

Sponsor Activation is Fundamental to Enduring Partnerships

Presented by: BJ Zellers
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Agenda

- Introduction
- Setting Sponsorship Goals & Objectives
- Identifying Assets
- Developing Partner Target Lists
- Creating Customized Presentations
- Measuring success (ROI)
- Review & Recap



Introduction

Participants will learn the basics of **identifying**, **customizing** and **activating** sponsor assets. Strategic activation will deliver maximum value for the sponsor and **increase renewals and revenue** for your club, team or organization.



Introduction

Don't sell life insurance,
sell what life insurance can do.

Ben Feldman



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Setting Sponsorship Goals & Objectives

- **Specific needs & costs associated**
 - Equipment
 - Travel
 - Field
- **Determine total amount & best method**
 - Revenue
 - Trade
- **Timing**
 - The larger the ask, the more lead time necessary
 - Fiscal year of target



Identifying Assets

- **Consider all mediums**
 - Digital
 - Website
 - Social – Facebook, Twitter, Pinterest
 - Print
 - Programs
 - Rosters
 - Media
 - Press Releases
 - PSAs



Identifying Assets

- **One on one engagement**
 - Methods to get partners message directly to coaches, parents and players
 - Sampling
 - Coupons with bounce back opportunities
 - Unique activations



Developing Partner Target Lists

- **Reasonable “asks” will increase success**
 - Corporations
 - Parents
- **Determine internal connections**
 - Selection of Board of Directors
 - Question on registration form
- **Local businesses**
 - Contact/attend business associations/meetings
 - Send players with adults
 - Invite them to attend game



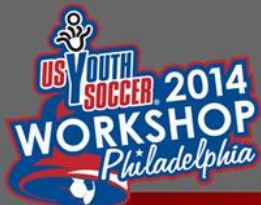
Creating Customized Presentations

- **Do the homework**
 - Be sure it makes sense
 - Identify the entry contact
 - Be sure to put their logo on the presentation or sell-sheet
- **Considerations**
 - Answer “what it means to them”
 - How much time will I have with them?



Creating Customized Presentations

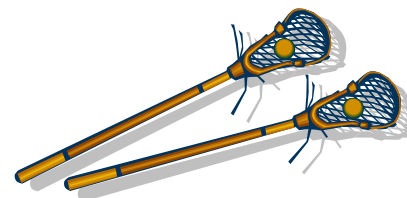
- **Types**
 - Sell Sheet
 - PowerPoint
- **Include**
 - Introduction to your organization or purpose
 - Assets; features and benefits
 - Investment (multi-year commitment)
 - Signature sheet or next steps





Ultimate Youth Lacrosse

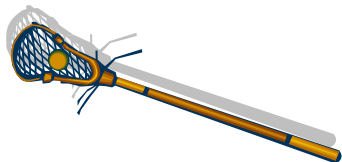
2013 Sponsorship



Fastest Game on Two Feet!

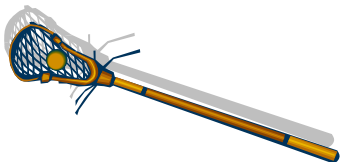
- Lacrosse is overcoming soccer as the fastest growing sport for girls.
- The United States leads the world in women's lacrosse from grassroots development to elite international competition. Little girls are playing as young as kindergarten and grown women continue to play, coach and mentor. With the success of the US National Team at the World Cup Championships in 2001 and 2009, and United States hosting the 2005 games, women's lacrosse enjoys a fresh and deserved hype as the exciting Native American sport heads into a new millennium.
- Perhaps it is the prevalence of lacrosse in pop culture or the magnitude of high school recruiting tournaments attracting up to 5,000 athletes and an additional 5,000 coaches, referees, parents and fans in just one weekend! Or, maybe it is the unofficial club team system, celebrating an entrepreneurial spirit in lacrosse, supporting the high demand of top-notch coaching and endorsing year-round play for lacrosse players across the country.

Source: World Lacrosse.com, Pietramala



Ultimate Lacrosse

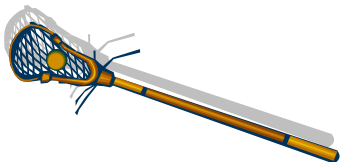
- The premiere girl's lacrosse club in the Delaware Valley
- Community based program for player development and college recruiting
- Founded and directed by women's US Lacrosse Coach, Michelle DeJuliis
 - Coached the USA National Team and collegiately at Princeton University.
 - In her 8 years at Princeton, she has coached 17 All-America players.
 - DeJuliis was captain of the 2009 World Cup team that won the 2009 FIL World Cup in Prague. She was a member of the USA National Teams for 16 years.



