



# Generating New Ideas & Sources of Revenue

**Rick Shea; CAA: Brandywine H.S.; Wilmington DE**

**David Kelley Ph.D.; CAA: University of Cincinnati**



**50<sup>th</sup> National Athletic Directors  
Conference**

**National Harbor, Maryland**

**December 13-17, 2019**

**School of Human Services**

*Unified in Making Real World **C**onnections*



# About Rick Shea, CAA

- Rick Shea has been employed by Brandywine High School in Wilmington, DE since 1995, where he coached boys basketball, baseball, and softball. Brandywine was state champions in boys basketball in 1998 and baseball in 2002.
- He became athletic director at Brandywine in 2007. He was named Blue Hen Conference AD of the year in 2018 and DAAD state of Delaware AD of the year in 2019.
- He serves as the treasurer for the Blue Hen Conference and DAAD. He is the NIAAA Liaison and a voting delegate for Delaware at this convention. He serves on the DIAA cross country and girls basketball state tournament committees and the Delaware Maxwell Club committee.
- Rick lives in Claymont, Delaware with his wife Shirley Inman Shea. They have six children and seven grandchildren.

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# Rick Shea, CAA & Family





# About David Kelley Ph.D., CAA

- Dr. David Kelley has been employed by the University of Cincinnati since 2009 in the Sport Administration Program. He teaches Economics of Sport as well as Sport Finance and Development at the undergraduate level. He teaches Athletic Budgeting and Revenue Generation in Athletics at the Graduate level.
- In 2017; the University of Cincinnati launched its Online Master's Degree Program in Sport Administration and he serves as the Online Master's Program Coordinator and liaison with the NIAAA.
- Recipient of the 2018-19 University of Cincinnati School of Human Services Distinguished Service Award.
- David lives in Loveland, Ohio with his wife Tami McMahan-Kelley. They have two children and one grandchild.

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# David Kelley Ph.D., CAA & Family

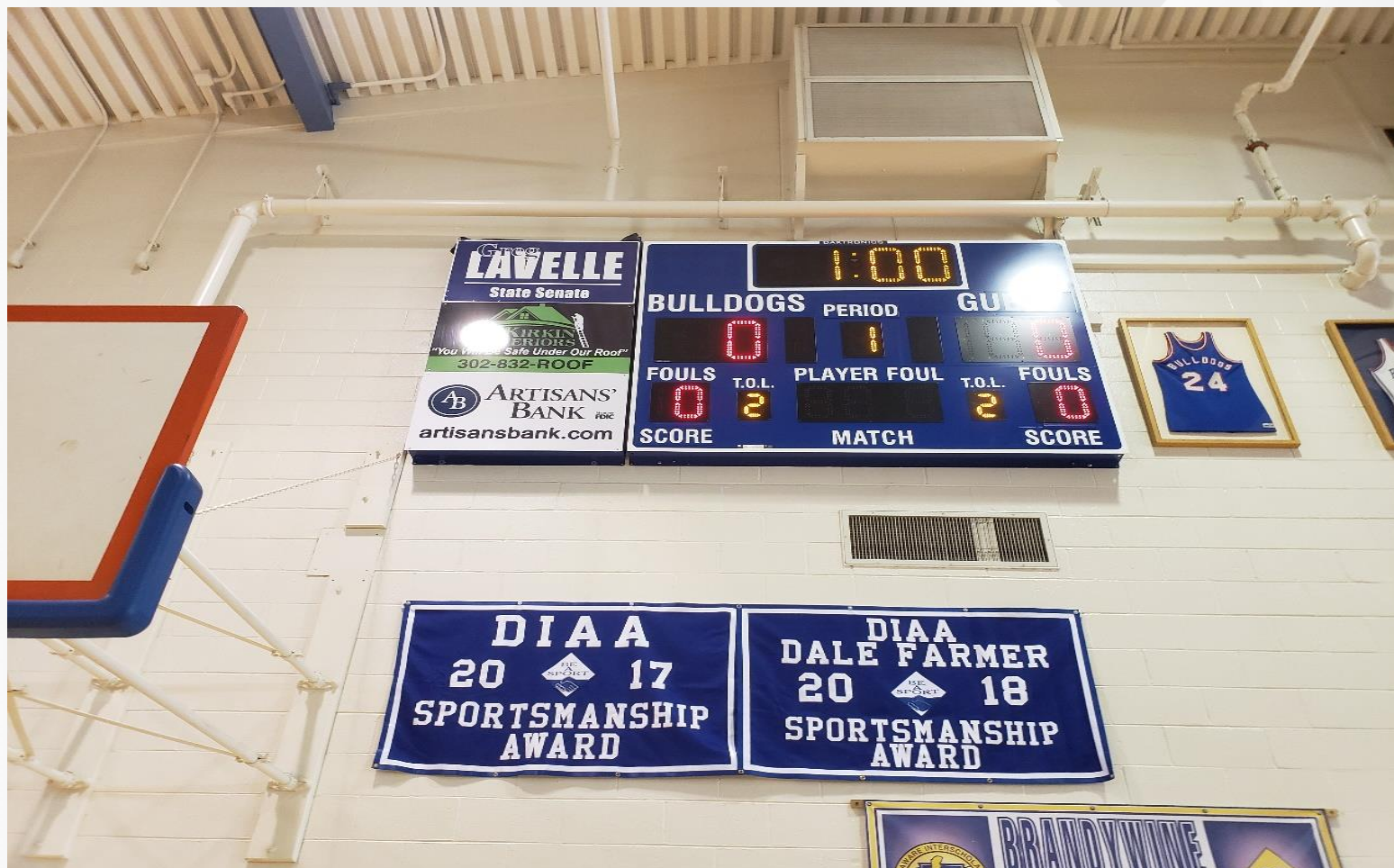




# Outline of Key Terms

- Sport Organization “sales inventory”
- Sponsor objectives: Corporate and Brand related
- Sponsorship activation & benefits
- Sports Sponsorship 3<sup>rd</sup> party Intermediaries

