

Commercial Business Strategies in Sport *Organisations*

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Senior consulting sport business management

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Competitive Advantage !



BRANDFIT

V
S



BRANDFIT



**PARTENAIRE OFFICIEL
DE L'OLYMPIQUE DE MARSEILLE**





RDC

la nouvelle destination du monde



DROIT AU BUT

BRANDFIT

PARTENAIRES POUR S'ÉVADER

PARTENARIAT OLYMPIQUE DE MARSEILLE & MINISTÈRE DU TOURISME DE CÔTE D'IVOIRE



&



SUBLIME CÔTE D'IVOIRE



Ministère du Tourisme de Côte d'Ivoire
www.tourisme.gouv.ci



SUBLIME
CÔTE
D'IVOIRE



DROIT AU BUT

PARTENAIRE PREMIUM
DE L'OLYMPIQUE DE MARSEILLE





BRANDFIT



CMA CGM OFFICIAL PARTNER OF PARIS 2024



LOADING PARIS 2024



BRANDFIT



TOP 10 SHIRT SPONSORSHIP DEALS 2023/24



* As per media reports



BRANDFIT



LAVAZZA
1895

Live the Lavazza Experience at the Nitto ATP Finals





OFFICIAL SUPPLIER



• 115 YEARS •

THE LONGEST PARTNERSHIP
IN SPORTING HISTORY

SHOP THE WIMBLEDON BALL



Our goals

- As event or club manager : analyzing and producing a sponsorship activation programs
- Operational approach :
 - How to prospect for a new sponsor ?
 - How to customize your sponsorship offer ?



BE AN INSIDE TRM





PSG's commercial strategy

Jean Claude Blanc

- HOW DO YOU CHOOSE YOUR PARTNERS?
- “Each club has its own commercial strategy, we have chosen to **reduce the number of brands to increase their value** and give them very strong exclusives. It is about visibility outside of field, the use of the players' image, and access to the club's digital platform or hospitality services developed year-round. We are looking for active partners, developing and aligned with our values. We are premium in terms of cost because of the fact that there are very few places to join PSG.

NOW TRENDING IN THE SPONSORSHIP WORLD

● THE MARKETPLACE (*AND RIGHTS FEES*) CONTINUE TO GROW

● SPONSORS HAVE A BIGGER VOICE (*AND RESPONSIBILITY?*) THAN EVER

● BRANDS REQUIRE PROOF OF IMPACT – BEYOND EXPOSURE

● COMMUNITY / ACTIVATION / ENGAGEMENT PLAY A CRITICAL ROLE

● DIGITAL HAS CHANGED THE GAME

● E-SPORTS AND OTHERS ARE CHANGING IT FURTHER

● SPONSORSHIP IS MORE STRATEGIC THAN EVER

... BUT YOU ALREADY KNEW THAT

PAUL • FRITZ • SHELTON • TONSECA
ZVEREV • ALCARAZ • RUNE
ADDITIONAL PLAYERS TO BE ANNOUNCED

Storytelling / storyliving ?
Endorsement & Sponsorship

EUROPE TAKES
ON THE WORLD
LAYER CUP

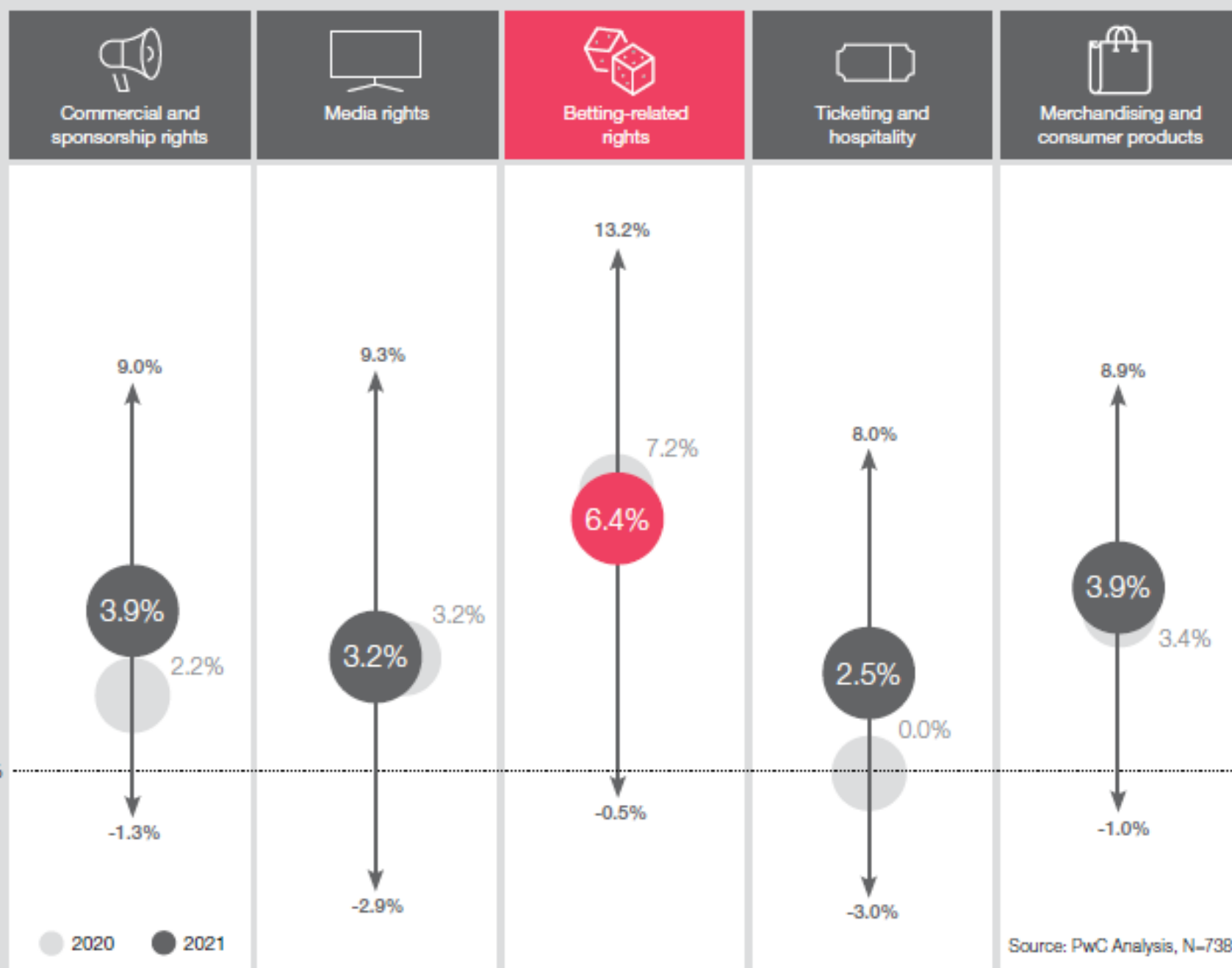
LAYER
CUP

2022

FEDERER ON
THE FIFTH
LAYER CUP



Figure 3: Expected annual growth rate by revenue stream
 Percentage annual growth estimates over a 3-5 year period





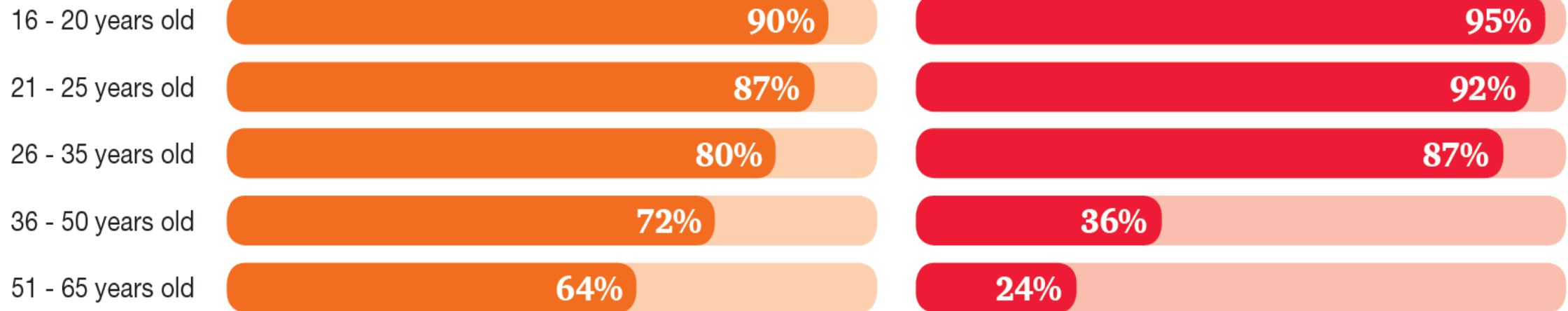
Is live dying of a slow death...?

Sports Viewership through online screens, age split for live vs non-live consumption



Live sports

Non-live sports





Media

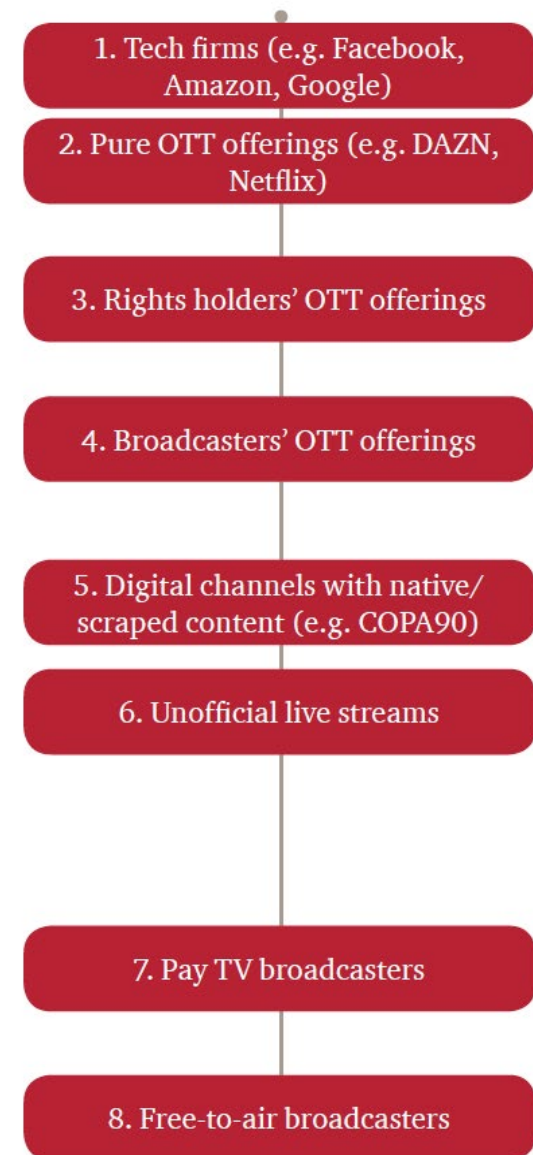
*Expected growth
of content and
channel going
forward*

Type of content



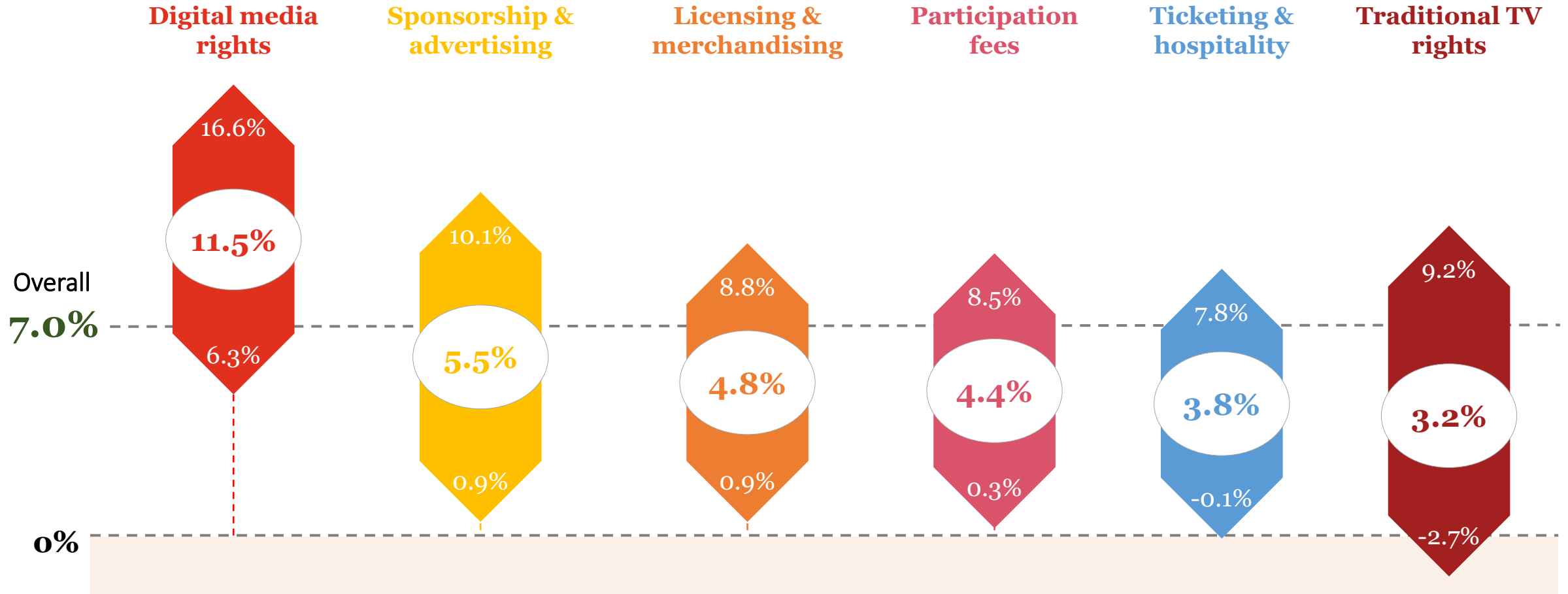
Consumption channel

Contents





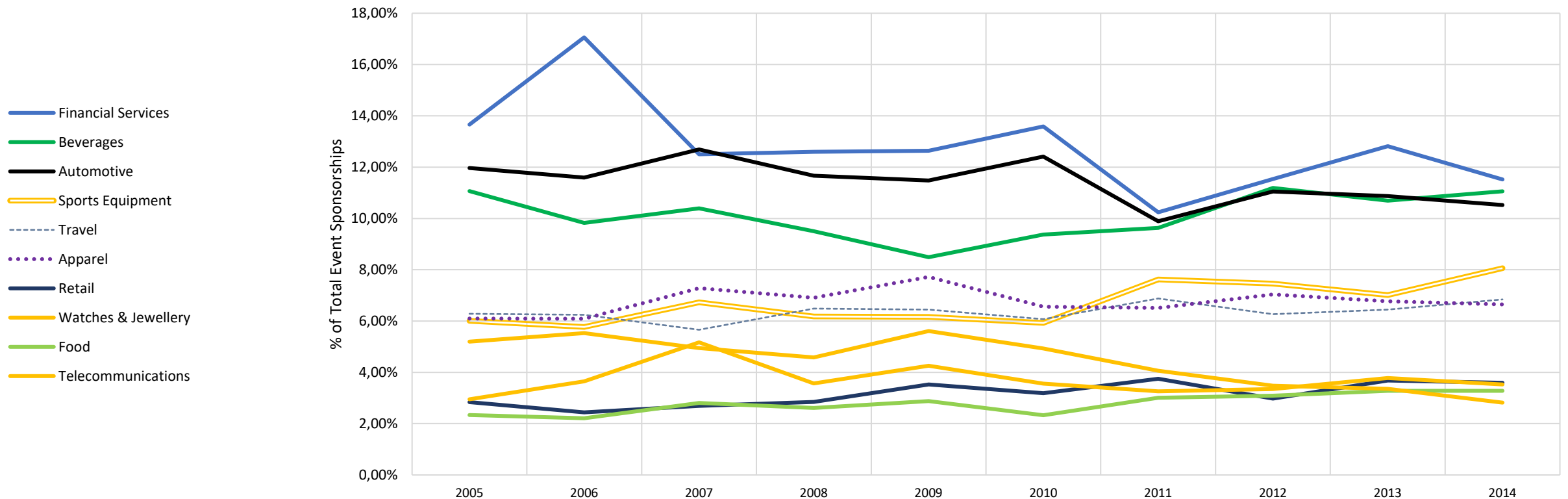
Annual growth rate by revenue stream in next 3-5 years