“Ultimate” Demographic

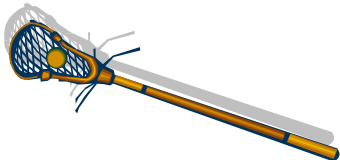
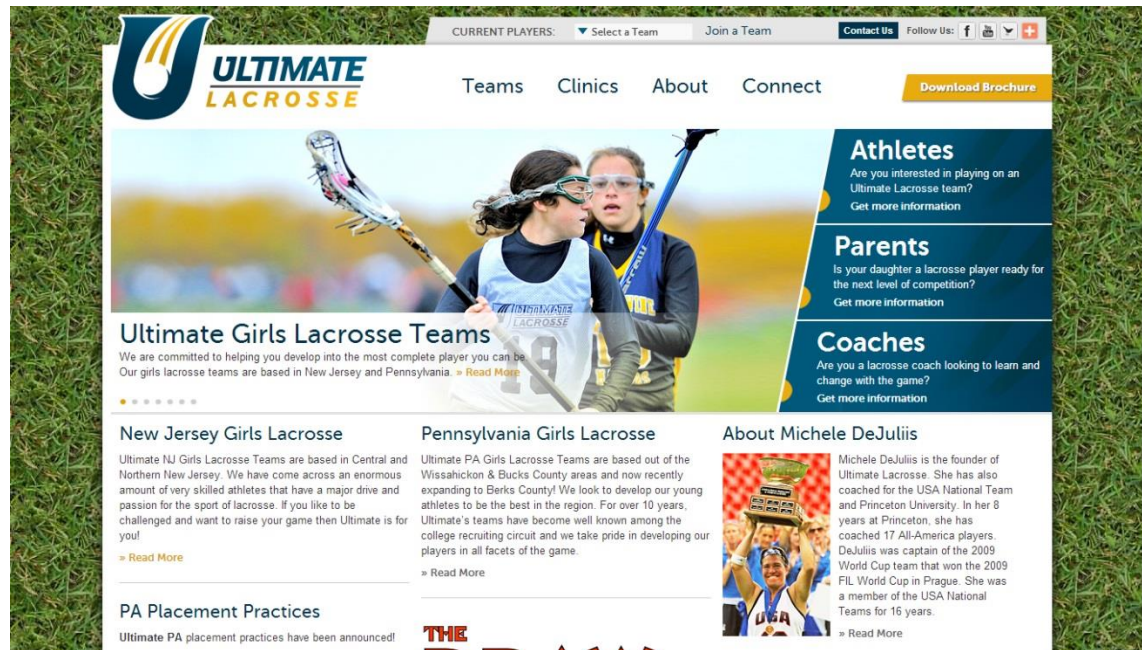
- A Passionate Audience

- Players, ages 12-18
- Family demographics
 - Parents, ages 35-55
 - Over 70% married or living with significant other
 - Household incomes average \$125k+
 - Over 50% have more than one child under 18 living at home
 - Over 60% said that sponsors influence their purchasing decisions



“Ultimate” Engagement

- Multiple platforms
 - Build brand loyalty and awareness with a qualified and captive audiences at sold out events
 - Actively engage with customers via digital and direct interaction
 - Maximize exposure via creative PR campaign



“Ultimate” Locations

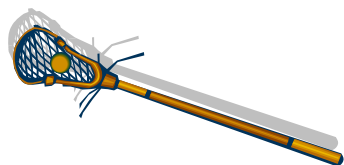
★ = Major Tournament

Ultimate Tournament Locations Surround Offices & Draw Athletes from the Tri-State Area



