

SPONSORSHIP ASSET INVENTORY DEVELOPMENT WORKSHOP

SPORTS EVENT CONFERENCE 2014
CANADIAN SPORT TOURISM ALLIANCE

Wednesday April 2 2014



PRESENTER

BRENT BAROOTES

President and CEO

Phone: 403-255-5074

Fax: 888-486-3407

Toll Free: 888-588-9550

Email:

brent@partnershipgroup.ca



APRIL 2, 2014

Mobile Devices

Staying connected in the session

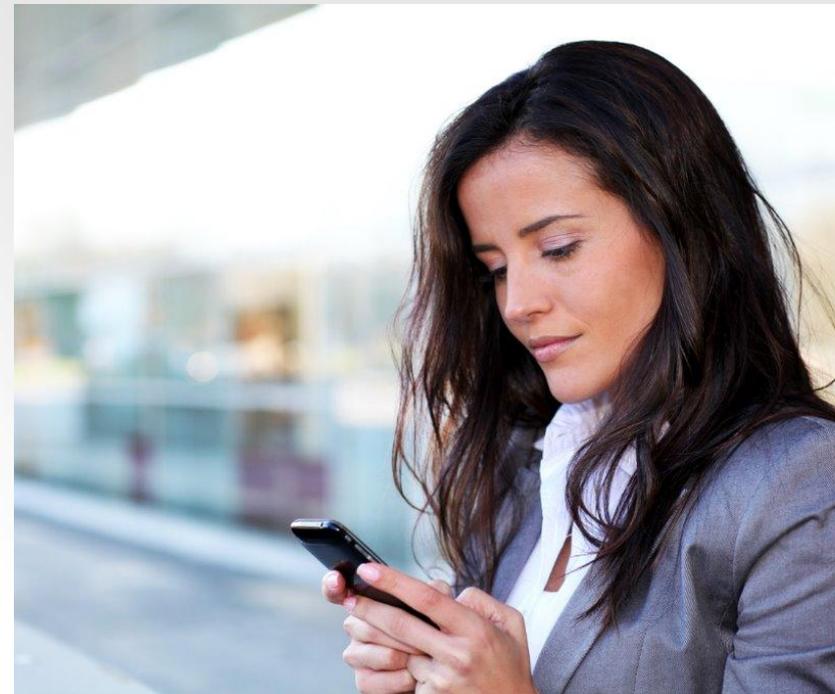
Twitter:

@partnershipgrp

@sporteventscong

#SEC2014

#sponsorship



Session Overview

- ✓ Who we are and our background that qualifies us to deliver this session
- ✓ Some definitions
- ✓ Industry trending
- ✓ What an IAV is and why it is important
- ✓ Identifying assets
- ✓ Q&A



Definitions

def·i·ni·tion n. 1.
The teacher gave de
of the new words.
of an image (pict
TV screen

- ✓ Sponsorship
- ✓ Inventory
- ✓ Benefits / Assets
- ✓ ROI / Value
- ✓ Property

Definitions

Sponsorship:

- ✓ A cash and/or in-kind fee paid to a property (typically in sports, arts, entertainment or causes) in return for the exploitable commercial potential associated with that property.

Definition

Property:

- ✓ A physical or non-physical asset, of which specified related rights are sold to a buyer for the purposes of earning income.



Definitions

Benefits / Assets:

- ✓ Elements that are of worth to a sponsor that you can sell to them to achieve their goals and objectives
 - these are what make up the inventory



Definitions

Inventory:

- ✓ The complete catalogue all physical and non physical assets that may be made available to sponsorship buyers.



Definitions

Value / ROI:

- ✓ Value is the intrinsic worth of a sponsorship property or package. It is not the same thing as price.
- ✓ ROI is what the sponsor seeks to get back as a ration of their investment



