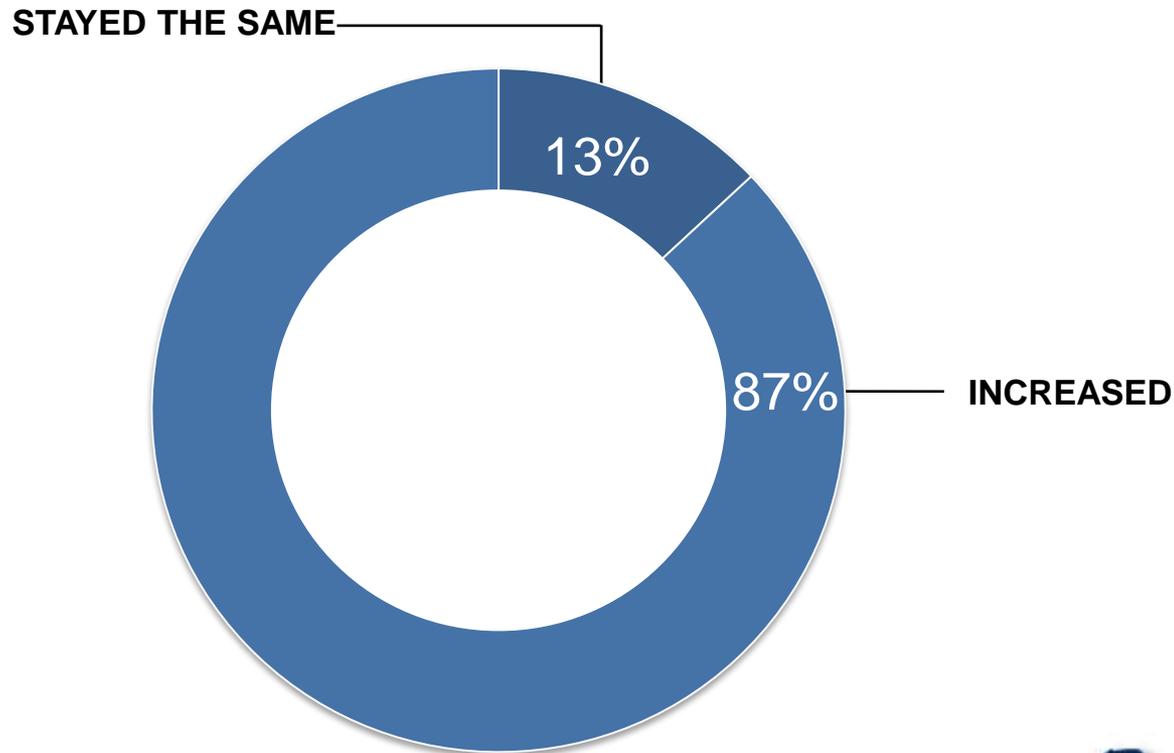
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ENGAGEMENT





# 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
<b>MAJOR SPONSORS</b>		144	\$200,000+
Miller Lite	146		
Coca-Cola	144		
<b>MID-LEVEL SPONSORS</b>		81	\$30,000
Ochsner	106		
Louisiana Office Products	56		
<b>MINOR SPONSORS</b>		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