“Ultimate” Impressions

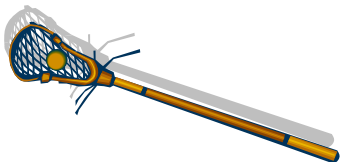
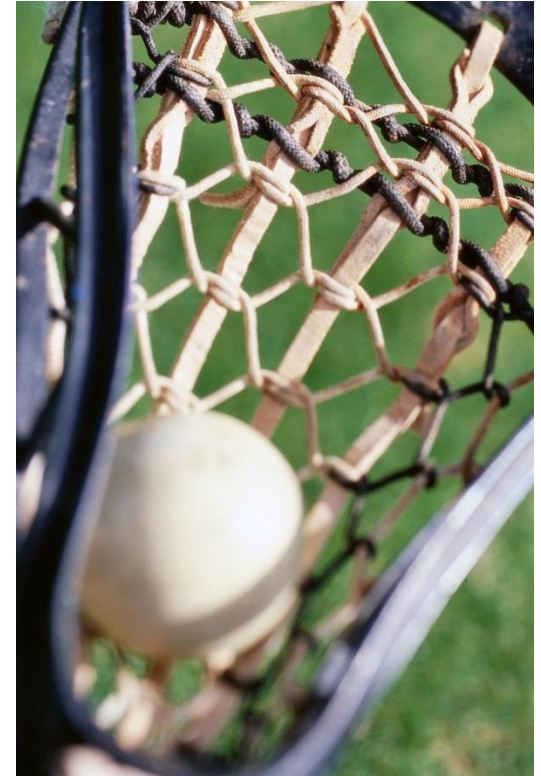
- 11 Tournaments
- 30 Clinics
- 3 Camps
- 2 Area Club Programs



DATE	EVENT	LOCATION	# of TEAMS/Players	Average Total Attendees
January 5, 12, 19, 26	Clinic	Breinigsville, PA	95 players	200
January 6, 13, 20, 27	Clinic	Metuchen, NJ	65 players	130
January 6, 13, 20, 27	Clinic	Summit, NJ	60 players	125
February 2, 9, 16, 23	Clinic	Breinigsville, PA	95 players	200
February 3, 10, 17, 24	Clinic	Metuchen, NJ	65 players	130
February 3, 10, 17, 24	Clinic	Summit, NJ	60 players	120
September 14th, 2013	Clinic	Princeton, NJ	40 players	80
October 19th, 2013	Clinic	Princeton, NJ	40 players	80
November 4-6	Clinic	Princeton, NJ	40 players	80
				1145
June 8-9, 2013	Round Up Tournament	Hammonton, NJ	80 teams/1,600	8000
June 29-30, 2013	Project 120	West Chester, PA	125 teams/2,500	13,000
July 12-14, 2013	The Grind	Hammonton, NJ	175 teams/3,500	18,000
September 22nd, 2013	The Tiger Challenge 7v7	Princeton, NJ	45 teams/500	1,000
October 26-27, 2013	Fall Round Up	West Chester, PA	80-100 teams/1,600-2,000	5,000
November 9th, 2013	Next Generation	Lakehurst, NJ	80-100 teams/1,600-2,000	5,000
November 10th, 2013	The Watch	Lakehurst, NJ	100-125 teams/2,000-2,500	6,500
November 30th, 2013	Turkey shoot indoor tourney	Wyomissing, PA	24 teams/480	
December 28th, 2013	Reindeer games indoor tourney	Wyomissing, PA	24 teams/480	1,000
January 20th, 2014	Freedom lax classic	Wyomissing, PA	24 teams/480	1,000
February 17th, 2014	Polar Challenge Indoor Tourney	Wyomissing, PA	24 teams/480	1,000
June (3 day)	Day Camp	Hatfield, PA	30 players	75
July (3 day)	Day Camp	Hatfield, PA	30 players	75
August 4-8th, 2013	Gamebreaker lax camp	Princeton, NJ	145 players	400
June (everyday)	CLUB	Ambler, PA, Princeton, NJ, New Brunswick, NJ & Wyomissing, PA	450 players	1,000
July (everyday)	CLUB	Ambler, PA, Princeton, NJ, New Brunswick, NJ & Wyomissing, PA	450 players	1,000
October 5-6, 2013	CLUB TRYOUTS	Princeton, NJ	200 players	600
October 12-13, 2013	CLUB TRYOUTS	Ambler, PA	400 players	900
Totals			18,785 players	65,840 Attendees