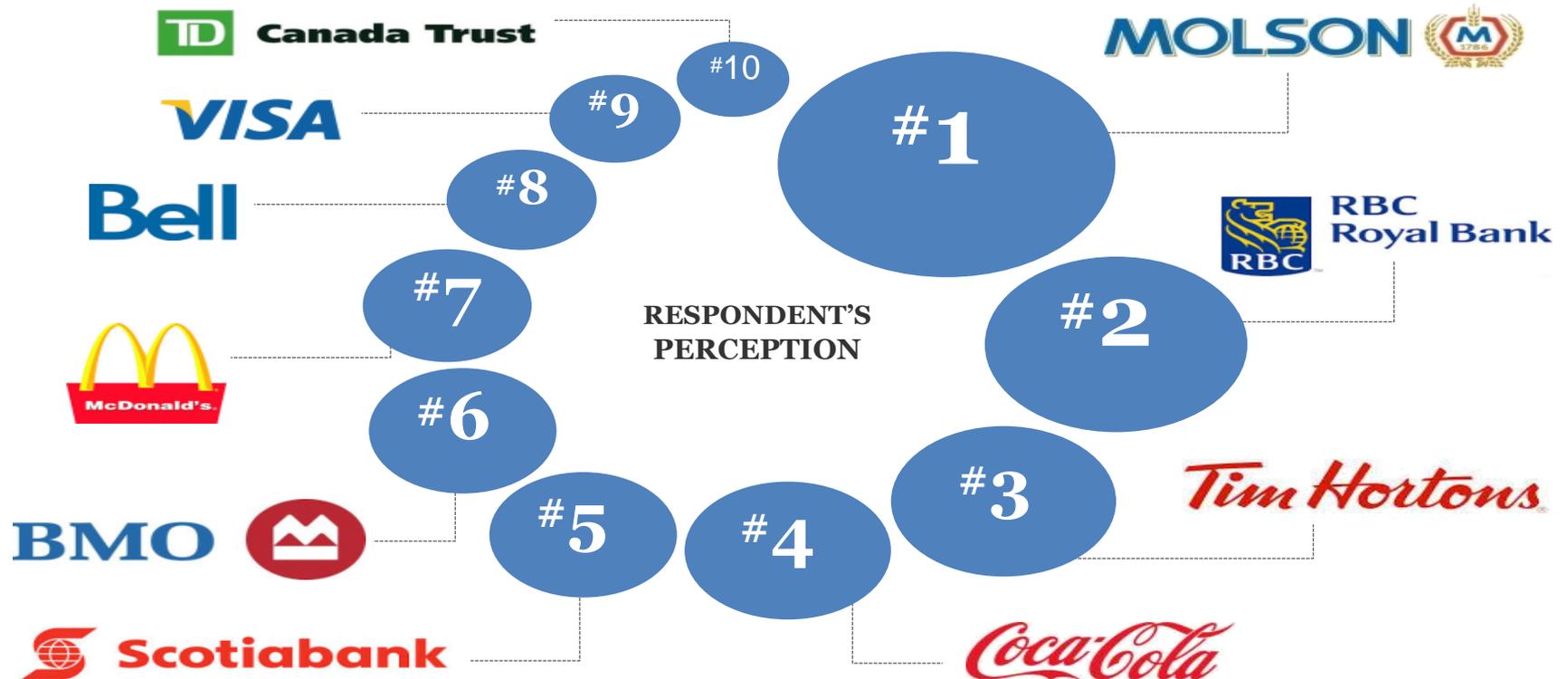


✓ **2013 CONSUMER
SPONSORSHIP RANKINGS**
✓ **AN EXCLUSIVE CANADIAN RESEARCH
STUDY**

 **PARTNERSHIPGROUP**
Sponsorship Specialists

