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ACTIVATIVE

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the sponsorship magazine



Dick Whittington

Branding panto

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About this issue...



In the gradual wind-down to Christmas you'd expect sponsorship announcements to take a back seat. Fat chance. News of launches clog up my email on a daily basis but...am I starting to see signs of change?

This was hinted at in November when at the European Sponsorship Association (ESA) conference in Amsterdam we were told that the size of the 2010 European sponsorship market has been vastly underestimated. It is, says ESA, worth €23.33bn, a substantial rise on previous estimates of €9.54bn.

In itself, that's not big news. And it depends on just what is included in those figures. But the subtext is that there is likely to be a gradual increase in the volume of non-sport sponsorship initiatives that see the light of day. That is what is showing up in my mail box, and this issue reflects that. We take a look at some of the unsung heroes of sponsorship: brands like Robinsons and Pizza Express which are taking a walk on the wild side by investing in pantomime. 'Tis the season to be cheerful, after all.

We also take a look at the future, as our industry grapples to assess the benefits of social media. It's a confusing and congested market. Some might even say it's all smoke and mirrors. But the canny are finding ways to not only evaluate the digital sharing of information, the likes and dislikes of fans or users, but also to predict behavior.

We live in fascinating times. Roll on 2012!

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In the Tiger's den

A trio of Northern Irishmen shook up golf in the first half of the year, while US pros made a remarkable comeback in the second. Tiger Woods' sponsors could even be set for a major loyalty bonus in 2012. So which players are calling the tune?

If you were after bang for your golf player endorsement buck in 2011, the solution was pretty simple: back a Northern Irishman.

New data from brand analysis experts REPUCOM International show that, during

the first half of 2011, the holy trinity of Rory McIlroy, Graeme McDowell and Darren Clarke accounted for almost 14% of the total RBA+ weighted media value¹ for all visible player brand endorsements in golf.

Only US players, driven primarily by their

sheer numbers and particular concentration on the PGA Tour, generated a greater cumulated value with a 37.5% share. Indeed, American pros still dominate the golf endorsement landscape and, despite a sequence of controversies away from the

fairways that began late in 2009, Tiger Woods remains at the pinnacle in terms of sponsorship earnings of individual players.

"Naturally, the remarkable success enjoyed by McIlroy, McDowell and Clarke during the first half of the year has provided a substantial boost to their sponsors," says Danny Townsend, president for Europe and EMEA at REPUCOM. "But other top pros have come back strongly in the second half of this year so it will be interesting to see how that impacts on the global golf endorsement environment."

Endorsement ups and downs

Woods has been hit by severe monetary losses over the past two years as important sponsors such as Accenture (2009), AT&T (2010), Gillette and Tag Heuer (both in 2011) terminated their contracts with him. His standing in the global rankings, meanwhile, has suffered, too.

Thanks, however, to new sponsorship agreements (Rolex Group, Kowa, FUSE Science Inc.) and long-standing (Nike, EA Sports) ones, his income through endorsements is still in a double-digit million range. The supplier contract with Nike alone is estimated to be worth around USD 20 million a year.

And if the signs of a revival metamorphose into something more substantial, with the 35-year-old able to reach the heights he achieved earlier in his career, the sponsors who kept faith in him will reap substantial rewards.

"The world of sport loves a great comeback story," Townsend adds. "If Woods can bounce back from having dropped out of the world's top 50 golfers to reclaim top spot in the rankings, the media exposure for the brands that have stuck with him would be astronomical."

Supplier bonanza

Trailing Woods in the endorsement stakes are a succession of the game's biggest names, generally gaining single-digit million sums annually from their top sponsors. The likes of Phil Mickelson, Lee Westwood, Ernie Els, Jim Furyk and Padraig Harrington all fall into that bracket. Sponsorship deals with equipment and nutrition suppliers provide perhaps the greatest income potential. Srixon, for example, invests around USD 3 million per year in its partnership with McDowell, according to the SponsorGlobe² database.