# Brandywine HS: Scoreboard Sponsorship





# Brandywine HS: Gymnasium Chairs Sponsorship



# Inflatable Helmet Sponsorship Example





# Brandywine HS: Website Example



Brandywine High School - Sports Schedules, Results, Rosters & Photos

[Home](#) [Today's Games](#) [Standings](#) [Tournaments](#) [Calendar](#) [Excusals](#) [Contact Us](#) [Gym Practice Schedule](#)

[Home](#)

Activity Bus

Manuals

Physical Info

**Fall**

Football

Cheerleaders

Cross Country

Field Hockey

Soccer - Boys

Volleyball - Girls

Marching Band

**Winter**

Basketball - Boys

Basketball - Girls

Cheerleaders

Swimming

Track - Indoor

Wrestling

**Spring**

Baseball

Golf

Lacrosse - Boys

Lacrosse - Girls

Soccer - Girls

Softball

Tennis - Boys

Tennis - Girls

Track & Field

Unified Track & Field

Volleyball - Boys

Administration

Athletic Trainer

### Ticket Sales

11/6/2019

Buy Tickets Here for all Winter Boys Basketball Games. Purchase a Season ticket to all 9 home games. \$25 Adults and \$10 Students. You can also purchase tickets for individual games.

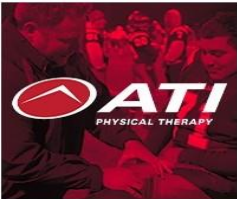
<https://gofan.co/app/school/DE21490>

### New Castle County Champion Maisie Donahue

11/3/2019



### Sponsors





# Brandywine HS Stadium Lights





# Reasons why a corporation or small business sponsors High School athletic programs

Charitable  
donation

A billboard on a tall metal pole against a bright blue sky with sunbeams and lens flares.

Strategic  
Philanthropy

A billboard on a tall metal pole against a bright blue sky with sunbeams and lens flares.

Ego Enhancement

A billboard on a tall metal pole against a bright blue sky with sunbeams and lens flares.

Linkage to the  
school

A billboard on a tall metal pole against a bright blue sky with sunbeams and lens flares.

Straightforward  
Advertising

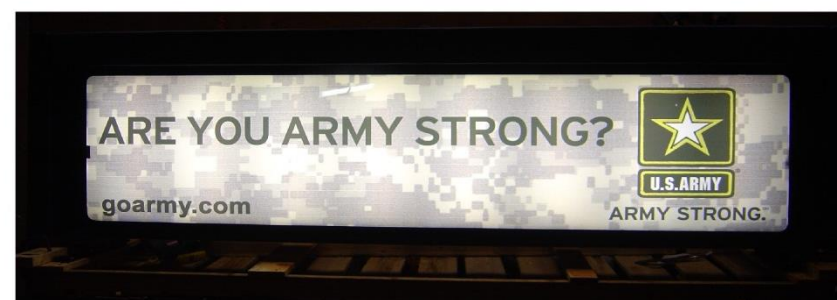
A billboard on a tall metal pole against a bright blue sky with sunbeams and lens flares.

Staying ahead of  
the competition

A billboard on a tall metal pole against a bright blue sky with sunbeams and lens flares.



# NBA-Type Scrolling Scorer's Table



# Daktronics Scoreboard Example



# Video-Wall Sponsorship Example: Roger Bacon HS





# Trade-In kind Sponsorship Example: Roger Bacon HS





# Setting & Prioritizing Sponsorship Objectives

## •Sport Sponsorship Intentions/objectives at the Corporate-level:

- Increase public awareness
- Enhance the company image
- Alter public perception
- Increased involvement w/ the community



# Setting & Prioritizing Sponsorship Objectives

- Sport Sponsorship Intentions/objectives at the Brand/Product level
  - Increase target market awareness
  - Identify/build image w/in the target market (positioning)
  - Block/Preempt the competition (exclusivity)
  - Increase sales and market share



# Sport Sponsorship Success

- A sponsorship is more likely
- to “happen” if there is a close
- correspondence/fit between **what** the
- corporation seeks to achieve from the
- sponsorship (**sponsorship objective**) and
- what the sponsee “the school” **has to offer the corporation.**

# Sponsorship Activation & Benefits

- Rights to utilize the sport organization's intellectual property in advertising and promotion campaigns
- In-stadium signage and promotional announcements
- Potential new business through access and opportunity
- Via ***Social media***





# Sponsorship/Marketing Agencies/Intermediaries

- Many companies engaged in sport sponsorship outsource the negotiation and/or implementation of their sponsorship programs.
- Many AD's/Schools rely on agencies because they do not possess the expertise, the experience, or the time and resources to negotiate and implement sponsorship programs themselves.



# Key takeaways/lessons learned