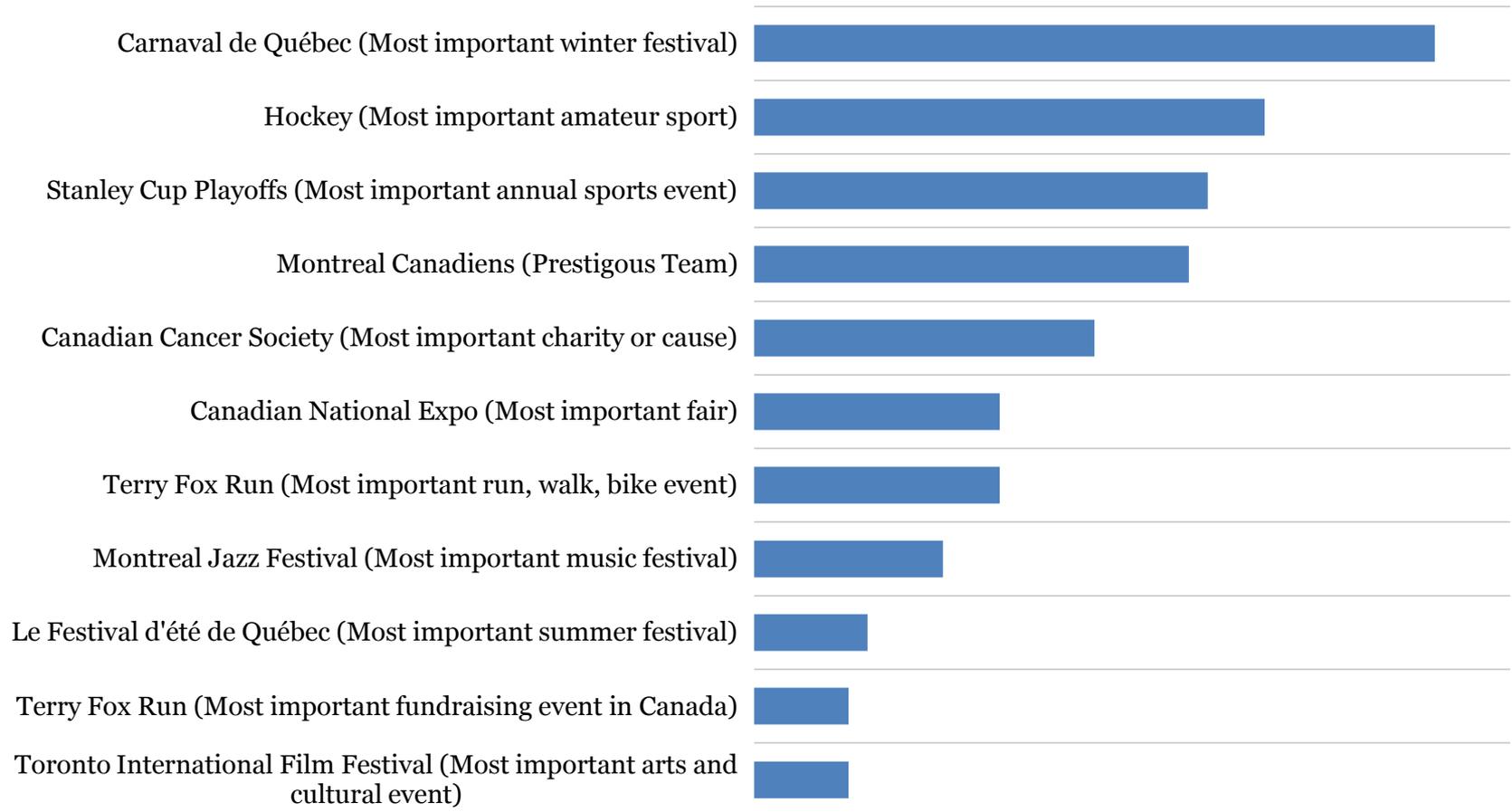
Consumer Sponsorship Rankings 2013

MOST ACTIVE SPONSORS IN CANADA



Property rankings

PROPERTY RANKINGS (Most important / prestigious within each category)