SPONSORSHIP SALES

– *Sector stabilisation returns*

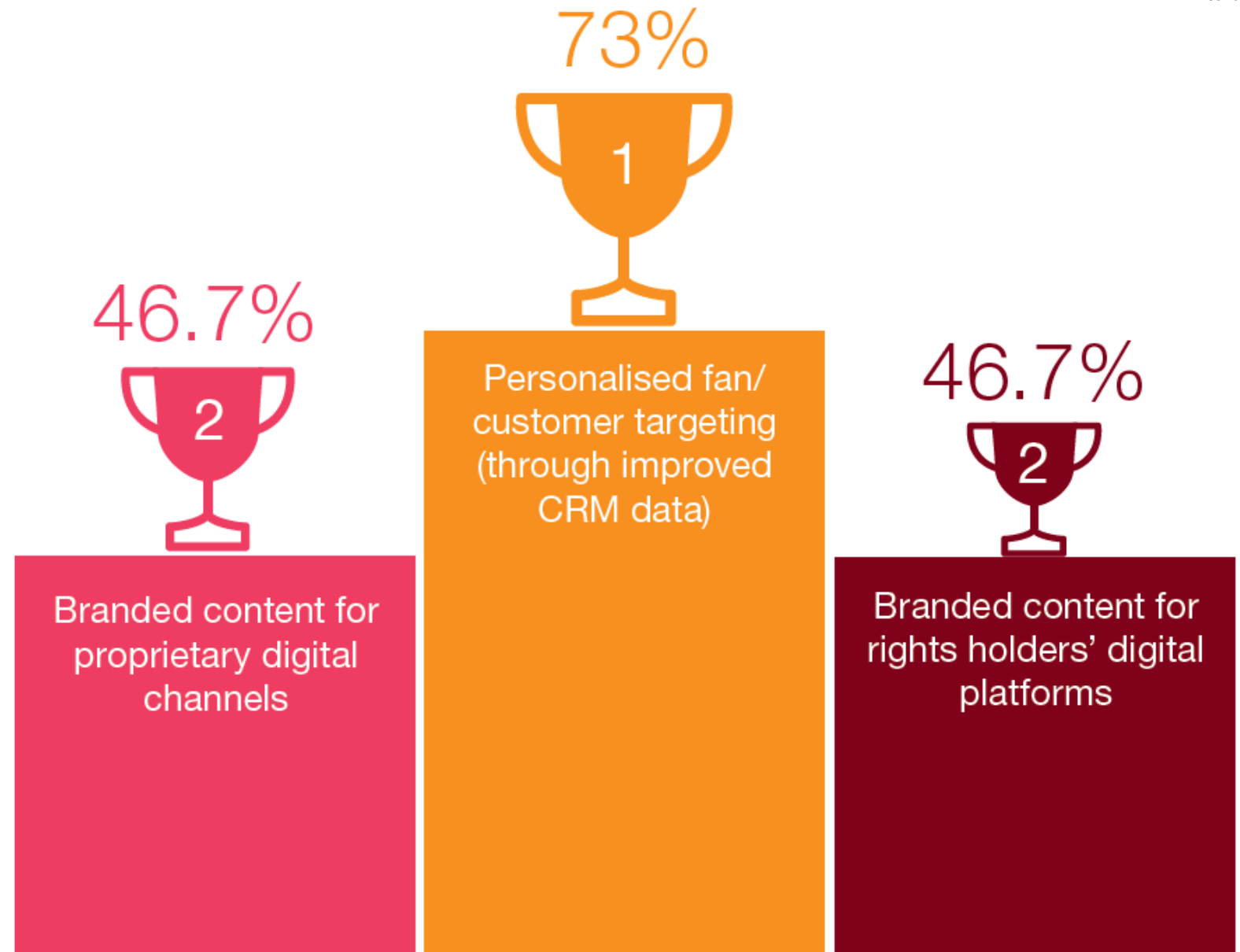
- 1 FINANCIAL SERVICES most volatile, but stabilising
- 2 BEVERAGE SECTOR on the rise
- 3 AUTOMOTIVES slight decline, still top 3
- 4 TELECOMS steady decline since crisis



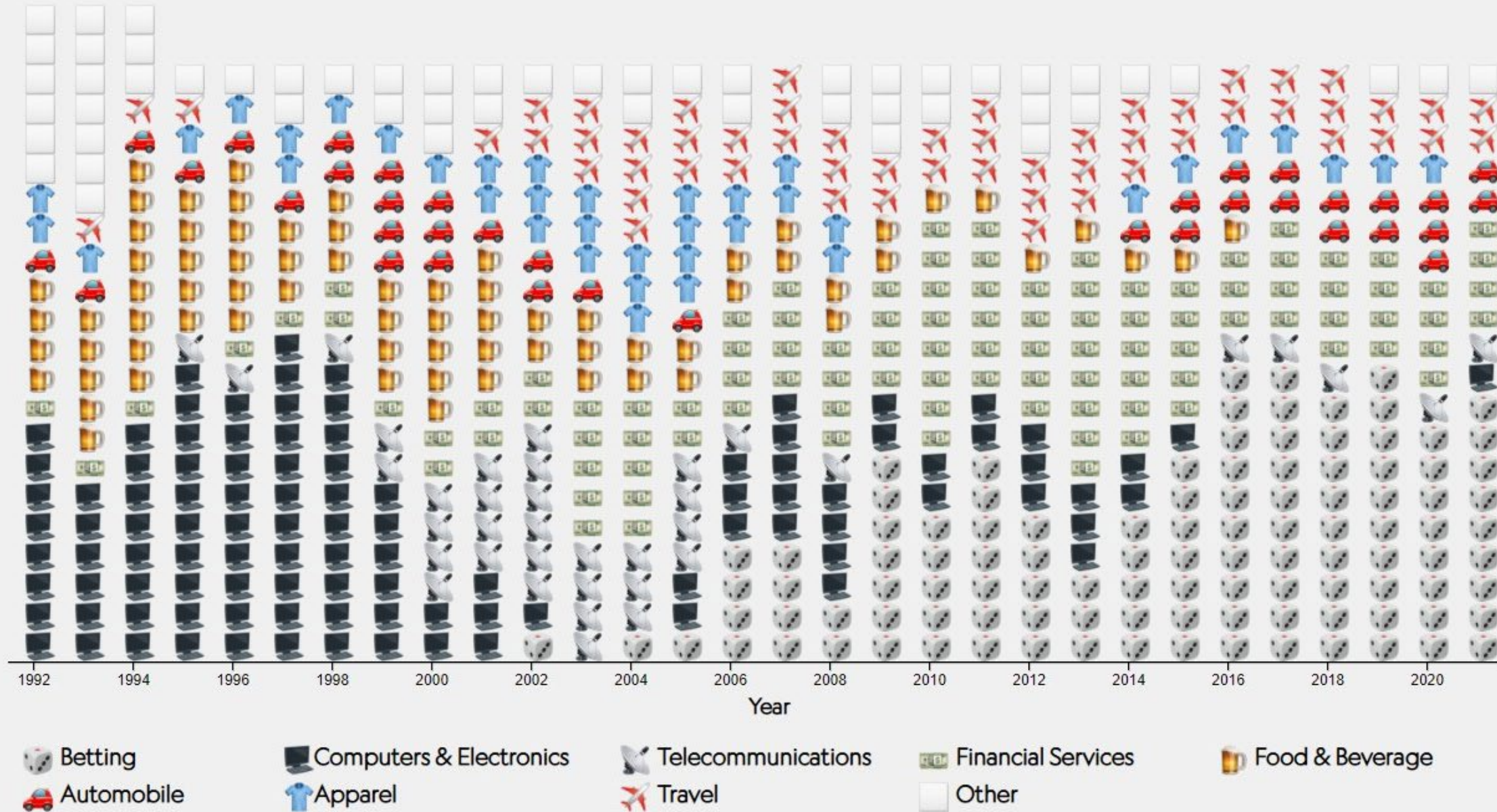


Sponsorship

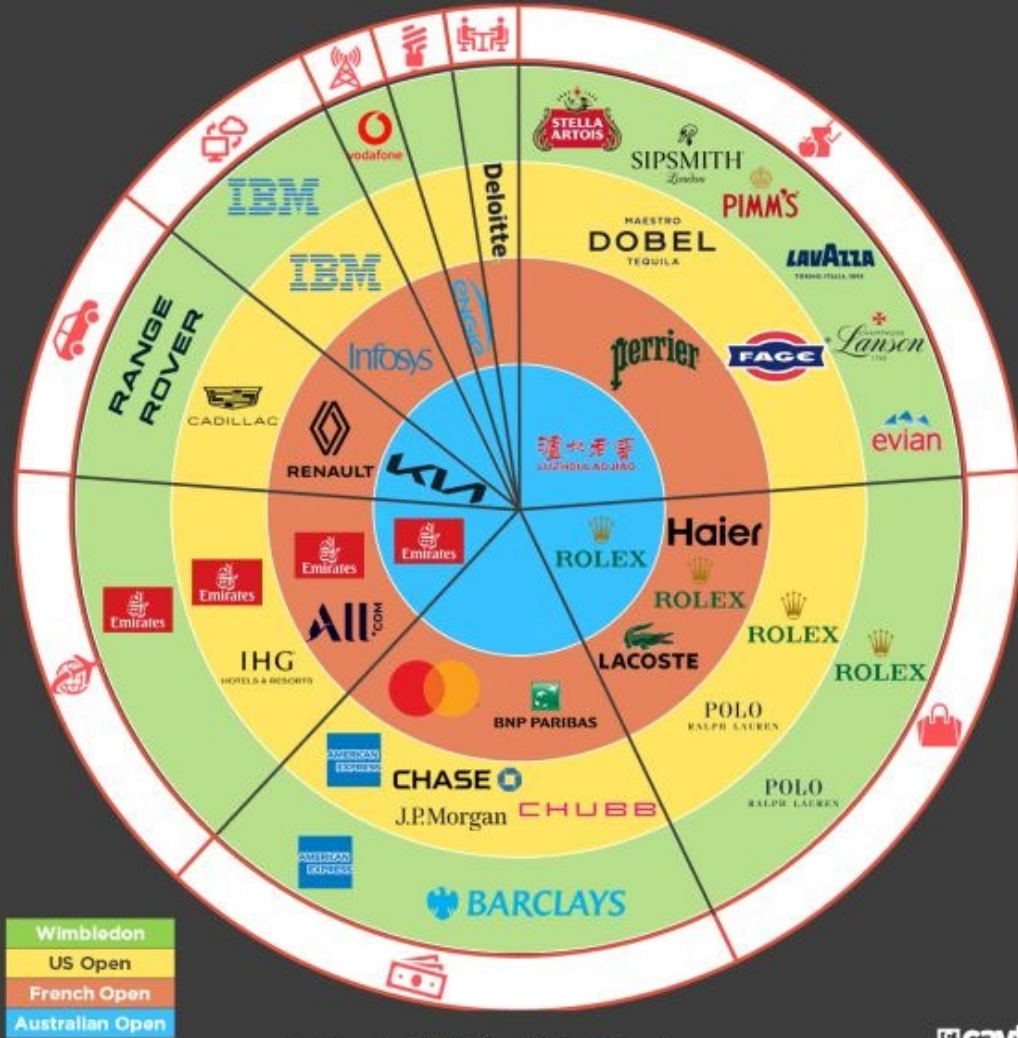
*Top 3 areas of focus
for sponsors to drive
ROI*



Premier League Shirt Sponsors by Industry



TENNIS GRAND SLAM'S MAIN PARTNERS



How gambling sponsors have taken over the Premier League.

PREMIER LEAGUE
SHIRT SPONSORS
2024/25





**VISIT
RWANDA**



MONGOLIA
ALWAYS MOVING



experience
abu dhabi



**VISIT
RWANDA**

JUVENTUS



VISIT
Detroit



Source: Premier League, LaLiga and SerieA

Presque au complet

Avec 59 partenaires répartis sur trois étages, Paris 2024 est à la recherche d'environ 40 M€ pour atteindre son objectif de 1,226 Md€ de recettes issues du sponsoring national.

7 PARTENAIRES PREMIUM (de 100 à 150 M€, en numéraire et en services)



13 PARTENAIRES OFFICIELS (de 15 à 35 M€, en numéraire et en services)



39 SUPPORTERS OFFICIELS* (en numéraire et en nature)

ORGANISATION

DKC Technology
(solutions applicatives pour piloter budget, achats et effectifs, USA)

Lyreco
(produits et de services pour l'environnement de travail, FRA)

OnePlan
(planification événementielle, GBR)

Randstad
(recrutement et reclassement, HOL)

RGS Events
(fourniture de mobilier et d'équipements, AUS)

Salesforce
(solutions de gestion de la relation client, USA)

SCC
(transformation et modernisation numérique, FRA)

Viparis
(accueil de congrès et de salons, FRA)

INSTALLATIONS

Arena
(conception et d'installation d'infrastructures temporaires, GBR)

Egis
(ingénierie de la construction, FRA)

Enedis
(distribution d'électricité, FRA)

ES Global
(tentes, solutions de containment et échafaudages, GBR)

Loxam
(location de matériel et outillage, FRA)

Saint-Gobain
(production, transformation et distribution de matériaux, FRA)

VINCI
(métiers des concessions et de la construction, FRA)

EQUIPEMENTS SPORTIFS

ABEO
(fabrication et distribution d'équipements de sport et de loisirs, FRA)

Mondo
(pistes et revêtements de sols sportifs, ITA)

Myrtha Pools
(bassins de compétition, ITA)

Ottobock
(prothèses, orthèses, fauteuils roulants, ALL)

Technogym
(équipements sportifs, ITA)

SLX
(éclairage sportif, GBR)

RESTAURATION

Sodexo Live! (restauration, FRA)

Tourtel Twist (bière sans alcool, FRA)

Re-uz (contenants réemployables, FRA)

TRANSPORTS

SNCF (transports, FRA)

RATP (transports, FRA)

Highfield (bateaux annexes et semi-rigides, FRA)

DIVERS

Air Liquide
(gaz pour l'industrie, la santé, l'environnement, FRA)

Airweave (matelas, JAP)

Fnac Darty
(distribution de biens culturels, loisirs, électroménager, FRA)

Fitness Park
(salles de sports, FRA)

La Poste (FRA)

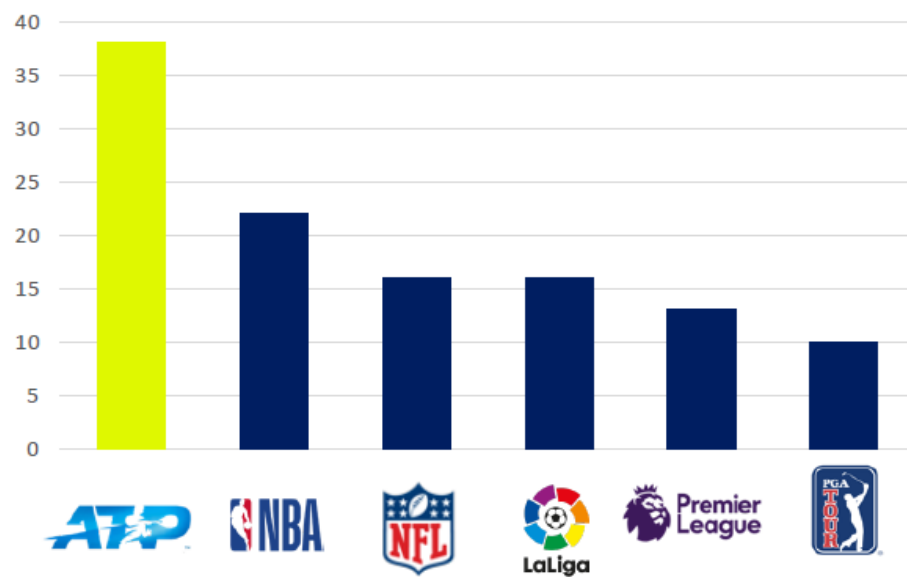
Optic 2000 (FRA)