The finance and insurance sector is also heavily engaged in golf endorsement. Blue chip companies such as Allianz (Steve Stricker), Barclays (Phil Mickelson), Mastercard (Robert Karlsson, Ian Poulter) and Royal Bank of Canada (Ernie Els, Matt Kuchar, Luke Donald) are among the key players in this aspect. Central to these engagements is the sport endorsement's capacity to provide a brand with a 'face', making the intangible tangible.

From a geographical perspective, REPUCOM data showed that European audiences contributed the largest share of RBA+ TV media value for all visible brands engaged in golf during the first half of the year (43% or USD 605.6 million worth of exposure). Asia comes second with 26% (USD 368.6 million) and the Americas third with 24% (USD 330.3 million).

In terms of the advertising tools available in golf, title sponsorships of significant tournaments generally present the greatest potential for contact opportunities and, as such, tend to be the most attractive

properties for sponsors. Premium brands such as Mercedes-Benz, FedEx, Barclays and MasterCard all use this strategy to great effect on the PGA and European Tours. As referred to previously, apparel and equipment endorsements are also highly significant, particularly at tournaments with advertising restrictions such as the Masters Tournament at Augusta.

"Our global market research has shown that 20% of the planet's golf fans come from the highest-earning demographic group³," Townsend explained. "Therefore the opportunity to communicate directly with this audience makes investing in golf a highly attractive prospect, particularly for premium brands. The sport also presents an excellent platform for hospitality and other B2B activities so it comes as little surprise that so many brands are keen to engage themselves in it."

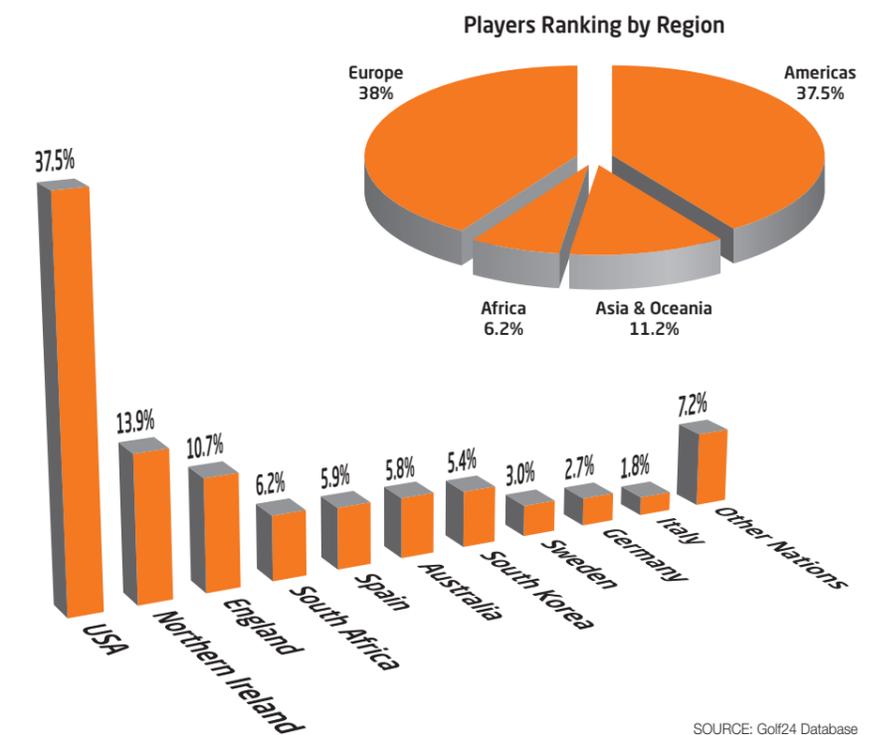
Barry Johnston

www.repucom.net

TV Media Value Generated for Sponsors' Brands by Nationality of Golfer

Includes 2011 PGA Tour & European Tour Globally distributed tournaments up to and including:

- PGA Tour (24 July 2011)
- European Tour (10 July 2011)
- Majors (Includes The Masters, US Open)



¹ RBA+ is the world's most advanced TV media evaluation system. It accounts for a brand's time and quality on screen, viewership and cost to reach each individual contact.