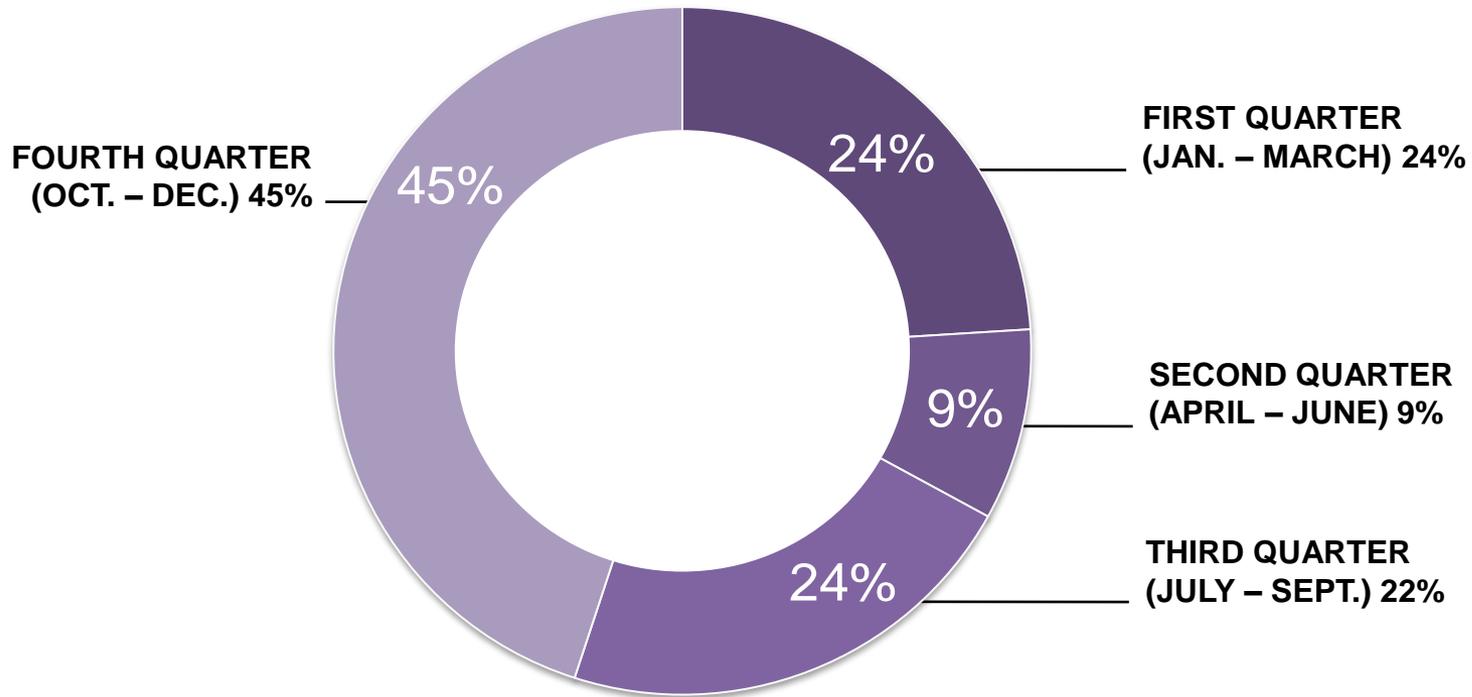
SPONSORSHIP HOT BUTTONS	MEASUREMENT METRICS
<ul style="list-style-type: none"><li>• Drive store traffic</li></ul>	<ul style="list-style-type: none"><li>• Incremental store traffic</li></ul>
<ul style="list-style-type: none"><li>• Involve vendors</li></ul>	<ul style="list-style-type: none"><li>• Amount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



