

Leveraging Sport Sponsorships in Interscholastic Athletics



Facts and Observations

- Sport Sponsorship has evolved into a multibillion dollar industry & viewed as a highly cost-effective method of marketing!
- Based on NFHS data; it is estimated that by 2015; the overall participation rate in interscholastic athletics should be reasonably close to 8-million student-athletes.

Facts and Observations

- School-District budgetary allocations for athletics are inadequate.
- When entering into a school-business relationship; the school, in the end, has the power to negotiate & control the type, size and scope of corporate involvement.

Key Terms

Sport Organization “sales inventory”

Sponsor objectives-Sponsorship Exclusivity

Levels of involvement/Provision & Benefits

Sponsorship activation

ROI

Sport Sponsorship Intentions/objectives at the Corporate-level:

- * Increase and/or alter public perception
- * Boost the image/profile of the company
- * Community involvement (i.e. "giving back")
- * Strengthen employee relations and motivation (i.e. employee of the month gets tickets to the game/luxury suite)
- * Create new business and/or hospitality opportunities (i.e. tailgating tents to host clients/luxury suites)

Sport Sponsorship Intentions/objectives at the Brand/Product level

* Raise brand awareness among the "target demographic" (i.e. soccer moms; football dads etc)

* Increase sales and "foot traffic"

* Barring the competition for "exclusivity purposes" in their product category (i.e. the "official sponsor" of XYZ Athletics)

Other reasons why a corporation or small business sponsors youth/HS athletic programs

- Charitable donation.
- Strategic Philanthropy.
- Ego Enhancement.
- Linkage to the school/youth program.
- Straightforward advertising.

Sport Sponsorship Success

A sponsorship proposal 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 has to offer!

Sponsorship Levels

Typically, Sponsors receive a “menu” of options for expressing the magnitude of their sport sponsorship. In fact, the levels of sponsorship offered by the sport organization are limited only by the creativity of the sponsee!

Sponsorship Packages: Sponsor Benefits

Exclusivity in one's product or service category

Rights to utilize the sport organization's intellectual property in advertising and promotion campaigns

Advertising support

In-stadium signage and promotional announcements

Access to tickets

Potential new business through access and opportunity

Social media



Evaluating Sport Sponsorship

Difficult to determine precisely how much incremental sales are directly attributable to a specific sponsorship program.

Many companies conduct periodic consumer surveys to determine ROI.

Companies often hire professional sport research firms to perform media evaluation research that examines corporate sponsorship and brand exposure through television and print media coverage of sports events.

Sponsorship/Marketing Agencies/Intermediaries

Many companies engaged in sport sponsorship outsource the negotiation and/or implementation of their sponsorship programs

Rely on agencies because they do not possess the expertise, the experience, or the resources to negotiate and implement sponsorship programs

Corporate sponsorship and 3rd party marketing agencies

Examples:

Sports Image Inc. (Miamisburg, OH)



SPORTS image



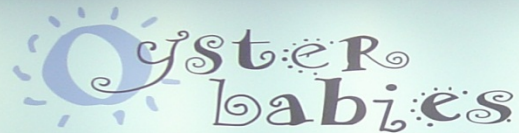
HOME TEAM MARKETING
www.hometeammarketing.com

Home Team Marketing (Cleveland, OH)

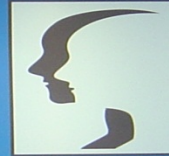


**ST. DOMINIC
HIGH SCHOOL**

St. Dominic High School
Oyster Bay, NY



Early Childhood Center & Preschool
(516) 922-1049
www.oysterbabies.com



**North Shore
Dental Arts, LLP**

922-5888
Go BayHawks!

RESTORATIVE DENTISTRY,
COSMETIC DENTISTRY,
PERIODONTICS AND IMPLANTS

St. Dominic High School
Oyster Bay, NY



St. Dominic High School
Oyster Bay, NY



St. Dominic High School
Oyster Bay, NY



NBA-Type Scrolling Scorer's Table

Xaverian High School; Brooklyn, NY



never stops



A Proud Sponsor



CARDINAL O'HARA HAWKS

HOME

11:24

GUEST

210

3

DAKTRONICS

DOWN TO GO

BALL ON

QTR

2

6

47

3

mycricketbuffalo.com

cricket



Tonawanda
836-1709
Are YOU Army Strong?



Rent me for Free!
with any storage rental
Uncle Bob's self storage



Rizzo's BANCHETTI
by Rizzo's
Come See Us After the Game!



Status
LIMOUSINE CORP.
716-833-7292



Niagara Awards
Celebrate Success



Reed's Auto Truck & Fleet Services
693-1099



AdPro TEAM SPORTS
716.854.5116

Tonawanda, NY
Cardinal O'Hara High School



Monsignor Scanlan H.S.
Bronx, NY

Questions??

David J. Kelley Ph.D.

Assistant Professor-Field Service

Sport Administration

University of Cincinnati

455-H Dyer Hall

Cincinnati OH 45221

Office: (513) 556-5221

E-mail: kelleydv@ucmail.uc.edu

Author: Sports Fundraising: Dynamic Methods for Schools, Universities and Youth Sport Organizations.

Follow me on Twitter: @DrKelleyUC

Corporate Sponsorships

What do you have to offer a Sponsor,
What are they looking for from YOU.

What are sponsors looking for?

- Exercise:
 - What you think sponsors are looking for from YOU?
 - Which of these qualities is most important to them?

What ARE they looking for?

- Partnership
- Revenue
- Adoption of Products
- Visibility
- Multiple levels of exposure
- Value

What does YOUR school offer a Sponsor?

- Direct Access
- Grass Root Endorsements [Coaches, Staff]
- Adoption of products
- Shared Goals
- Revenue
- Sense of Community

Compare Goals

Corporate

- Partnership
- Revenue
- Adoption of Products
- Visibility
- Multiple levels of exposure
- Value

School

- Direct Access
- Grass Root Endorsements
[Coaches, Staff]
- Adoption of products
- Shared Goals
- Revenue
- Sense of Community

How?

Now and Then: The Evolution of Association Sponsorships

Days of the Past

Focus on association need/gratitude

Transactional, a la carte relationships

Off-the-shelf (gold, silver, bronze opportunities)

Price based on need

Partner is responsible for activation

Many contacts for many opportunities

Measurement: sponsor is accountable

Partnerships of Today

Focus on corporate business objectives

Delivery of organization-wide solutions

Customized, flexible approach based on partner needs

Price based on value of marketing rights and benefits

Association is responsible for helping partners resonate with their audience

Dedicated team with one point person

Measurement: meaningful, pre-determined metrics delivered by nonprofit

So, What can YOU do?

- Determine your school's assets
 - What can you offer a sponsor?
- Find a marketing person for your school
 - Local: Booster, faculty member, You
 - Corporate: HTM, Sports Image etc.
- Make the best deal you can

With Whom?

With whoever you can,

Nationally –



Locally – Any business in your area

Are there existing sponsorships?



With Whom?

BE CREATIVE

MODELL'S
SPORTING GOODS

**Gotta
Go To
Mo's**



Nationally Known, Locally Owned



For What?

- Set Fiscal Goals
- Defer to experts

OR

- Start small
- Annual contracts
- Win-Win agreements

Questions?

Thomas E. [Tommie] Neubauer, CMAA

Coordinator of Officials & Events

DE Interscholastic Athletic Association

302-857-3367

thomas.neubauer@doe.k12.de.us