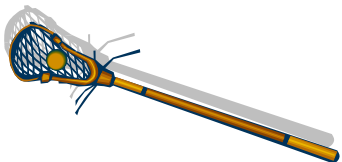
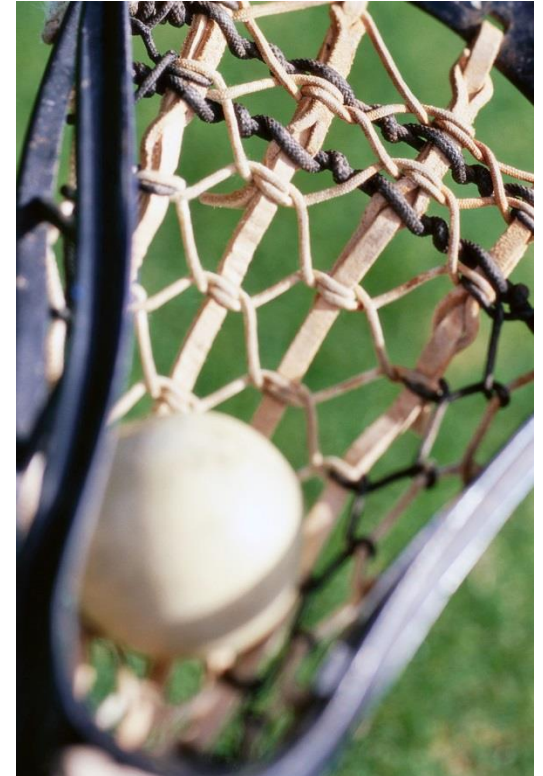
The “Ultimate” Assets

- **Official Sponsor:** “Official Sports Medicine Provider”
- **Logo Inclusion** on the following:
 - Websites:
 - www.ultimategirlslacrosse.com
 - www.ultimateeventsandsports.com
 - Box Ad
 - Rotating sponsor recognition
 - URL link
 - E-blasts
 - Social Media
 - Facebook
 - Twitter
 - Director’s Blog when applicable
 - Print
 - Brochure



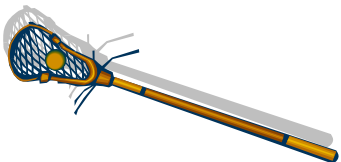
The “Ultimate” Assets

- **Publicity:** highlighted in **Ultimate Lacrosse** publicity
 - Press releases to media
 - Ultimate e-blasts distributed to over 10,000 subscribers
- **Player Packets**
 - Flyer or coupon
- **Video Introductory Commercial Preceding**
 - Skill of the month
 - Recruiting announcements



“Ultimate” Activation

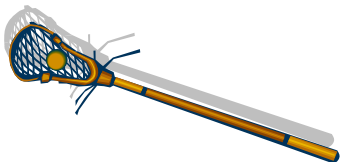
- **Tournaments & Clinics**
 - Vendor booth
 - Demonstrations and Information
 - Access to players, parents, families, coaches & officials
 - Over 65,000 one on one conversations
 - Over 10,000 unique attendees for each major tournament
 - Hospitality tent
 - Fabric fence signage
- **Practices**
 - Opportunity to address over 200 players and their families
 - Demonstrate or distribute hand outs
- **Promotion:**
 - XX - R&R Tent
 - Provide stretching & massage tables
 - Comfy seats and video streaming



The “Ultimate” Score

Investment: \$x,xxx

- 365 degree/365 day campaign
- Category exclusivity
- Over 65,000 impressions
- Platform for one on one engagement

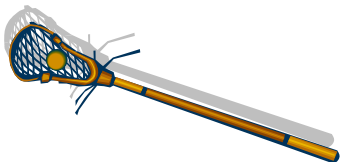


For More Information or Details Contact:

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610-517-0636



Measuring Success

Nobody counts the number of ads you run; they just remember the impression you make.

William Bernbach



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Measuring Success

- **Set up metrics to determine if the campaign meets the agreed upon goals?**
 - Analytics
 - Facebook, Google
 - Survey
 - Set up referral system
 - Bounce back coupon
- **Check in with client to get their impression**
 - Has there business felt the effect of the campaign?



Review & Recap

- **Real-time evaluation**
 - Report successes
 - Adjust if not delivering
 - Take screen shots and photos of sponsorship in action
- **Deliver timely presentation or recognition**
 - PowerPoint
 - Gift certificate or plaque
 - Framed photo of team



“I’ve learned that people will forget
what you said, people will forget what
you did, but people will never forget
how you made them feel.”

– Maya Angelou



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Q & A



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**Thank you for your
time and attention!**



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