Thermo Fisher Scientific
(matériel de recherche et d'analyse pour laboratoires, USA)

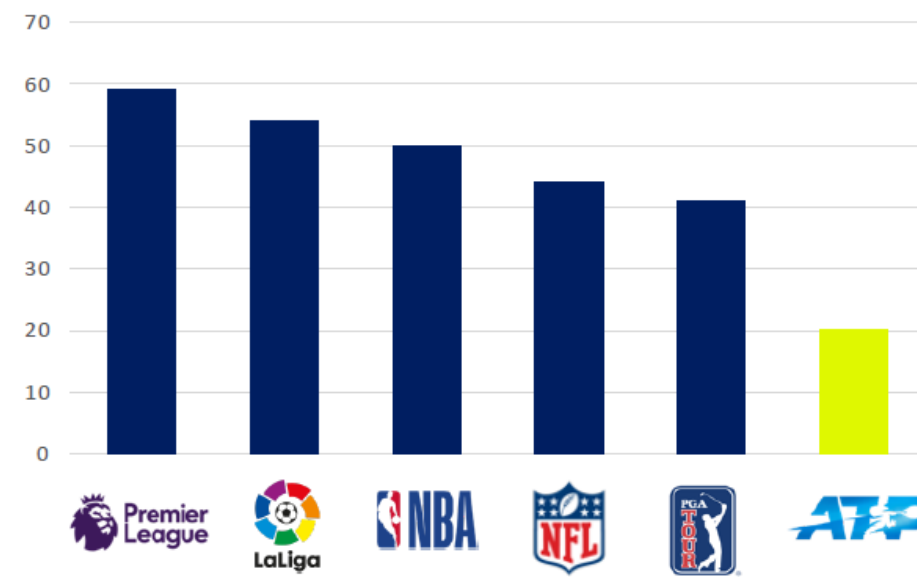
Westfield (centres commerciaux, FRA)

* 4 n'ont pas encore été rendus publics

% OF TOTAL REVENUES COMING FROM TICKETS

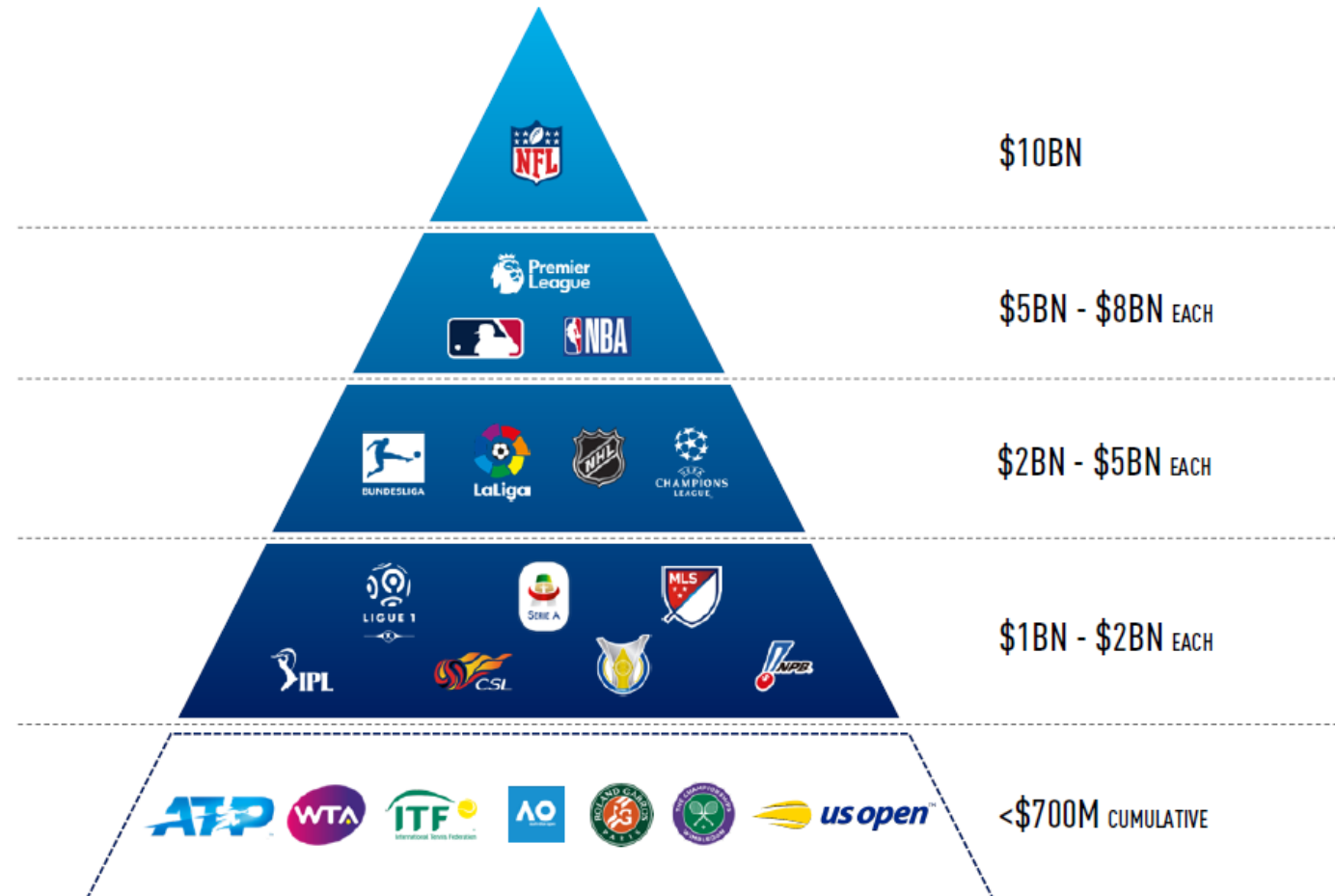


% OF TOTAL REVENUES COMING FROM MEDIA



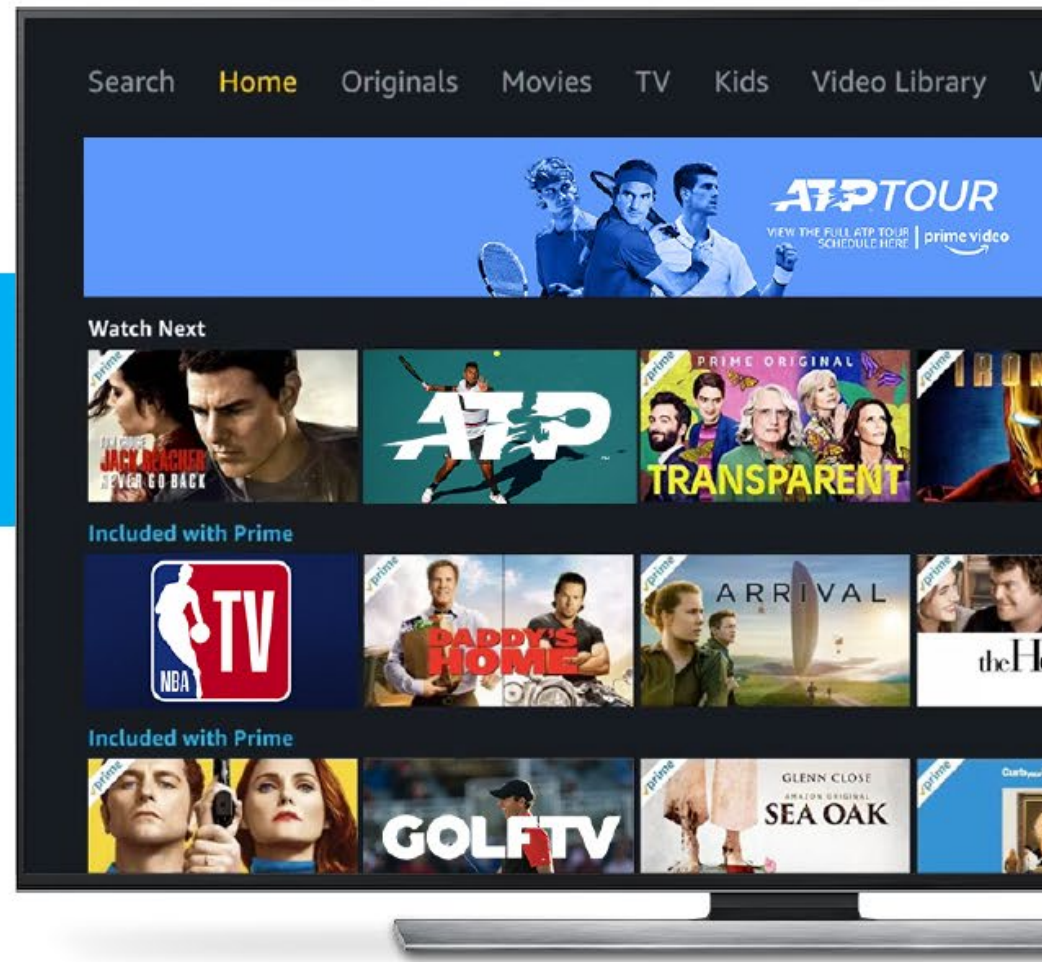
TOP 15 GLOBAL SPORTS LEAGUES ALL OPERATE CENTRALISED SELLING

FRAGMENTATION WITHIN TENNIS IS HURTING THE SPORT'S ABILITY TO SERVICE ITS FANS AND MONETISE EFFECTIVELY COMPARED TO OTHER CENTRALISED PROPERTIES.



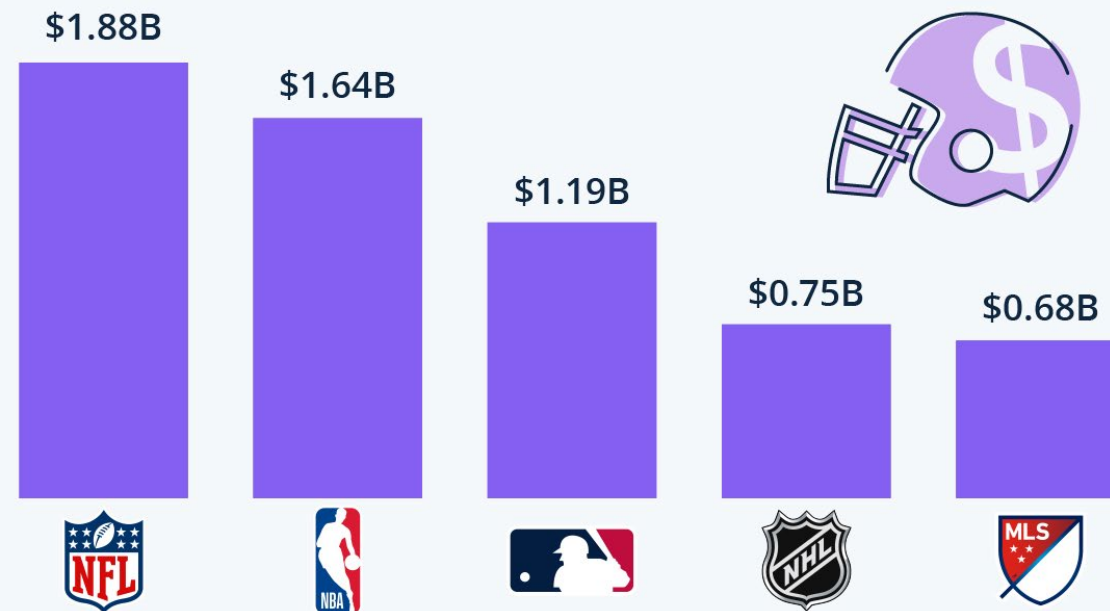
WE ARE IN THE ENTERTAINMENT BUSINESS

COMPETITION IN THE MEDIA INDUSTRY IS FIERCE DUE TO THE VAST CHOICE OF CONTENT DISTRIBUTED BY AN INCREASING NUMBER OF DIGITAL PLATFORMS (OTT DISTRIBUTION) – MEDIA AND TECH GIANTS ARE BECOMING BOTH CREATORS AND DISTRIBUTORS OF CONTENT, WITH THE MAJOR PLAYERS ENTERING INTO THE SPORTING ARENA.



NFL Still MVP in the Sponsorship Game

Total sponsorship revenue of major U.S. sports leagues in 2022/23



Data is from the latest completed season as of February 2023

Source: IEG via Sportico



CAHIER ÉCO sponsoring

Presque au complet

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PSG = 395 M Followers + ACCOR = 265 M Customers



SÉBASTIEN BAZIN Accor Chairman & CEO

"At Accor, we are so proud to be one of the first global hospitality companies to be welcomed into China in 1985. More than thirty years later, China remains one of our most important and strategic markets globally. It is also incredibly humbling to know that Chinese travelers, domestic and international, closely connect with the curated experiences Accor provides across all of our brands from luxury and lifestyle to economy."

Presenting the Paris Saint-Germain Summer Tour to the China market represents our French heritage as a company and passion for the China market."



Sponsors goals

WHY

- **Top of mind (notoriety), image, reputation !**
- **Increase sales / product ou service placement**
- **CRM, Prospection**
- **Internal communication**
- **Connect the fans to the brands**

HOW

- **Media – Social Media – PR**
- **On site marketing operations**
- **PR (BtB & BtC)**
- **PR**
- **Activations**

STAPLES Center

TACO BELL SKILLS CHALLENGE



TACO BELL

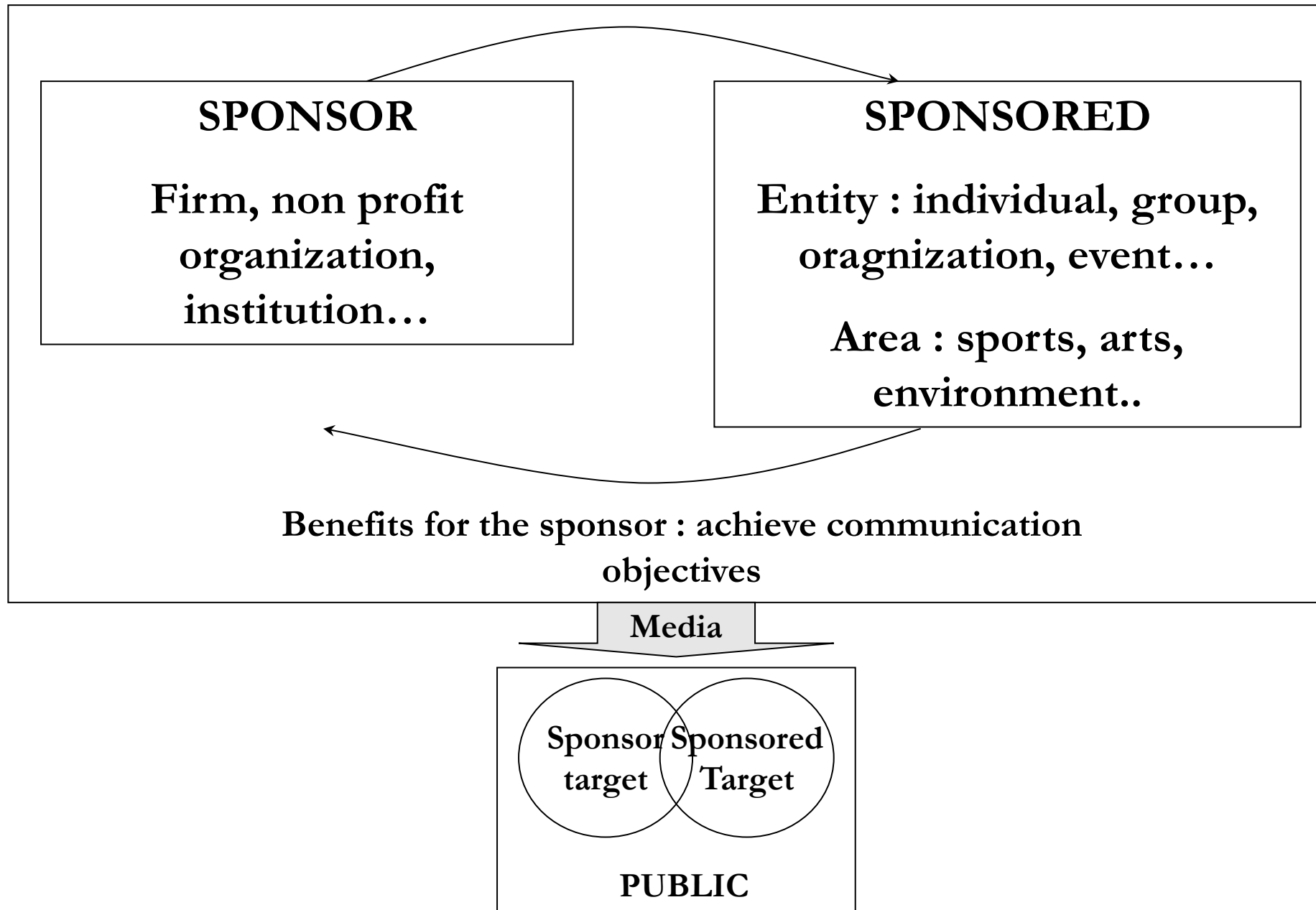
CHALLENGE



Definition

- ★ Provision of assistance either financial or in kind to an activity by a commercial organization for the purpose of achieving commercial objective (Meenaghan, 1983)
- ★ Sponsorship involves two main activities (Cornwell and Maignan, 1998) :
 - ★ Exchange between a sponsor and a sponsoree whereby the latter receives a remuneration (cash or in-kind contribution) and the former obtains the right to associate itself with the activity sponsored
 - ★ Marketing of the association by the sponsor

Sponsor support : financial or not





Sponsorship strategic approaches



Passion : executive passion for sport (« President dancer »)
: RLD, Kampf, Weber, Lagardere...