# 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



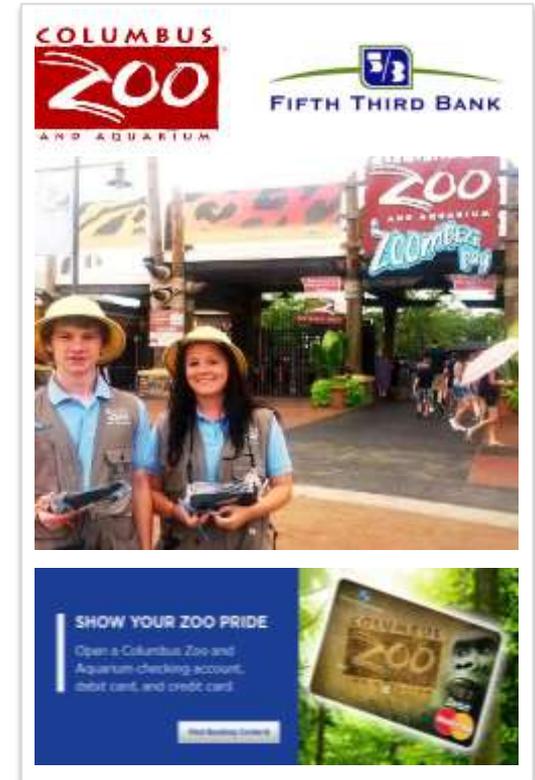
# PARTNERSHIP CASE STUDIES



# Sponsorship: Case Study

## COLUMBUS ZOO AND FIFTH THIRD BANK

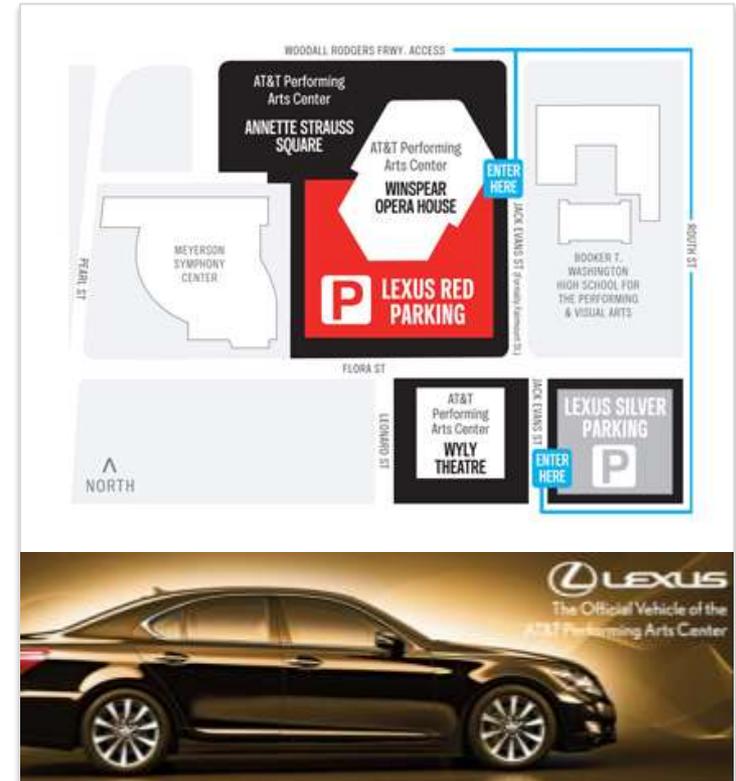
- Fifth Third Bank is the Official Bank of the Columbus Zoo
- Presenting Sponsor of Jack Hanna's Fall Festival, one of the Zoo's largest events of the year
- Co-created the Fifth Third Pronto Pass Patrol, a team wearing co-branded uniforms and armed with PC tablets, who perform ticket transactions for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



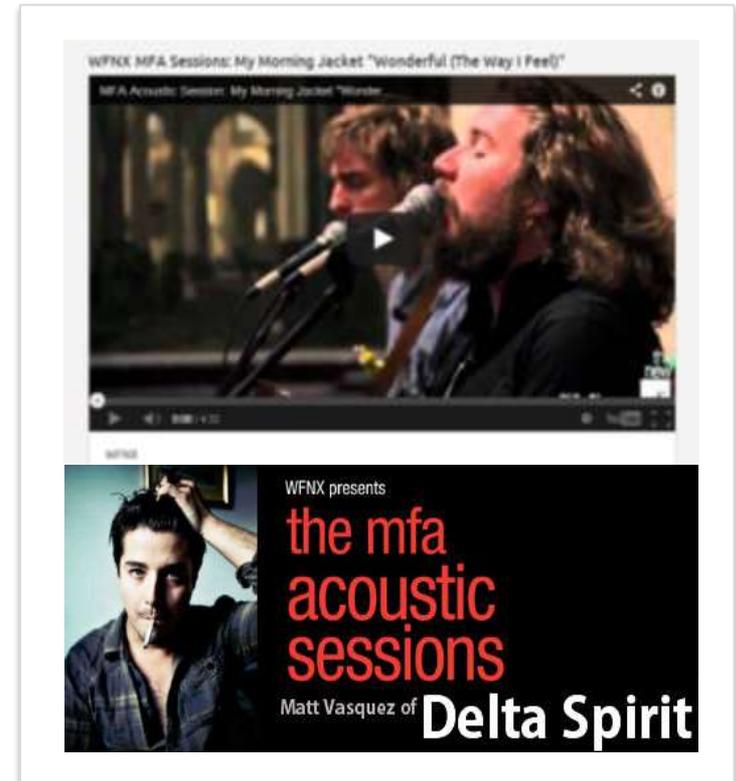
# Sponsorship: Case Study

## 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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