² REPUCOM and SPORT+MARKT's Market Intelligence database

³ Source: Sponsoring21+ by REPUCOM and SPORT+MARKT



European boost

Future Sponsorship '11 provided good news for the industry, a hint of a broader view of the medium by brands and some fascinating quotes.

As Europe continues to hold its collective breath over the prospects for the Euro, one ray of sunshine appeared in November. The size of the 2010 European sponsorship market has been valued at 23.33bn Euros, a substantial rise on previous estimates of 9.54bn Euros.

It was just one of various nuggets revealed at the European Sponsorship Association (ESA) conference in Amsterdam, and the sum quoted covered all forms of sponsorship, excluding activation, for sports and non-sports across the 50 European countries.

There was good news for non-sport activities, too, in that though the ratio was weighted at the time towards sport (70:30) this is expected to shift as brands take a wider view of sponsorship.

So, will the sponsorship landscape shift? Will the onset of 2012, with the Olympics and the Golden Jubilee, affect it in a positive or negative way in the future? And how much credence can be given to the figures when there is such a big disparity?

The original figures came from IEG, which registered a 5.8% increase on the previous year and predicted a 5.4% rise in 2011 (the next figures are due in January). "The big difference between the IEG and ESA sums," says Lesa Ukman, chief insights officer at IEG, "is that we do not include media buys packaged in with sponsorship. For example, if it costs \$5 million to title a PGA Tour stop and \$2.5M of that is for ads on the broadcast, then we only count \$2.5M towards sponsorship."

Her argument is that, even though packaged together, an ad buy is an ad buy and not a sponsorship, and if it was counted as such it would wrongly inflate sponsorship spending on certain sports, making it impossible to gauge like with like. Equally, spending on sports advertising is already tracked. "So if we included the \$2.5M of the PGA Tour deal that goes to ads in our sponsorship sums, it would be double counted," she adds.

"The other major distinction between our methodology and ESA's is that we do not include 'broadcast sponsorship' (e.g.,

Sharp and ITV football, Cadbury and Coronation Street, etc.) in our sponsorship figures, as IEG – and the US as a whole – define those as advertising spending," says Jim Andrews, senior vice president, content strategy, at IEG.

The ESA conference, meanwhile, did more than talk up the size of the industry in Europe. The presentations, though focusing in the main on sport, also covered predicted trends, how social media can sometimes mislead, where music figures (and pity the poor aspiring artist), to where sustainability fits – or doesn't – and how athletic sponsors have to put their sponsorship on hold for the duration of the Games. Suffice to say that it's set this editor's mind buzzing with ideas for the future.

So for the moment it's worth highlighting the winners of the ESA Awards, with entries submitted from 10 European countries and assessed by an independent panel of expert judges, revealed in Amsterdam, and leaving you with a few memorable quotes from the conference.

Award winners

ESA multinational: Compeed's ATP World Tour Sponsorship

Highly commended: Alltech FEI World Equestrian Games 2010 for its global campaign

Business to consumer: Telefónica Ireland Ltd – The O2 Dublin

Business to consumer low budget: Arla Foods' educational campaign

Highly commended: MAOAM meets SNOIZONE (B2C low budget)

Business to consumer, media: The Nintendo Telegraph campaign

Highly commended: Specsavers TV Book Club

Business to community: Barclays Cycle Hire

Business to community low budget: UniCredit's Pass It On! Sponsorship

Rights holder: The Lawn Tennis Association for its partnership with AEGON

Highly commended: ParalympicsGB for its partnership with BT

Business to business: Aviva Premiership Rugby

Highly commended: NYSE Euronext European Champions Fantasy League

Business to employee programme: The McDonald's Cup

Quotes of the conference

"Liking it is just the starting point for a journey of consumer engagement" Hugh Chambers, chief commercial officer, British Olympic Association, talking about the digital social media aspect of the BOA's public activation programme.