Opportunism : business project using sponsorship potential : Sodexo, Veolia, Vinci, Eiffage, Bouygues, Thomson & PSG...

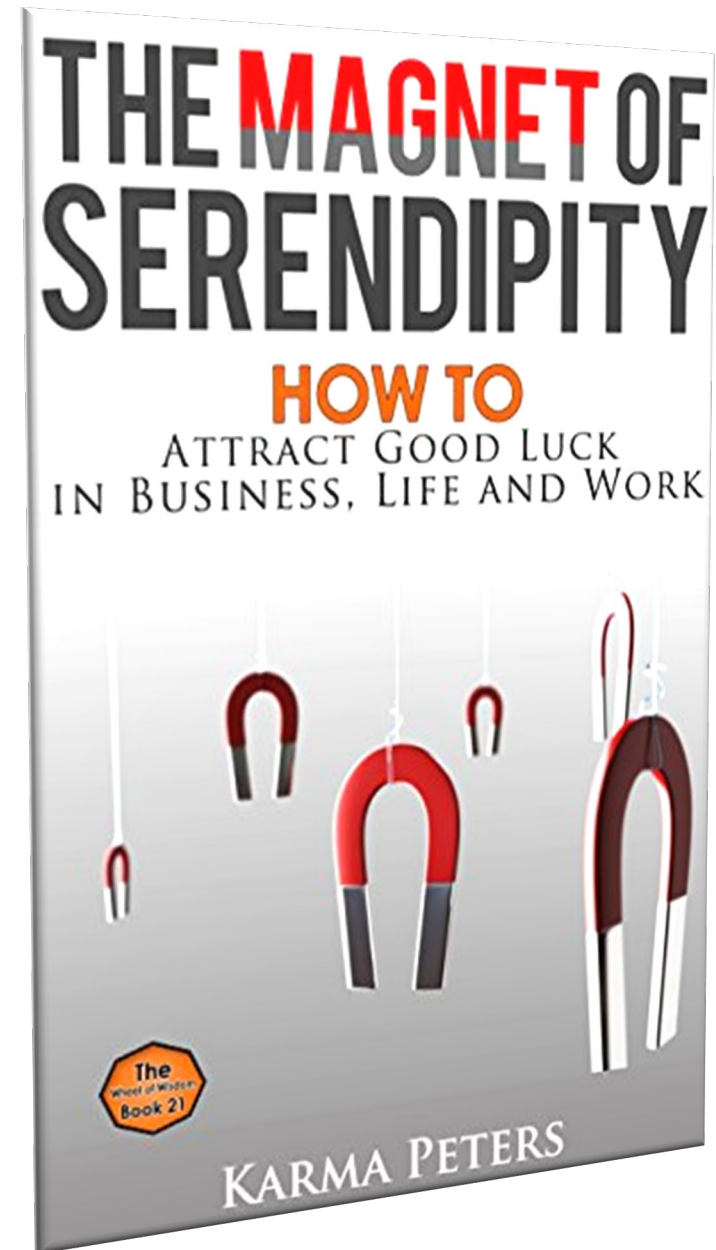


Strategic : sponsorship integration into a global brand strategy : We all speak football, We are tennis...



In the real world

- → 75 % : Executive meeting and individual introducing
 - 2 personalities
 - Actor games
 - Serendipity capability
- → 25 % strategic process / brand strategic management



SAY'S LAW

GEKE.US

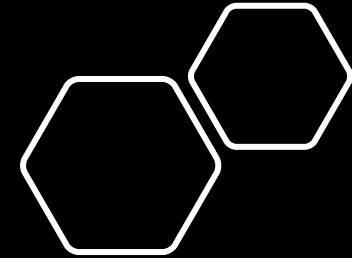
**Your supply
constitutes
our demand.**

What most people think it means

**Your supply
constitutes
your demand.**

What it actually means

For more econ memes, please visit www.geke.us



Mega event & the rest

Demand > Supply

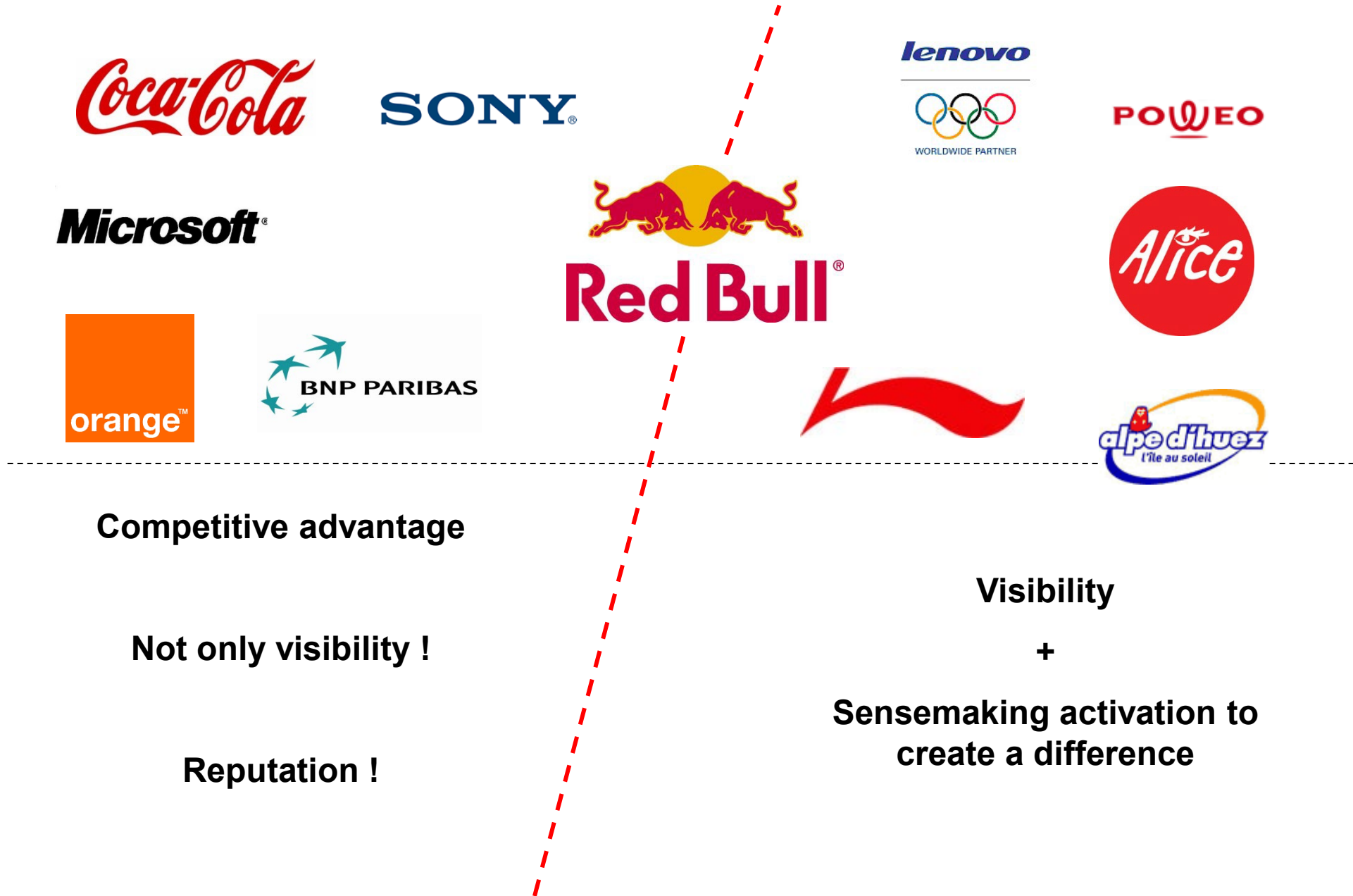
Best clubs and events
Sponsor selection
Financial optimization
Open call - closing



Demand < Supply

Others clubs and events
Customization
Prospect
Introducing + closing

Make the difference



The Place to leverage and activate

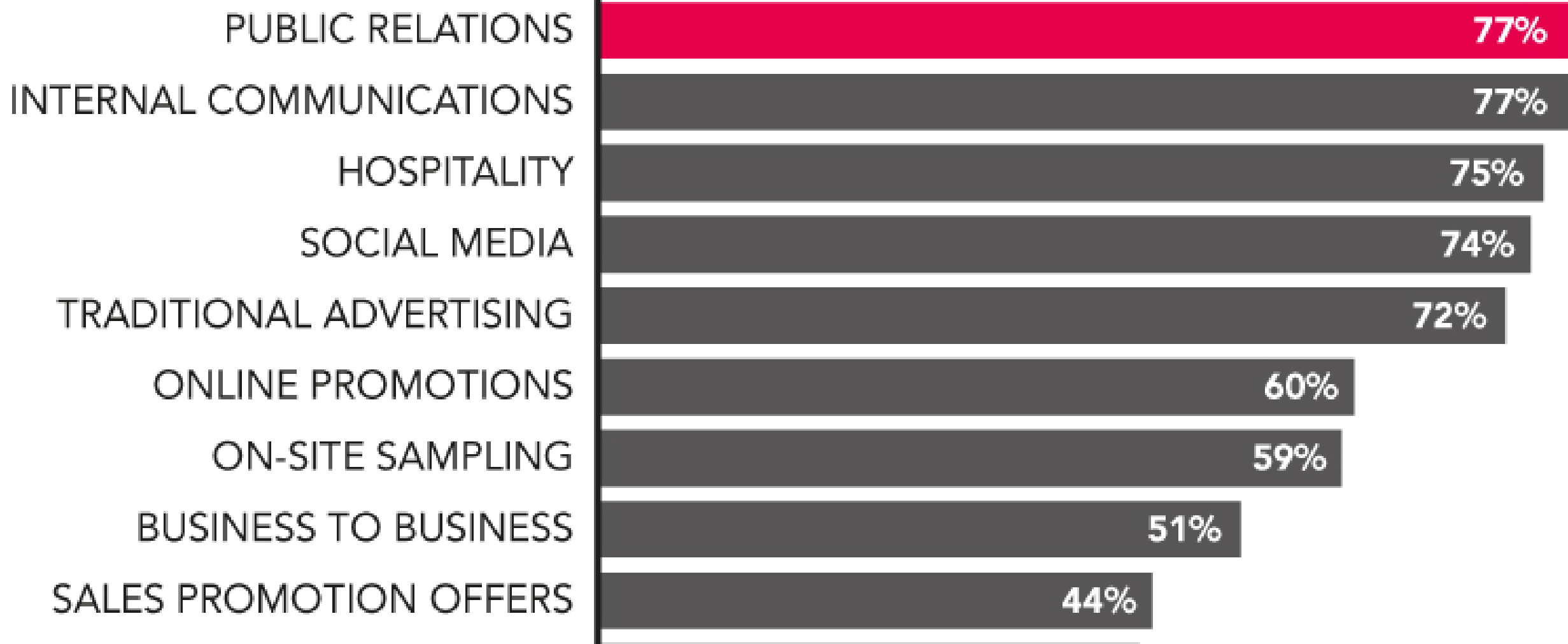
- Sponsorship leverage can be defined as “the act of using collateral marketing communications to exploit the **commercial potential** of the **association** between a sponsee and sponsor.”
- Activational communications (or activation) can be described as “communications that **promote the engagement, involvement, or participation** of the sponsorship **audience** with the sponsor”

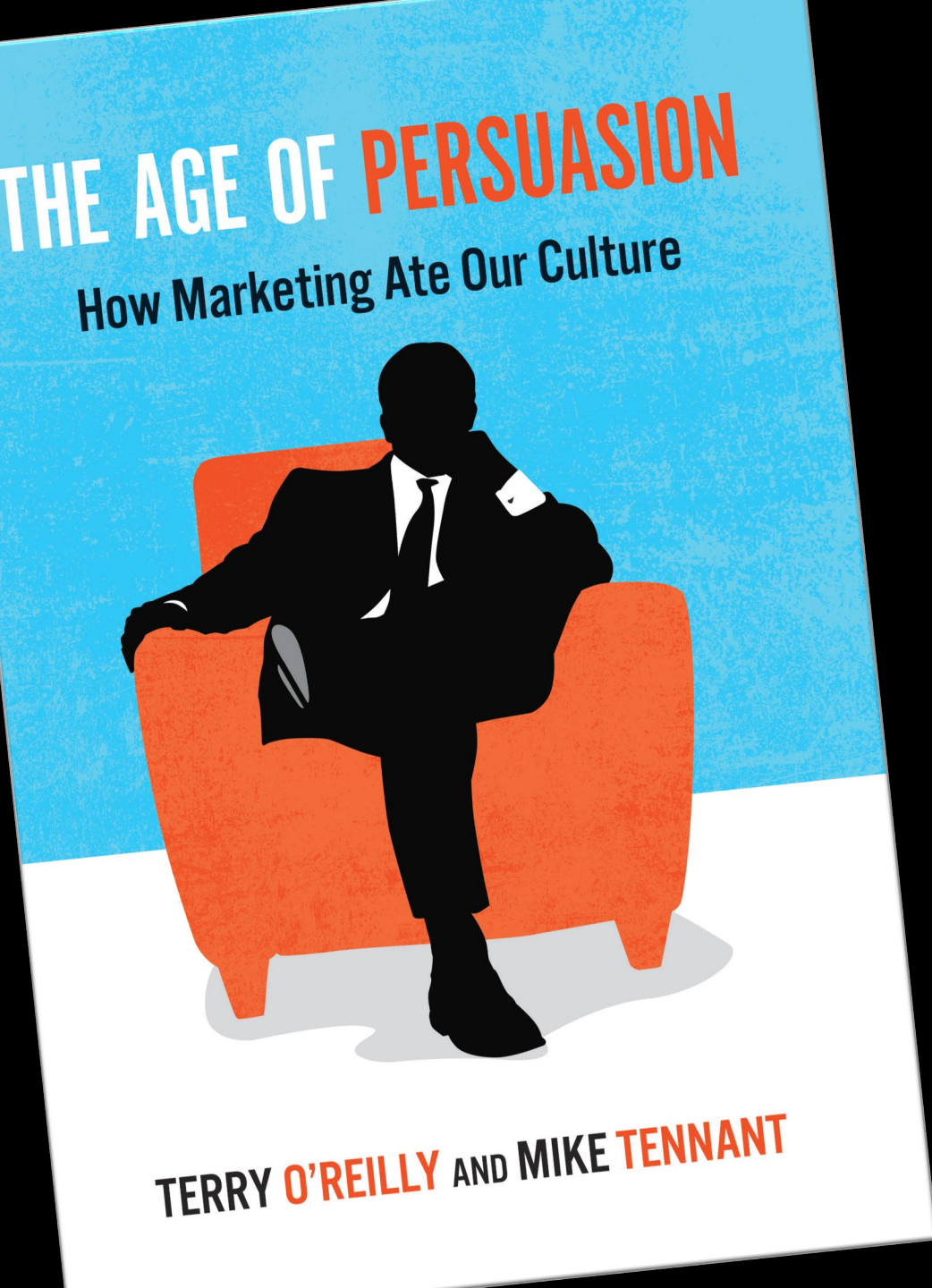
(Weeks, Cornwell & Drennan, Psychology & Marketing, 2008)