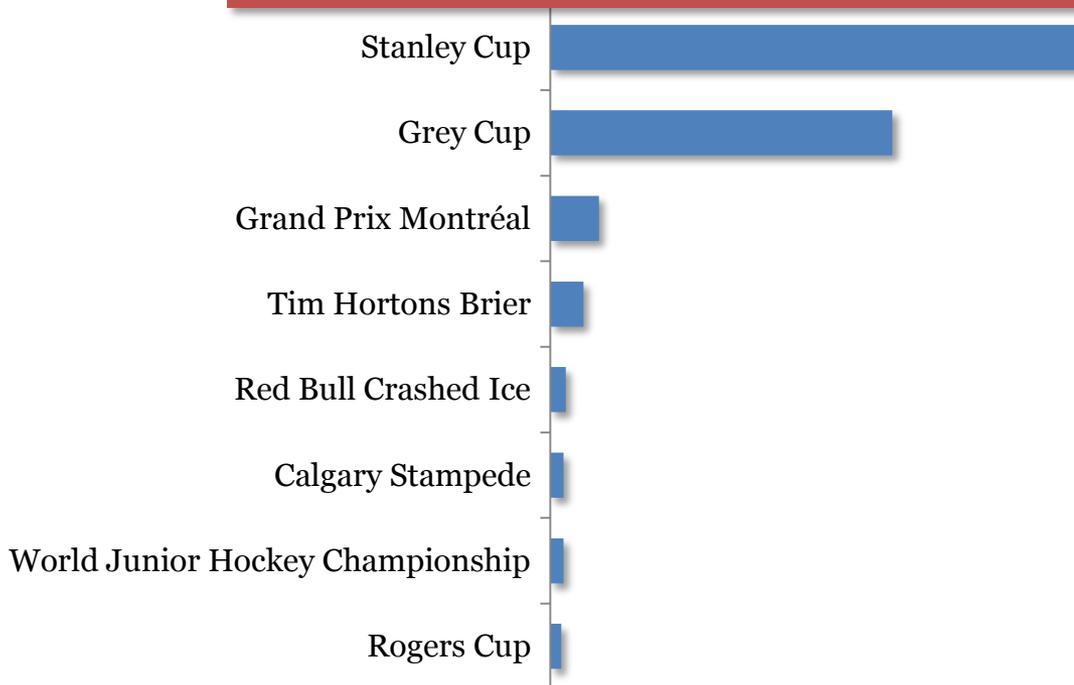
Annual sports event

MOST IMPORTANT ANNUAL SPORTS EVENT IN CANADA



THE CUPS HAVE IT

Canada's love of hockey has the Stanley Cup being ranked as the most important annual sports event in Canada. The Grey Cup ranks second, and between these two cups they comprise 40% of the vote in this category.



Consumer Sponsorship Rankings 2013

SHOULD MUNICIPALITIES SEEK SPONSORSHIP?

6.5 out of 10 Canadians believe municipalities, parks and secondary schools should seek corporate sponsorship as a source of revenue



Consumer Sponsorship Rankings 2013

OPINIONS ON MUNICIPALITIES SPONSORSHIP

43%

Companies should get **preferential treatment** if they are providing revenue to offset costs through a sponsorship

87%

Companies should be able to **sponsor public spaces** such as hockey rinks, ball parks and recreational facilities

50%

Companies should be able to **retitle existing buildings** named after prominent citizens or community benefactors

About Inventories

- ✓ What are they?
- ✓ Why do you need one?



Questions?



The Inventory Development

What is the process?

- ✓ Never work in a silo
- ✓ Interview, collaborate with staff, clients, sponsors colleagues, competition, friends, family and prospects
- ✓ Walk the property / review materials
- ✓ No stupid ideas
- ✓ Obvious and not obvious
- ✓ Tangible and intangible



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Naming rights sponsorship (perceived 'ownership' of the event)
- ✓ Presenting sponsorship
- ✓ Naming rights or presenting sponsorship of a section, area, entry or team
- ✓ Naming rights or presenting sponsorship of a day, weekend or week at the event



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Naming rights or presenting sponsorship of an event-driven award, trophy or scholarship
- ✓ Naming rights or presenting sponsorship of a related or subordinated event
- ✓ Major sponsorship
- ✓ Supporting sponsorship
- ✓ Official product status
- ✓ Preferred supplier status

FEARMANS
PORK INC.

Presents The 18th Annual



The Inventory Development

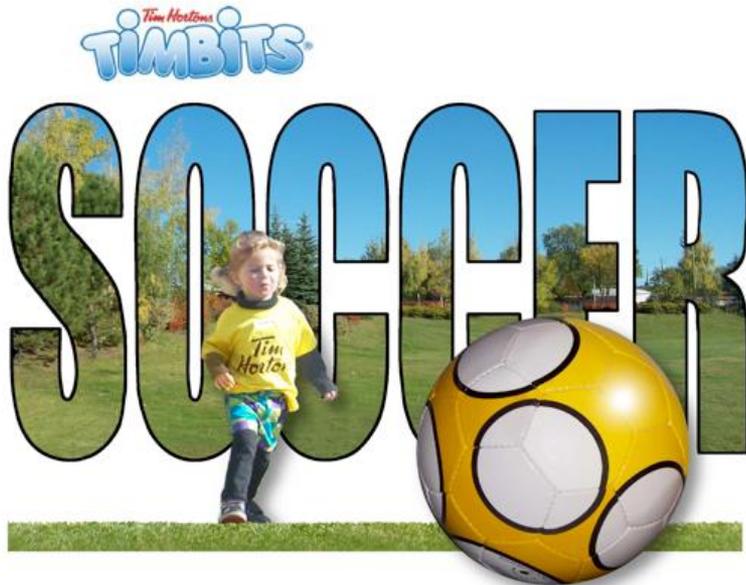
What do you have to sell and what is it worth?

- ✓ Naming Category exclusivity among sponsors at or below a given level
- ✓ Category exclusivity among sponsors at any level
- ✓ Category exclusivity in event-driven advertising or promotional media
- ✓ Category exclusivity as a supplier or seller at the event

The Inventory Development

What do you have to sell and what is it worth?