"The athletes told us, if you want to engage you have to embrace social media" Tony Majakas, VP health and green business development and London 2012 project director, Technogym

"We are creating opportunities for our consumers to interact with the 'passion points' of the game" Rory Sheridan, head of sponsorship, beer, Diageo Western Europe, talking about rugby

"My personal view is that if we hadn't had the credit crunch, I don't think my job would even have existed. I joined because questions started to be asked about where we were getting value for money from this huge sponsorship" Chris Daniels, head of London 2012 activation, Lloyds Banking Group

"I'm not sure it really matters what property you buy. There are clearly some that resonate with a brand but as a bank it is very difficult to find one that naturally resonates. Our product is money and our job is not to create awareness" Chris Daniels

"No-one thinks of the US as a big rugby market, but in terms of their engagement online they are number two" Tim Ellerton, global sponsorship manager, Heineken International

"All the FAs would like to see some change in how FIFA is run but it's kind of like turkeys voting for Christmas" anonymous

"We can never make the mistake that India is the new China" Max van den Doel, head of global sports marketing operations, training and team sports, Adidas International

It's behind you!



Actually, a wealth of opportunities lie ahead for pantomime sponsors, but let's take a trip into the world of ugly sisters, clutter-free zones, and a nine-month promotional build.

Some would say panto is a quintessentially British show with a family audience, song, dance, slapstick, cross-dressing and audience participation...but this could just as easily be a description of *Britain's Got Talent*. Let's just say that brands are now very much involved with both.

Panto, though, has come a long way in the last 40 years. There has been a dramatic change in the way productions present themselves, becoming slick, well augmented shows rather than tacky representations of fairy stories. The audience demographic has evolved to include not just families, but young professionals (aided by celebrity involvement).

Brands, meanwhile, are seeing this national phenomenon as a sustainable platform to enable multi-level activation. When most people think of big audience sponsorships they think of sport. Yet with 2.5 million people on average attending a pantomime annually and an unprecedented media reach of 30 million nationwide over the festive period it is no wonder its attraction to brands is growing.

Its longevity as a medium and its freedom from commercial clutter means panto can also provide reassurance to a brand that it will have the opportunity to go beyond its initial involvement and work towards a long and sustainable relationship should it so wish. Marketing for the shows starts in March via brochures, then there are press launches, so brands can activate their association for nine months of the year via continued national and regional coverage, building to a crescendo of consumer contact at Christmas.

In addition, there are many other reasons why brands such as Cadbury, Haven Holidays, Churchill Insurance, Robinsons and local businesses have become partners. Panto can convey and build on brand values by allowing direct access to a relatively high income family audience (60% have a family income of over £50K) in an environment which is safe, fun and reassuring. But even that's only part of the story. Recent co-operations have seen brands adapt and work hand in hand with the show's producers to form real and credible partnerships that have engaged

consumers both at home and in the theatre.

There are, of course, the usual benefits attached to these alliances: media branding, on-stage and online presence, image rights that enable on-pack promotions, tickets, etc. Yet the real plus of pantomime is its flexibility as a property that allows creative and innovative implementation through the line.

Production companies like Qdos and First Family Entertainment have also brought a new dimension and solution for brands who want to become part of the magic. They operate numerous shows nationwide that allow partners to strike one deal to gain national coverage, rather than having to negotiate with individual theatres up and down the country.

If a brand is to deliver a coherent message nationally and achieve a consistent look and feel that strengthens its exposure and consumer awareness then forming an association with a pantomime production company that has a UK network is worthwhile. It can, by building on this unified network,

create other bespoke campaigns that fulfil objectives far beyond awareness, date capture, or bottom line and this is where it really starts to share in the wonderful world of panto.