- ACTIVATION
- « Connect the fans to the brands »



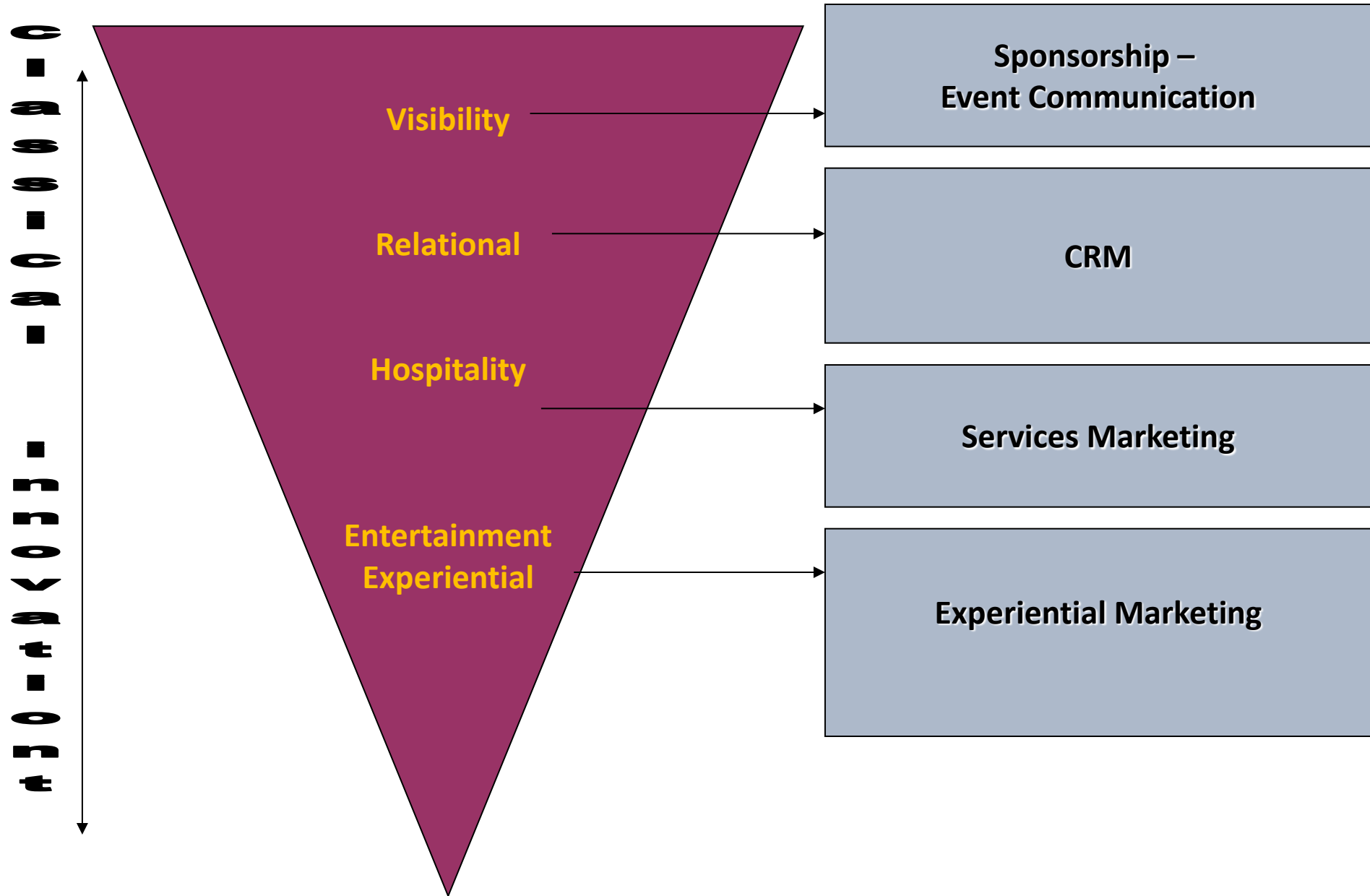




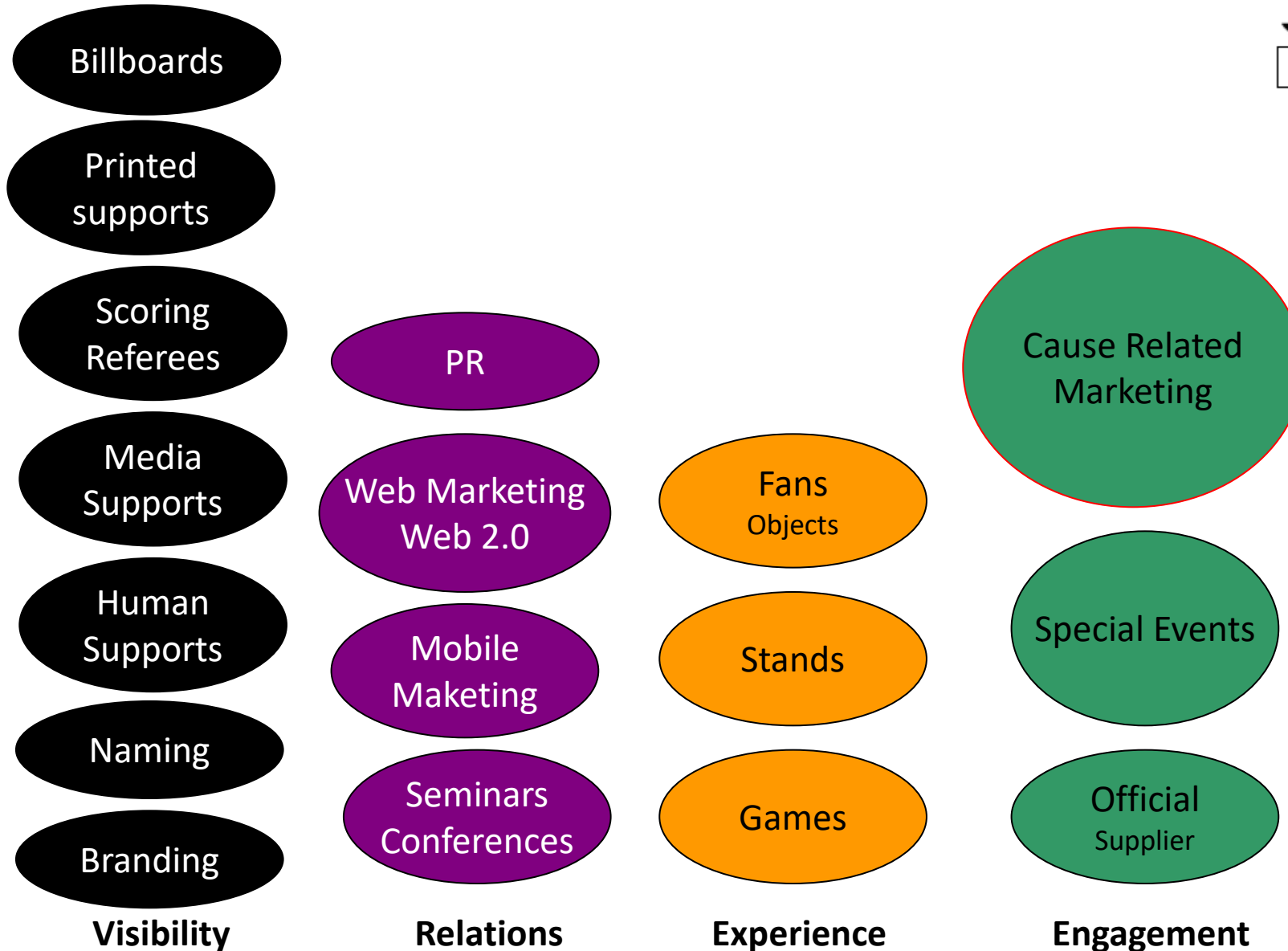
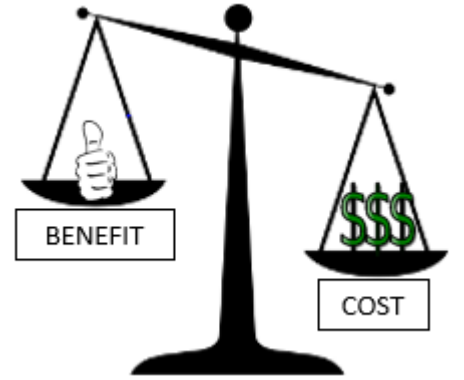
Promotional strategy

ANY FORM OF COMMUNICATION USED TO INFORM, PERSUADE OR REMIND ABOUT COMPANY PRODUCTS AND SERVICES (KELLER)

Activation axis



Activation tools



SPONSORSHIP ACTIVATIONS MODEL

V R E E

VISIBILITY

ROI

RELATIONS

ROO

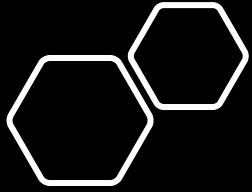
EXPERIENCE

ROO

ENGAGEMENT

ROI ?

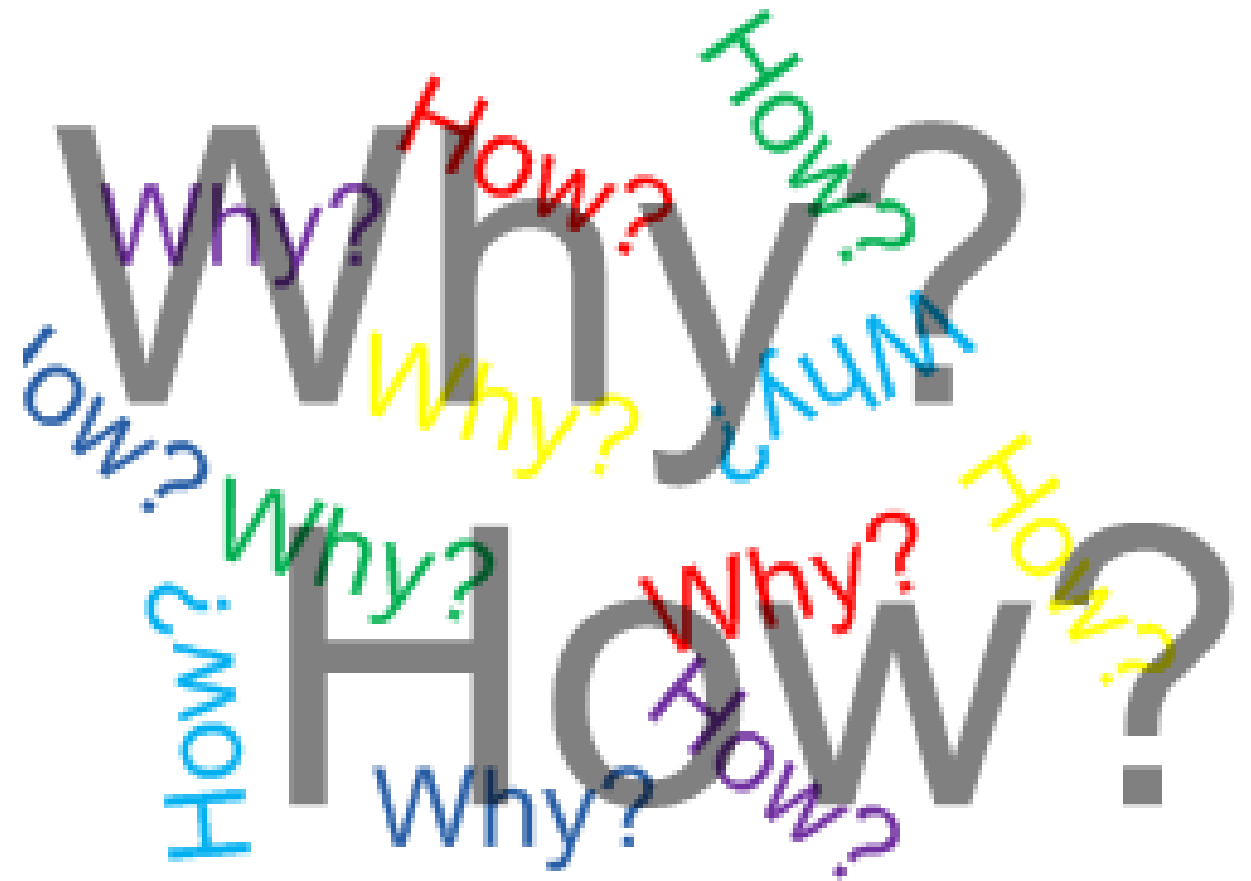




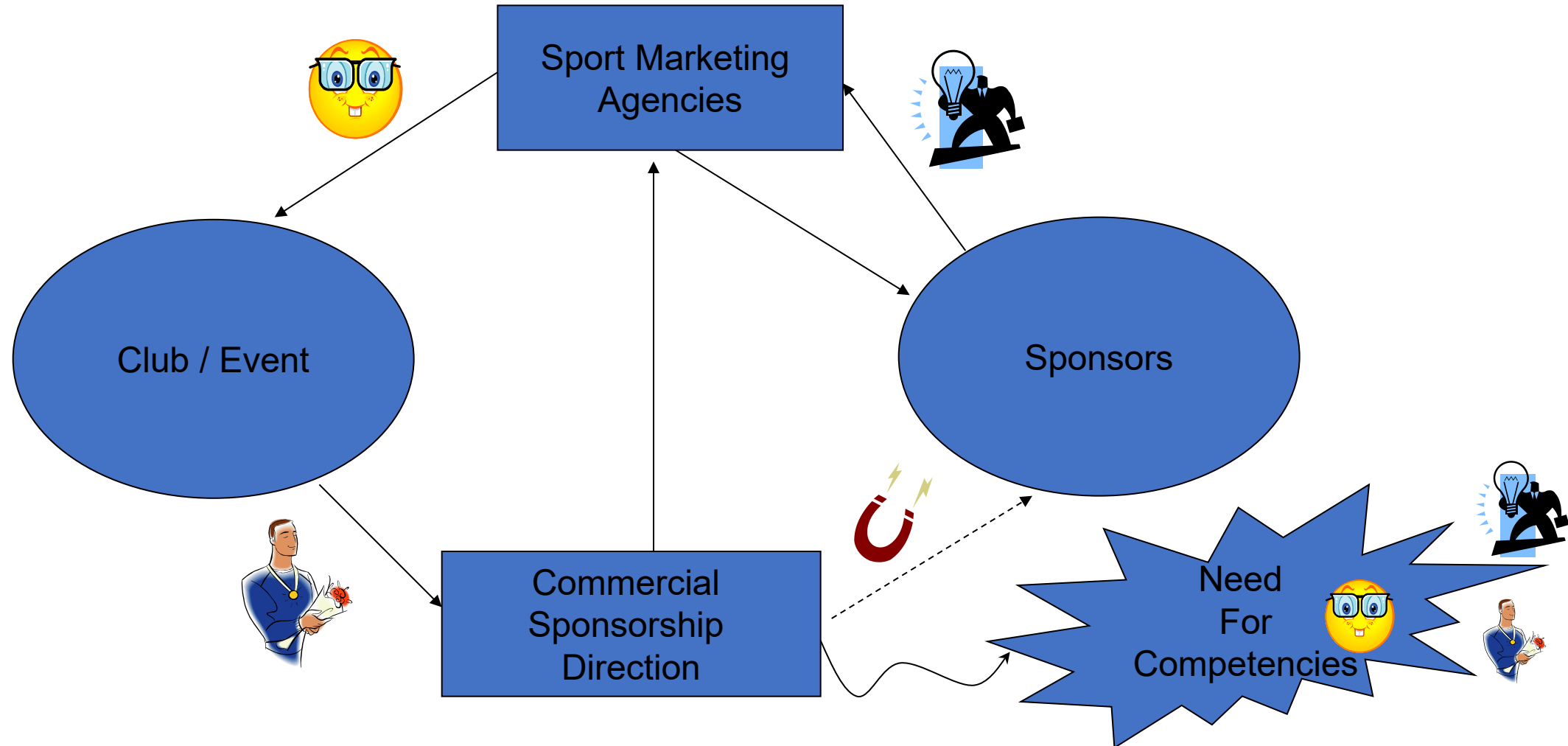
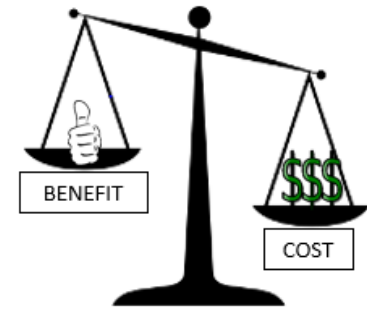
So what ? How to Implement ?