- ✓ Use of your organization or event logo, images and/or trademarks for the sponsor's promotion, advertising, or other leverage activities



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Merchandising rights (the right to create co-branded merchandise to sell)
- ✓ Product endorsement (your event or organization endorsing the sponsor's product)



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Input in venue, route and/or timing
- ✓ Use of sponsor venue for launch, main event or supporting event



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Sampling opportunities
- ✓ Demonstration/display opportunities
- ✓ Opportunity to sell product on-site (exclusive or non-exclusive)
- ✓ Coupon, information or premium (gift) distribution
- ✓ Merchandising (sponsor selling dual-branded products)

The Inventory Development

What do you have to sell and what is it worth?

- ✓ Venue signage (full, partial or non-broadcast view)
- ✓ Inclusion in on-site event signage (exclusive or non-exclusive)
- ✓ Inclusion on pre-event street banners, flags, etc.
- ✓ Press conference signage
- ✓ Vehicle signage
- ✓ Event participant uniforms
- ✓ Event staff shirts/caps/uniforms

The Inventory Development

What do you have to sell and what is it worth?

- ✓ Tickets to the event (luxury boxes, preferred seating, reserved seating or general admission)
- ✓ VIP tickets/passes (backstage, sideline, pit passes, press box, etc.)
- ✓ Celebrity/participant meet-and-greets



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Event-related travel arrangements, administration, and chaperone (consumer prizes, VIP or trade incentives)
- ✓ Access to or creation of 'what money cannot buy' experiences
- ✓ Development of customized hospitality events to suit the interests of the target market

WESTJET.COM

The Inventory Development

What do you have to sell and what is it worth?

- ✓ Provision of content for sponsor Internet site (eg, weekly health tips, star athlete's training diary, pertinent articles, etc)
- ✓ Provision of web 'events' for sponsor Internet site (e.g. chat with a star, webcast)
- ✓ 'Signage' on event Internet site
- ✓ Social and Digital media



Instagram
Fast beautiful photo sharing

foursquare

twitter

 **PARTNERSHIPGROUP**
Sponsorship Specialists
www.partnershipgroup.ca

The Inventory Development

What do you have to sell and what is it worth?

- ✓ Promotion or contest on event Internet site
- ✓ Links to sponsor Internet site from event Internet site
- ✓ Naming rights (perceived ‘ownership’) to event Internet site



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Exclusive access to an event, area, contest/prize, service, celebrity or experience for all or a specific group of consumers
- ✓ Early access to tickets (before they go on sale to the general public)



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Access to property database through property mailings etc. (eg, member lists) for direct marketing follow-up – be careful not to breach privacy laws
- ✓ Opportunity to provide inserts in property-oriented mailings
- ✓ Rental/loan of event database for one-off communication if approved by list constituents



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Inclusion in all press releases and other media activities
- ✓ Inclusion in sponsor-related and media activities
- ✓ Public relations campaign designed for sponsor's market (consumer or trade)



The Inventory Development

What do you have to sell and what is it worth *in media*?

- ✓ Inclusion in all print, outdoor, and/or broadcast
- ✓ Inclusion on event promotional pieces (posters, fliers, brochures, buttons, apparel, etc.—logo or name)
- ✓ Ad time during televised event
- ✓ Sponsor/retailer shared media (themed display ads, 30/30 or 15/15 in media broadcast)
- ✓ Ad space in event program, catalogue, etc.
- ✓ Event-driven promotional radio or television schedule (you provide them with part of your advertising)
- ✓ Event-driven outdoor (billboards, vehicle, public transport)

The Inventory Development

What do you have to sell and what is it worth?

- ✓ Access to pre- and/or post-event research
- ✓ Opportunity to provide sponsorship- or industry-oriented questions on property research



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Speaking opportunities at event
- ✓ Brand – what is it worth to sponsor



The Inventory Development

What do you have to sell and what is it worth?

- ✓ Your clientele / staff / volunteers
- ✓ Local, national, provincial exposure
- ✓ Sales leads
- ✓ Hosting opportunities



Questions?



The Inventory Development

Recap

- ✓ Definitions
- ✓ Industry trending and why asset identification is important
- ✓ Build inventory with a team and not in a silo
- ✓ Know how many of each benefit you have to sell
- ✓ Think outside the box, think like a sponsor – what they could use, not what you want to sell

Thank You