Robinsons' recent relationship with First Family Entertainment saw it launch a 'Search for a Star' initiative which gave budding young performers the chance to audition for a place in their local pantomime. It highlighted this opportunity via local media, a bespoke website and celebrity endorsements and got back over 179,000 pieces of media coverage with a media value of 1.5 million. The theatres saw uplift in ticket sales, Robinsons was getting kids active across the nation and the community had the chance to get involved at a local level.

The following year the brand extended its festive themed campaign by launching 'Panto Karaoke' to encourage families to star in their own shows from the comfort of their home. The dedicated site used augmented reality to capture family faces through webcams and people recorded their own panto in just three minutes; the resulting e-card could then be sent to family and friends, with the proceeds going to charity. This initiative was promoted in-store and on-pack it gained widespread consumer

interaction. In fact, Robinsons saw one of its largest returns on investment ever.

Combining these activities (both had charitable elements) with an annual gala performance dedicated to fundraising, Robinsons delivered on its CSR objectives and added strength to the well-established link between pantomime and community projects.

Chaplins Entertainment, a touring pantomime production company (in the business for 20 years) offers brands an alternative partnership solution, by literally taking to the road and appearing at over 1,000 schools nationwide during the festive season. Its aim is to provide children with an educational introduction to panto and its core values. This grass roots approach has seen brands like Chewits, Müller and Mars eager to get involved and in the case of Mars its relationship lasted for over six years.

In 2011 Chaplins has formed a new and very unique alliance with the restaurant chain Pizza Express. Again this is about taking pantomime to the people, encouraging them to be part of it and share in the feel good factor of the shows. By using over 120 of its restaurants in and around London as performance venues, families can (for a set price) receive a pizza meal, watch adapted versions of the fairy tale greats,

while donating to a good cause as some of the proceeds go to Starlight Foundation, the children's charity.

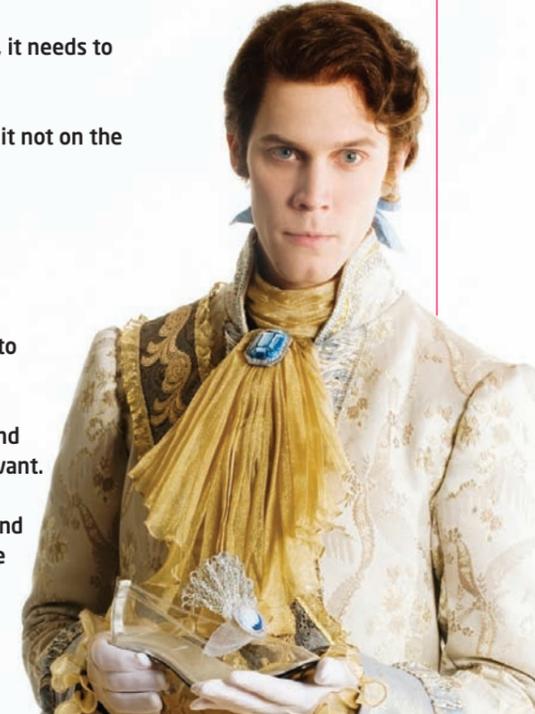
With ticket prices having to increase to sustain the survival of theatres, this cheaper family option hopes to ensure that the heritage of panto engages and inspires a new generation with Pizza Express benefitting from this added customer incentive. Panto is also to become part of the Thames Festival which is taking place on the closing weekend of the London 2012 games.

Successful brand sponsorships like these help to keep this unique British tradition alive. The extended brand activation enables the productions to reach larger audiences than their marketing budgets would allow and it funds education packs for schools and introduces millions of children to their first experience of the theatre and its many magical delights.

If a brand wants to become synonymous with Christmas, activate a creative and innovative festive season campaign that is non-denominational, provide escapism and associate itself with good old fashioned values – look into panto. It does work. Oh no it doesn't, oh yes it does!