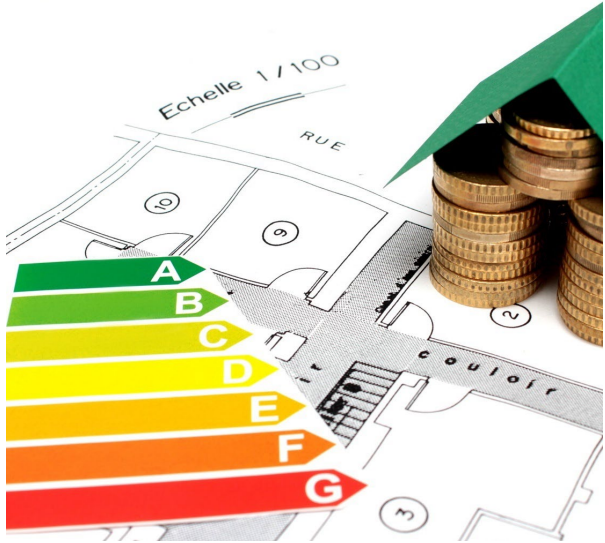
- ★ Back to the basics :
- ★ WHY ? : targets, visibility, value, internal communication,... [needs + sponsors goals]
- ★ HOW ? : activation tools panel [answer needs + objectifs]

= your JOB !

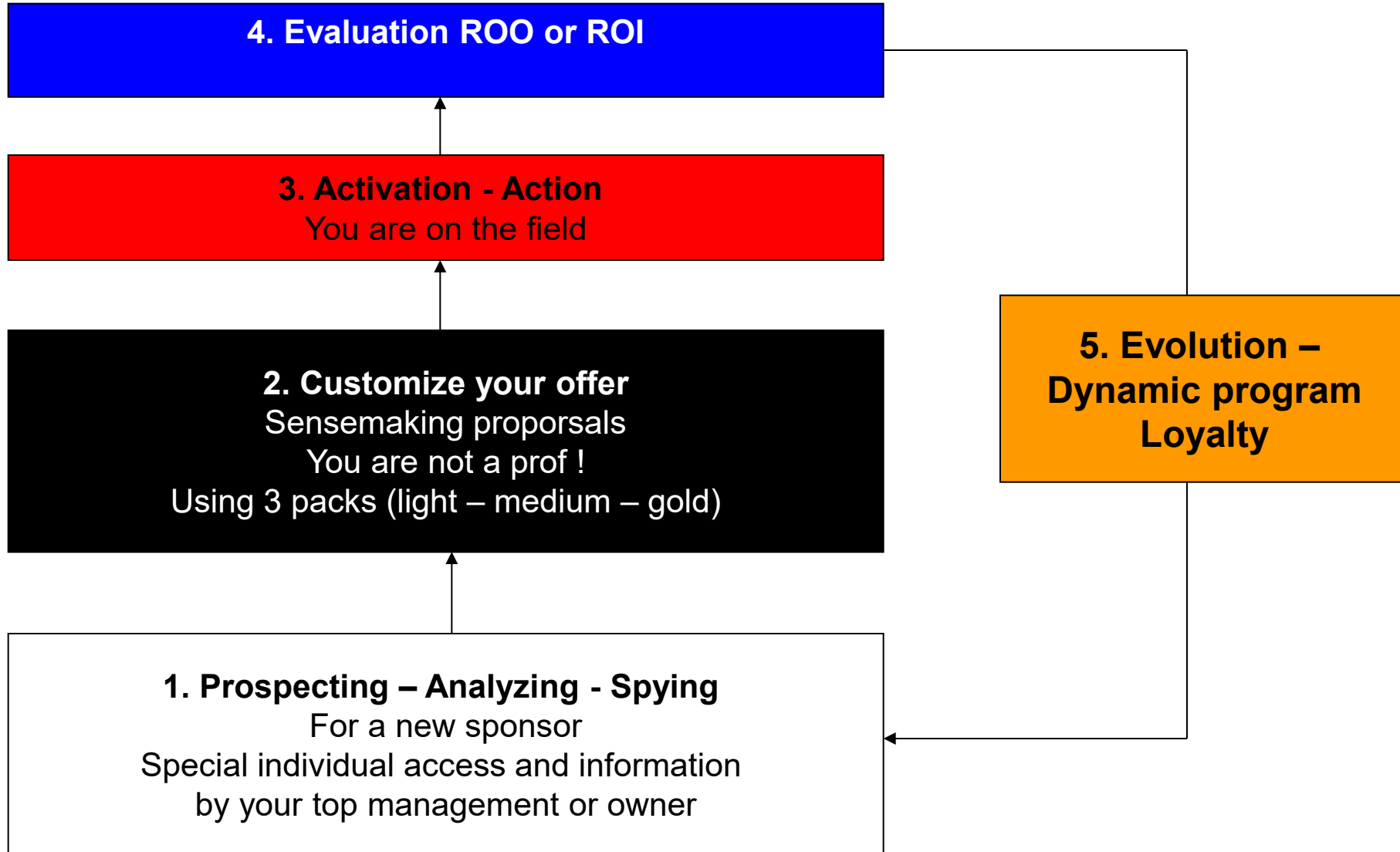
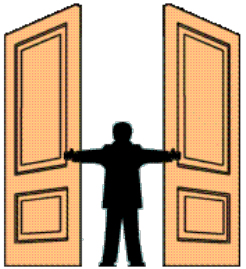
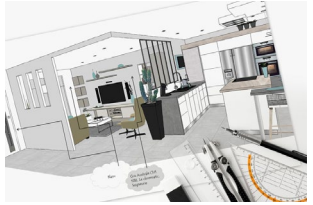


Agencies... or not !



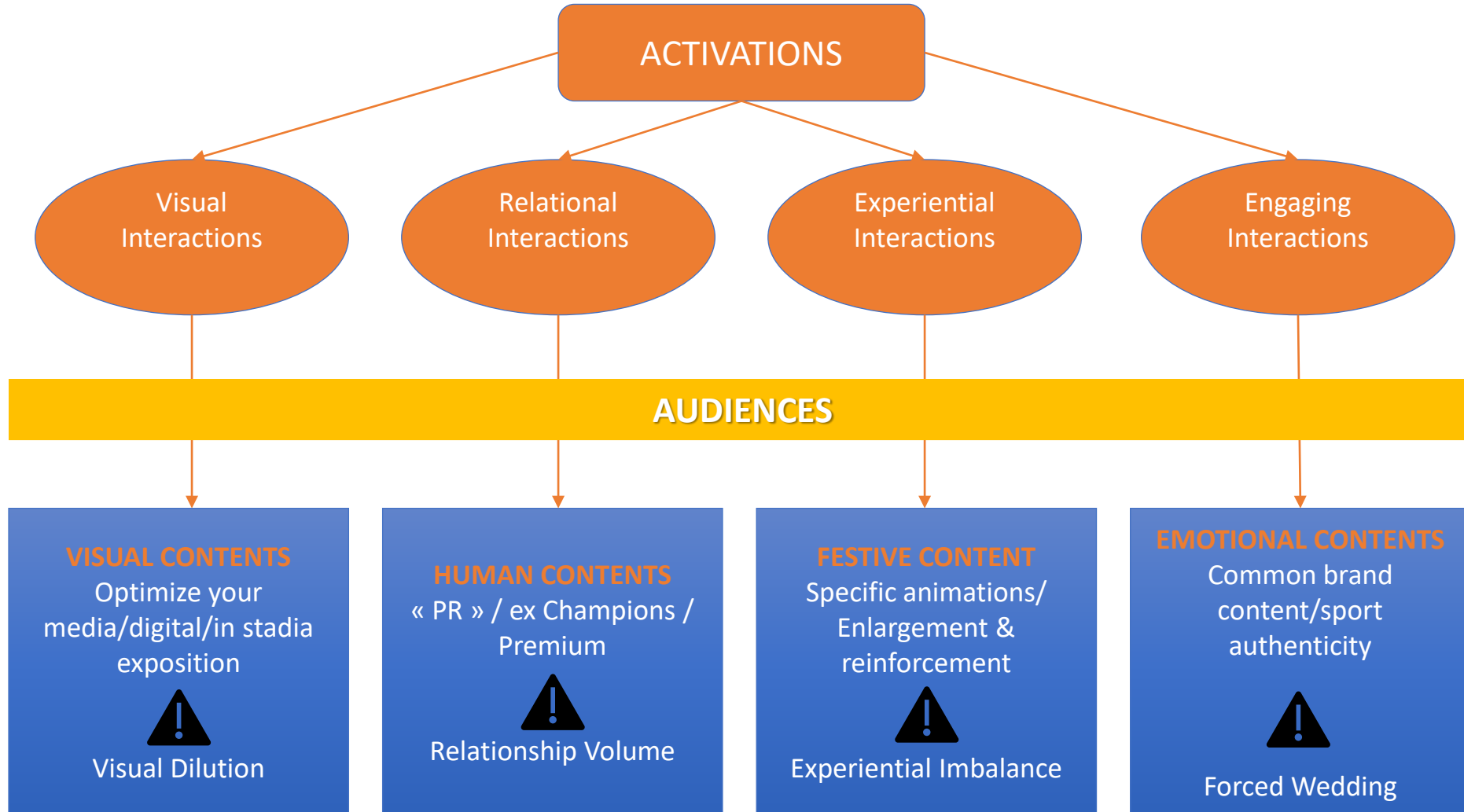


Activation program process



Value Proposition and Activation Platform

Interactional Typology



Lagardère

teamLagardère



CEO personality « passion » activation



⇒ Basketball competition and free practice

⇒ Open area for a general public

⇒ Elite championship 5*5

⇒ 8 cities in Europe : Lyon, Paris, Cologne, Munich, Madrid, Barcelona, Milan, Roma



★ Visibility activations :

- ★ Street marketing , flyers, printed supports, TS staff.
- ★ Staff + presents for players
- ★ Court: 16 m billboards, wall ITW, tents.

★ Sensemaking activations »:

- ★ Champion of the Court : 1 vs 1 (300 - 350 players per day)
- ★ 2 targets : elite – teens (streetware)



★ Visibility activations :

- ★ Printed supports logo
- ★ Staff with Nike (shoes) – Winners (shoes)
- ★ Court : 10 m billboards

★ Sensemaking activations »:

- ★ Nike – 3 point shootout
- ★ Stand for shoes
- ★ Jordan Camps recruitment : buzz



★ Visibility activations :

- ★ Printed supports logo
- ★ Referees / Foot Locker clothes
- ★ Court : 10 m billboards

★ Sensemaking activations :

- ★ Flyers + website NBA jam 06 : Foot Locker shop to get your ticket to play
- ★ Game « Foot Locker 10 000€ » : shoot from the center of the court.
- ★ Promotional coupons for players and winners



★ Visibility activations:

- ★ Printed supports logo
- ★ EA Sports Lounge area
- ★ Court n°2 : EA Sports 10 m billboards

★ Sensemaking activations

- ★ NBA Live 07 video game promotion with stands
- ★ Virtual tournament : European finals (finalists : match Suns / Sixers –
Winners : All star Game invitation in Las Vegas 07)



Fan Fest





★ Communication services supplier

★ Visibility activation:

★ Field : 2-4 billboards 8*6.50 m

★ Sensemaking activations

★ Website : official facts – news – products

★ Promotion services Voice over IP : press, media...





- ★ Powerade official supplier 'energy drink'
- ★ Bonaqa official supplier « water »
- ★ « We all speak Football » campaign

★ Visibility activations :

- ★ 2 à 4 billboards

- ★ Visibility using teams colors



★ Sensemaking activations

- ★ FIFA World Cup™ Trophy Tour :
- ★ Official balls
- ★ Coca-Cola Football Camp
- ★ Panini Virtual Football Stickers
- ★ Children / 6 villages SOS FIFA



★ + 20 years with FIFA → Brand Visibility / N1 International soccer / Relations users + banks

★ Visibility activations :

★ 2 – 4 billboards

★ 90 min TV broadcast : 10-13 min brand visibility

★ Sensemaking activations

★ Hospitality

★ Master Card « Priceless Photo » : (Pelé – Klinsmann) / credit card souvenir

★ Cities soccer championship by Master Card



★ Visibility activation :

- ★ 2 – 4 billboards

★ Sensemaking activations »:

- ★ McDonald's Player Escort Program : 1048 children (6-10 years)

★ Special promotions :

- ★ Germany : Goleo / Celebrity endorsment / Tickets
- ★ Brazil : Countries Burgers
- ★ China : TV adversterring and goodies
- ★ USA : Limited goodies FIFA World Cup
- ★ India : coccer table games Mcdonald's
- ★ Japan : Mini balls and mino Goleo
- ★ Mexico : packaging
- ★ UK : mobile games« A tex to Win » with Georges Hurst (CDM 1966)
- ★ Exclusivity : FIFA Fantasy football
- ★ Salads, fruits... McCofee...

