Sponsor Activation is Fundamental to Enduring Partnerships

Presented by: BJ Zellers
January 18, 2014
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
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
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 DeJuliiis
  - Coached the USA National Team and collegiately at Princeton University.
  - In her 8 years at Princeton, she has coached 17 All-America players.
  - DeJuliiis 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

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

= Major Tournament
# Ultimate Impressions

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

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

**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](http://www.ultimategirlslacrosse.com)
    • [www.ultimateeventsandsports.com](http://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:

BJ Zellers
bjzellers@activationsports.com
610-517-0636
Measuring Success

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

William Bernbach
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
Thank you for your time and attention!