SALES PROMOTION + SOCCER ENGAGEMENT



TOUR'S CLUB (AVERAGE VALUE €3.5M)



OFFICIAL PARTNERS (AVERAGE VALUE €1M-€1.5M)

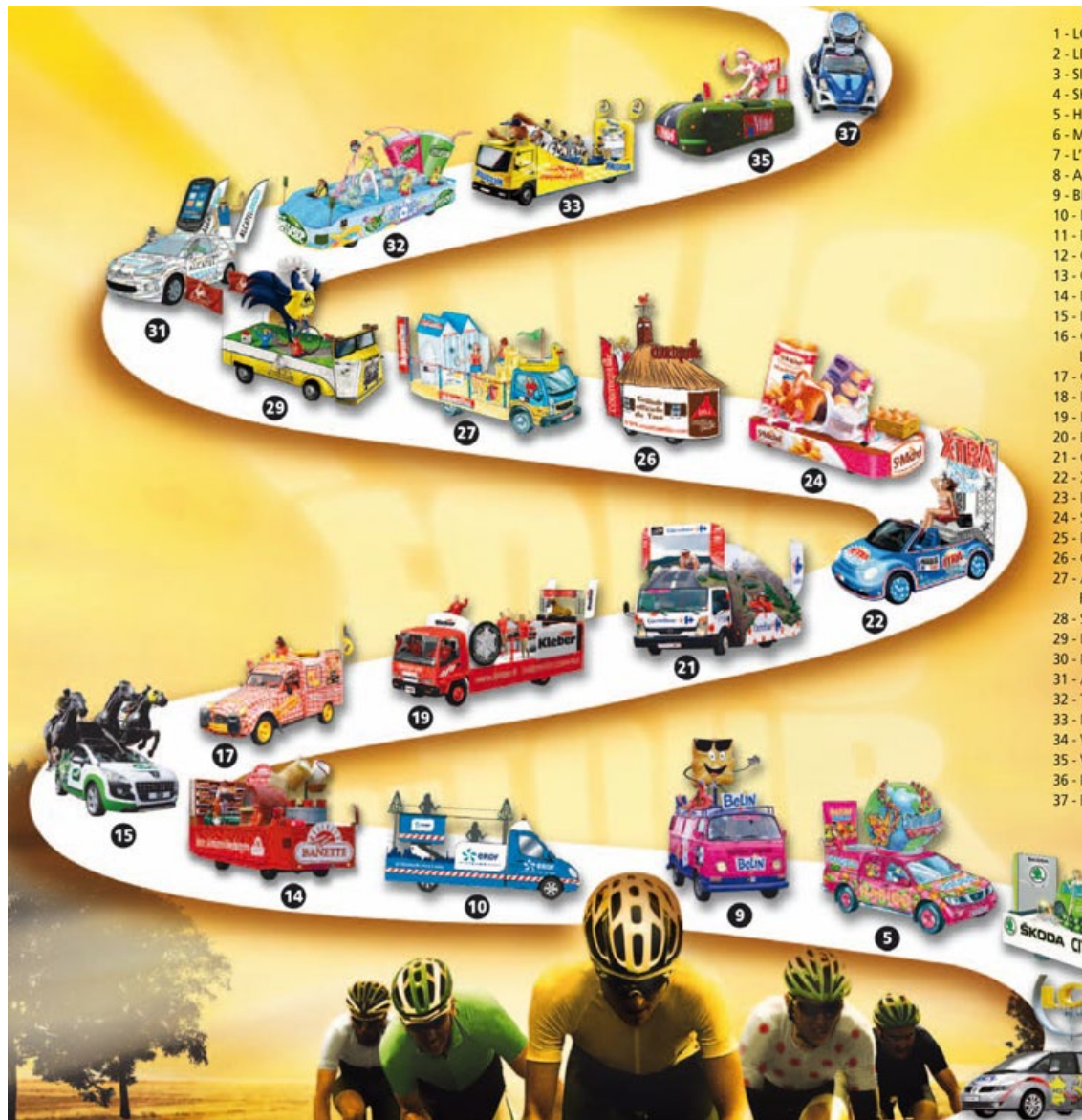


OFFICIAL SUPPLIERS (AVERAGE VALUE €300,000-€500,000)



OFFICIALS SUPPORTERS (AVERAGE VALUE LESS THAN €250,000)







☆ **Françoise Bresson (Sponsoring Director Nestlé Waters - Vittel) : « Link with the public with « La caravane », TDF platform is complete and we can meet our consumers... »**

☆ **Program**

☆ **14 cars et 500 000 products for the spectators**

☆ **Eauficiel : 30 000 for free for spectators**

☆ **PR**

☆ **Sales activation with 3 Millions (Packs TDF)**

☆ **Last 25 km Vittel Red « arches »**

☆ **Focus on Vittel origin (les Vosges) with the vacation**

☆ Antoine Willaume (Communication & Marketing Director Antargaz) : « Our customers are in rural areas. TDF is a perfect way to meet them ».

☆ Program : Village, caravane, inter-station & VIP

☆ PR & Hospitality inter-station 50 Km from the arrival (exclusivity : 200 m²)

☆ Trophy « Flamme Gaz Naturel » with the Major of the City

☆ Mascot

☆ 200 000 Tap tap & 250 000 magnets



-
- **Eric Marchyllie (Sponsoring Director Carrefour) :** « Our partnership with TDF and the soccer is focused on proximity. We want to promote our product and our difference with our quality made in France and explain our positioning ».
 - **Actions :**
 - Games in shops
 - Website : C-letour.fr with practicers and fans
 - Cars & Caravane
 - Jersey for the best climber



Key points to analyse your future sponsor



Target : identity, image, brand strategy



Goals : Direction : strategy, competitive advantage, needs anticipation



Communication channels



Financial potential : Turnover, assets...



Sponsorship existing actions



Who is the BOSS inside the company :

Access

Working on his personality and the link the your sport (fan, practice, networks...)

Sponsorship 3.0 : BNP Paribas







Activation Plan / Program to create your offer

**Teasing « who you are » / your difference / Brand Values → YOUR
VALUE PROPOSITIONS (video is usefull)**

**Business Target : Industry/Common Values/Sensemaking reason to
activate→ personnal relationnal INTRODUCTION (who/how/when...)**

**Activations program : VREE / Justify your fit with your sponsors
needs/Cost-Benefit→ VALUE PROPOSITIONS FOR YOUR CLIENT**

VALUE CREATION : How to measure ROO or ROI ?

Packs and Pricing

“You can't **manage**
what you don't
MEASURE.”

— PETER F. DRUCKER



Cause-Related Marketing
vs. *CSR*



EMOTION ²

What's
the
BIG
difference?



1 pack = 1 vaccine


Pampers

unicef 

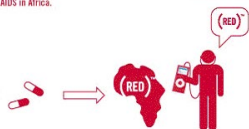




1. Smart shopper notes that the iPod nano (PRODUCT) RED Special Edition costs \$199 like all the other nanos. But the (RED) one generates \$10 to fight AIDS in Africa.

2. Shopper buys the iPod nano (PRODUCT) RED. Apple sends a \$10 contribution directly to The Global Fund -- not to (RED).

3. The Global Fund uses 100% of this money to finance health and community support programs in Africa, with a focus on women and children.



4. The \$10 helps a person affected by HIV in Swaziland, Rwanda, and other countries to be granted (RED) money in the future.

5. THE RESULT? You have a new iPod and you helped save a person's life. If you like that, you can buy more (RED) stuff or even get INSPIRED to donate more money directly to The Global Fund at www.theglobalfund.org/red/donate



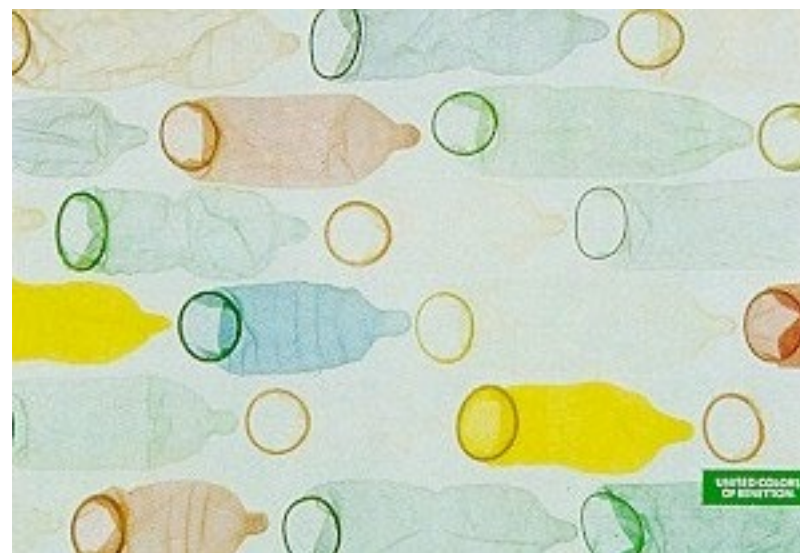
(EMPORIO ARMANI) RED



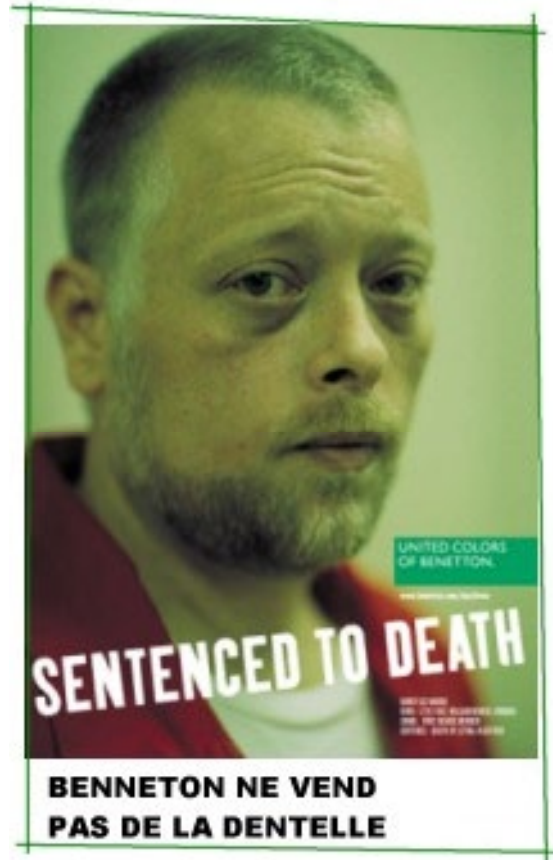
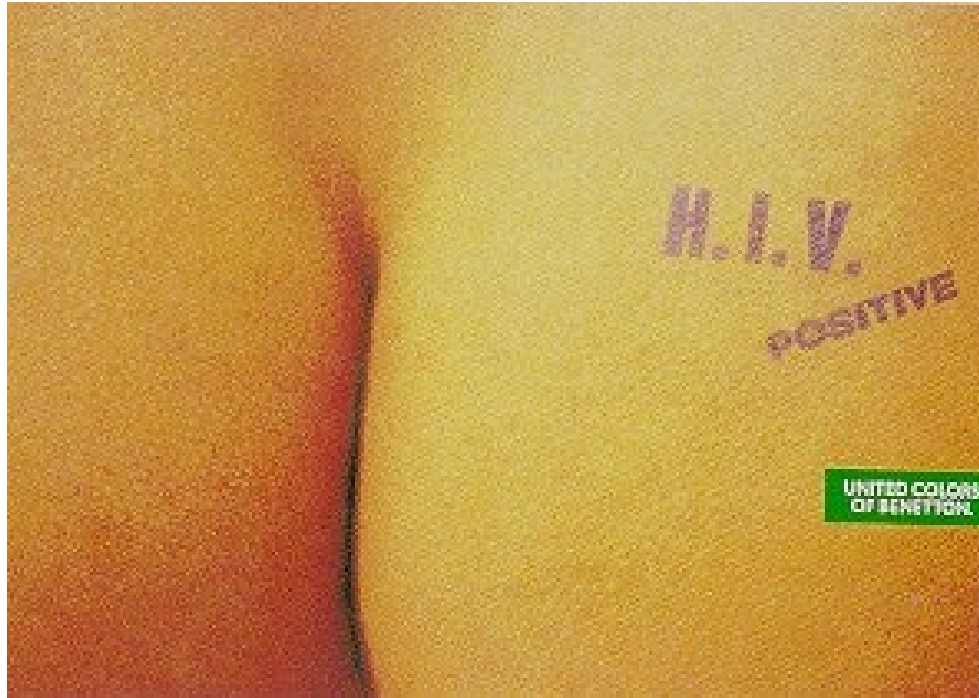
Model EA 9592/s













Opportunism

or

Pragmatism ?

A close-up photograph of tall, green grass with white text overlaid. The grass is vibrant green and appears to be blowing in the wind, creating a sense of movement. The text is white and reads "The Business of Doing Well By Doing Good".

The Business of Doing Well
By Doing Good

CAUSE RELATED MARKETING

- **Cause marketing or cause-related marketing** refers to a type of marketing involving the cooperative efforts of a "for profit" business and a non-profit organization for mutual benefit. The term is sometimes used more broadly and generally to refer to any type of marketing effort for social and other charitable causes, including in-house marketing efforts by non-profit organizations.
- Cause marketing differs from corporate giving (philanthropy) as the latter generally involves a specific donation that is tax deductible, while cause marketing is a marketing relationship not necessarily based on a donation.



Ethical Corporate Responsibility (Babiak & Wolfe, 2006)



Ethical corporate social responsibility and Super Bowl XL

Name of Program	Partners	Purpose
Emerging Business Program	Corporate: 1 *Nonprofit: 1 (750 companies registered, contracts offered to 250)	To provide women and minority owned businesses with opportunities for participation in Super Bowl business process
Super Makeover	Corporate: 1 **Government: 4	Initiative to enhance City of Detroit: picking up trash, painting over graffiti, and killing and removing weeds in high traffic pedestrian areas
Project "Green"	Corporate: 1 Nonprofit: 2 Government: 4	2,500 trees and plants planted to offset carbon emissions
* Nonprofit partners include charities, nonprofit organizations, schools, and foundations		
** Government partners include local/municipal governments and organizations, state or federal governments		

Discretionary Corporate Responsibility (Babiak & Wolfe, 2006)

Discretionary corporate social responsibility and Super Bowl XL

Name of Program	Partners	Purpose
Education related CSR		
Super Reading Program	Corporate: 11 Nonprofit: 3	Encourage children in Detroit schools to read and use local public libraries
Youth Education Town	Corporate: 8 Nonprofit: 5 Government: 2 Individuals: 3	The creation of educational and recreational centers for youth in at-risk neighborhoods in Super Bowl Host cities including tutoring, mentoring, career training, computer education, and athletics. YETs are physical legacies of the Super Bowl.
Cultural CSR		
One World, One Detroit	Corporate: 1 Nonprofit: 10 Government: 1	Tolerance and diversity conference
Rock my Soul	Corporate: Nonprofit:	A celebration of art, dance, and music of African Americans throughout history
Infrastructure		
SuperBuild	Corporate: 16 Nonprofit: 6	In partnership with Habitat for Humanity, 40 homes were built for families displaced by Hurricane Katrina
Rebuilding Together		A one-day blitz of much needed home improvements to families, the elderly, or disabled homeowners
Charity Events		
Super Bowl NFL Charities Bowling Classic	Corporate: 1 Nonprofit: 1	Proceeds to benefit Detroit Youth Education Town
NFL Experience	Corporate: 34 Government: 1	An event which provides an opportunity for families to have a 'Super Bowl experience' by experiencing interactive exhibits, clinics, and autograph signings. Proceeds from this charitable event go to the Detroit Youth Education Town
Taste of the NFL	Corporate: 8 Nonprofit: 3	To raise money and awareness for the hungry









Jaren Jackson Jr.
Memphis Grizzlies

360° TOUR



Presented by
BlackBerry



**"WE MUST BECOME THE
CHANGE WE WANT TO SEE
IN THE WORLD"**

MAHATMA GANDHI



GREENPEACE

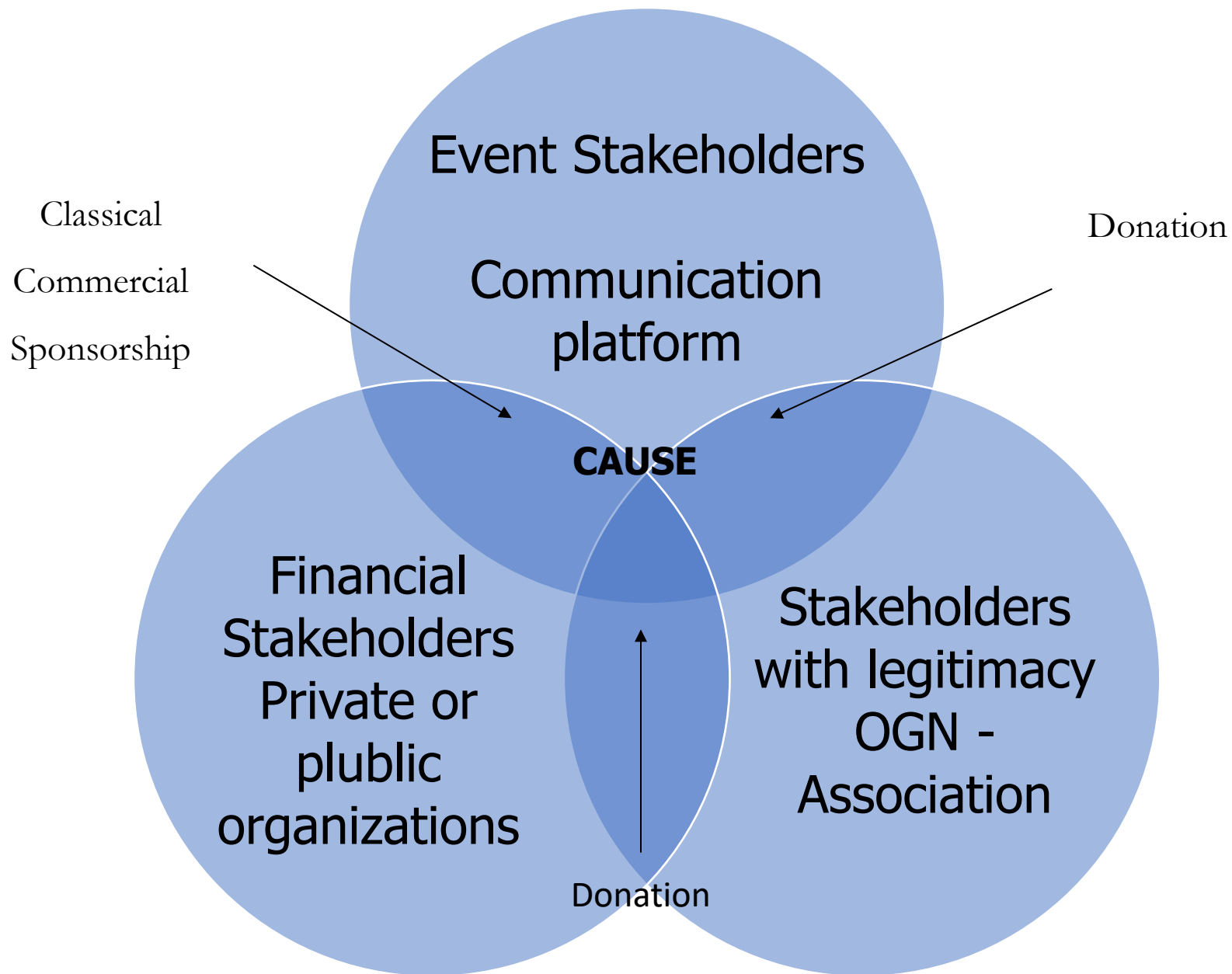
Chernobyl Children's
Project International



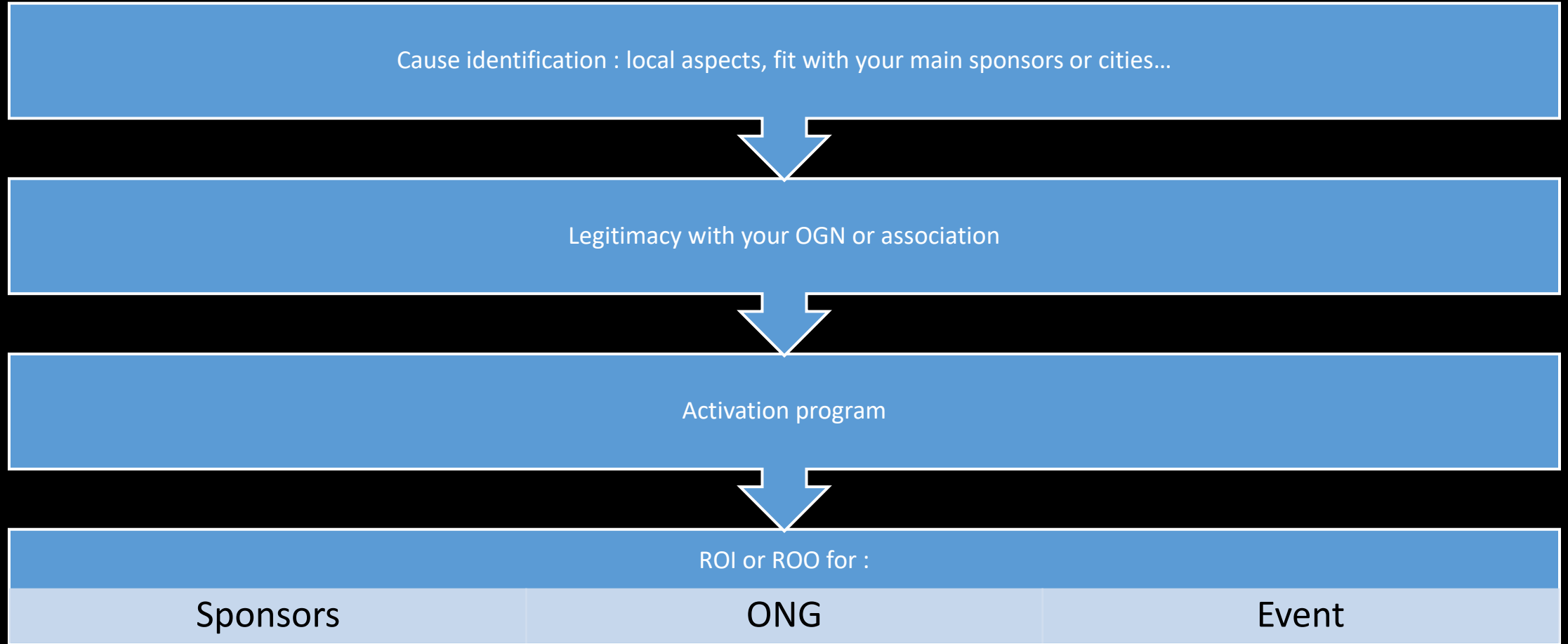


Barça's most difficult game is about to begin





Process





The core objective : create sponsors
network = cross partnership

HOW ?

CSR : ressources arrangement and synergies



Solutions :



Corporate Social Responsibility and Cause marketing



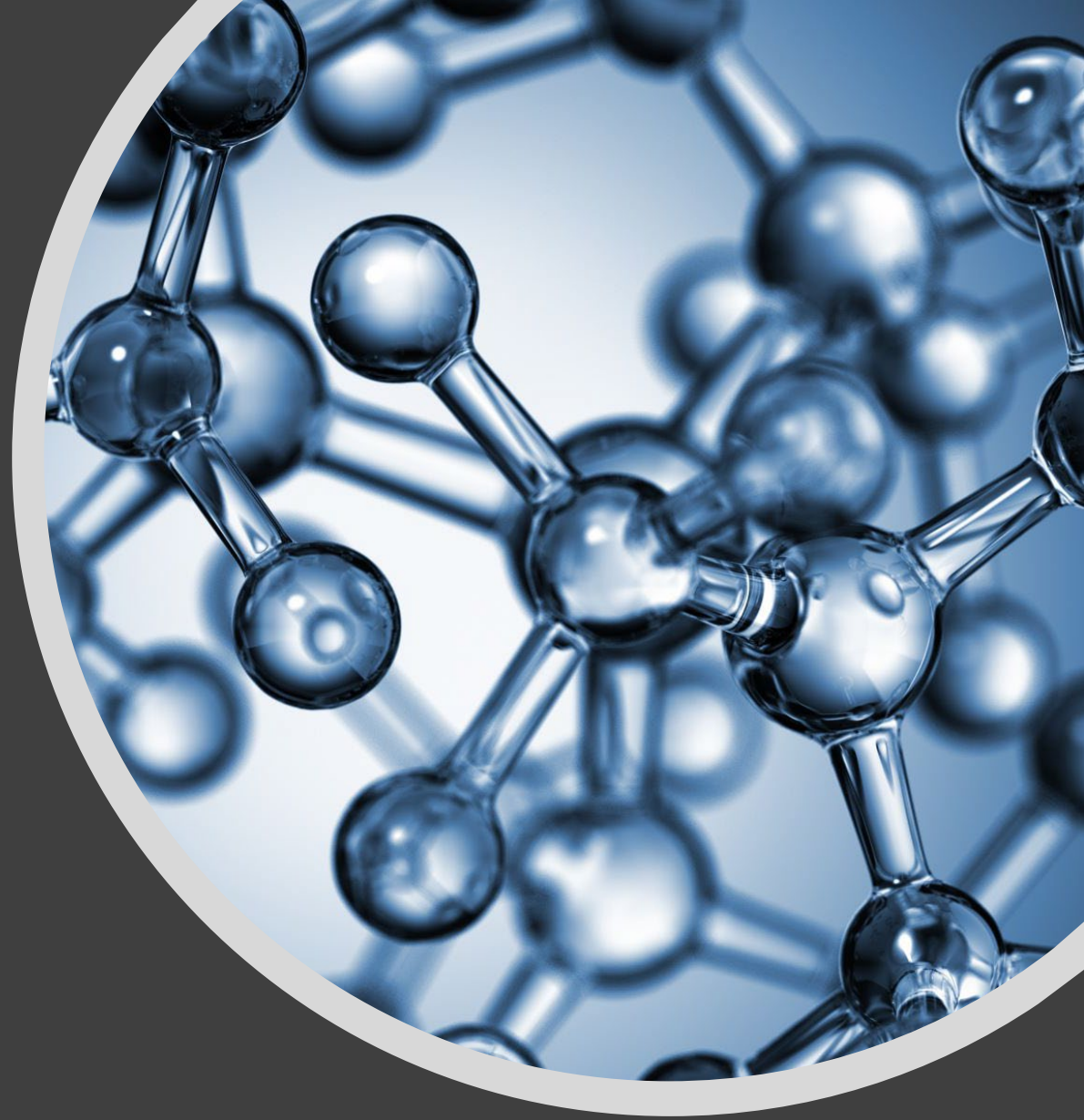
Cross businesses (not easy...) using public – private networks...



Danger : impossible to put the offer or attractiveness on your website or business presentations...



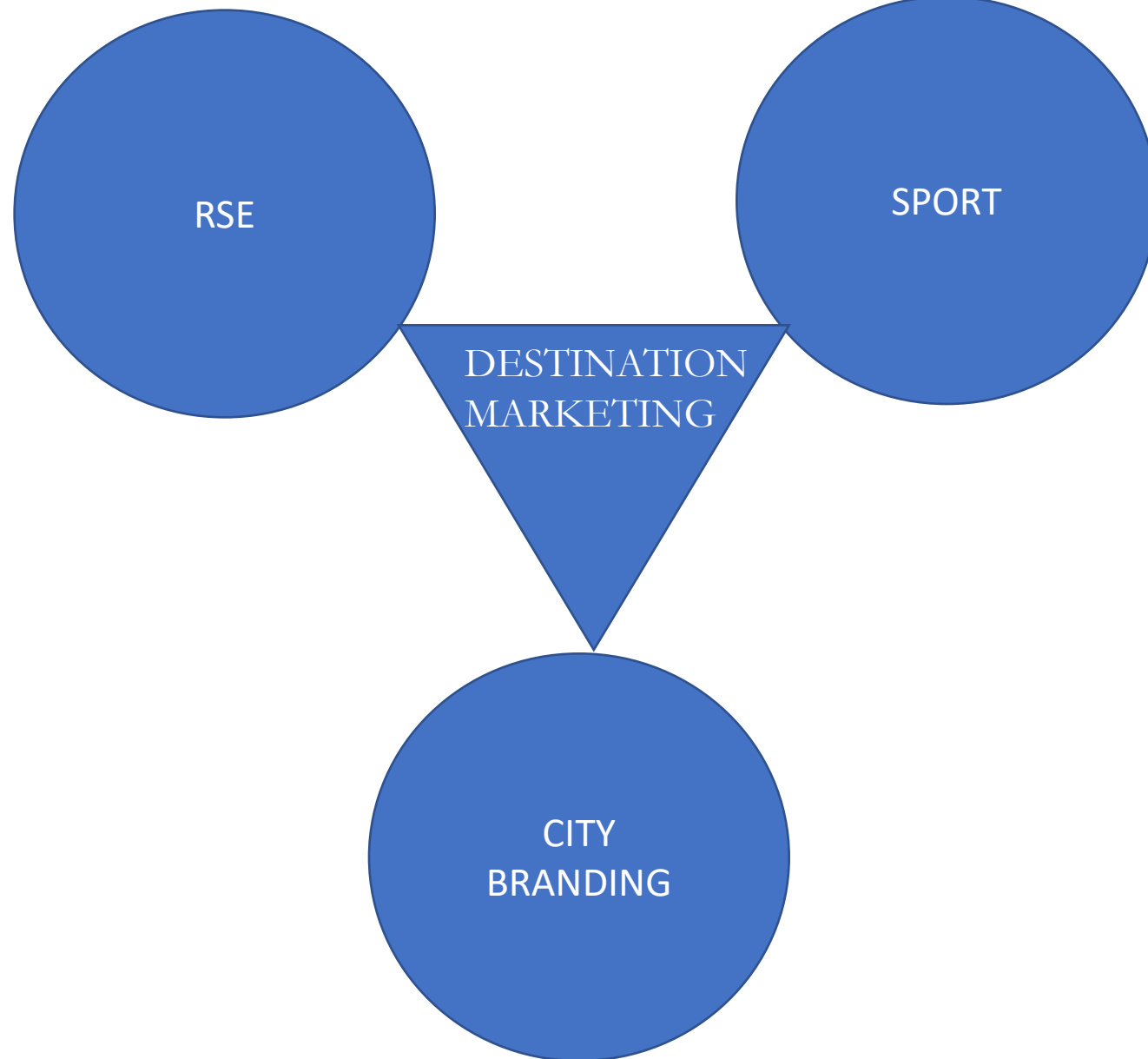
Destination marketing : public sponsorship strategy













"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

Jeff Bezos

10 ESSENTIALS TO SPONSORSHIP ACTIVATION



1 EVENT AMBASSADORS

→ Activate brand ambassadors at event



2 CONTENT ENGAGEMENT

→ Generate rich, authentic event content



3 DIGITAL INTEGRATION

→ Leverage event's digital channels



4 DIGITAL TOUCH POINTS

→ Plan content calendar – pre to post-race



5 ONLINE COMMUNITY

→ Connect people, assets, and offers online



6 BRAND AFFINITY

→ Establish brand value and credibility



7 MAXIMIZE DIGITAL REACH

→ Broaden distribution and amplification



8 TARGETED PROMOTIONS

→ Run original, event-tailored contests



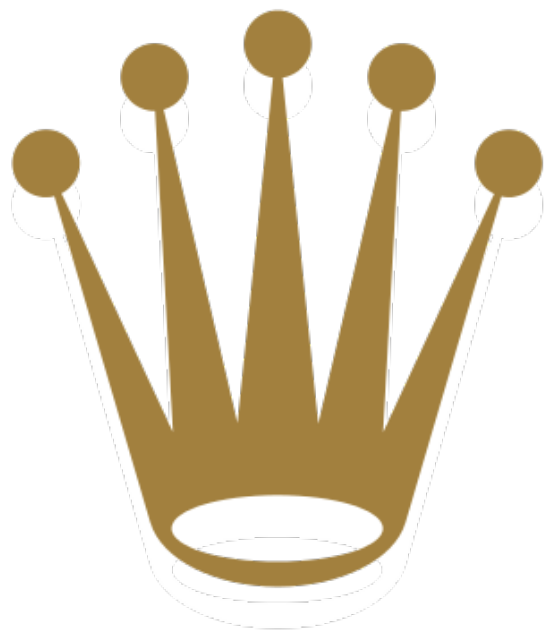
9 MEASURE PERFORMANCE

→ Track digital reach and engagement



10 GENERATE LEADS

→ Tie assets and offers to your funnel



ROLEX

Spent Marketing on Marketing

T. Barina, Cornell

Leverage is all spending beyond the first activation is that part of leveraging that provides additional strategic, tactical or performance

Leveraging and Activation



Sponsorship & Endorsement Strategy Exam Workshop

- **Step 1 – Select a Property**
Choose an **Event, Sports Club, Brand, Athlete, or Celebrity** (teams of 4–6 students).
- **Step 2 – Identify a Sponsor**
Define and justify a **target sponsor** aligned with the property's values, audience, and objectives.
- **Step 3 – Develop a Sponsorship Activation Plan with VREE method**
Design an **endorsement and sponsorship activation strategy**, including:
 - Strategic objectives / Brand FIT
 - Target audience
 - Key activation initiatives
 - Digital and social media components
 - Fan/customer engagement activities
 - Expected outcomes and performance indicators (KPIs)