Caroline Furness
www.triumph-media-group.com

Top Tips for Getting Involved with Pantomime



Create a campaign that is creative, smart and innovative, it needs to stimulate and excite, this is theatre after all.

Ensure it is a partnership, for it to work you need to base it not on the value to you, but on the value to each other.

When generating content for the campaign ensure that it is rich, engaging and enhances the story of your partnership.

Aim to create communities, encourage people to actively share in the passion that is panto.

Define your joint objectives at the beginning and make sure that the activation is credible and relevant.

Be sensitive and respectful, this is a tradition and the theatre is a place for people to escape the daily bombardment of brand messages, aim to engage not alienate.

Have fun.



Harnessing data

There is no way of avoiding social media - most brand owners wouldn't dare - but there is a problem with knowing just what objectives to set and, more importantly, how to measure success.

One of the most understated but effective interviews on social media was broadcast on the BBC recently. It saw Emily Maitlis interview Mark Zuckerberg, founder and chief executive of Facebook, and various of his henchmen on the origins of the company, its objectives, sponsorship, privacy and advertising. The message came over loud and clear: sharing is the way forward.

To a brand keen to get its message across, in a way this is the first stumbling block. Brand owners understand numbers, but social media is so much more. It brings to mind similes with the 1980s when - in the move from mainframes to PCs - car and computer companies couldn't cope with the mass of data suddenly available on sales, customers and dealers.

In the past month over 100 PR practitioners, media analysis and PR measurement experts have come together to work out what social media measurement standards can be set, a process that started at the International Association for the Measurement and Evaluation of Communication (AMEC) conference in June. The scale of their task is reflected in the fact that two clients - one from Microsoft and the other from PWC - led the call for help in understanding the ROI of social media, for some form of consistency in its monitoring, and for advice on the planning side of measurement.

So if the big guys are having problems, what does that say about the rest of us? Well, in general terms that there is a lot of confusion. But as with any new

media, that the dust will, at some point, settle - and that is what is happening.

Starcom MediaVest Group (SMG), for instance, has worked out a new system - called the Social Media Behaviour Index (SMBI) - which measures the value of social media experiences from exposure through to purchase funnel actions. In layman's terms, that's how likely it is that when someone writes something positive on a brand's Facebook page they will go on and do something of tangible value to it, such as consider it, talk about it, or visit the brand's website?

"It's enabled us to say, don't think about social media as traditional media where you're counting impressions," says Jim Kite, SMG strategic development director, "because it's a

very expensive way to get 'likes' compared to a TV spot, a sponsorship or whatever, where you can get hundreds of thousands of people at a relatively cheap price. You still need to have people who are using your content, your page, as part of their Twitter, their newsfeed, but it's what they do after which is most engaging because that is where the true amplification comes in."

The other element of SMBI is that it's enabled the company to introduce new ways of measuring Facebook. "It tells us that there are certain actions that people do when they're on it which have a stronger size, scalability and a tendency to certain purchase funnel actions like consideration and preference."

Snack Media, now part-owned by

Sports Revolution, is another firm that's tackling measurement with gusto. It has built and runs a number of fan-based sports websites, including two of the fastest growing football fansites: Football Fancast and FootballTransfer Taver.

Niall Coen, its co-founder, has been monitoring the growth of these sites and, as social media has become more prevalent, setting objectives. Initially these were around increasing members, to its fan pages, to its suites of followers, "but we get the feeling that isn't quite enough so now we're investing in technology which will allow us to rank our key influencers," he says. "We are starting to reward and measure our top sharers, our top fan advocates, within the football Fancast set of web sites.

That means we can incentivise and reward individuals for behaviours that sponsors will appreciate."

That investment in technology has just started to happen, but it's already telling Snack Media how people are connecting, when they're doing so and the types of demographics involved. Most importantly, it's telling Coen how, where and when they're sharing his content. "People come to us because of our content, and it's a huge compliment if they go on to share on Facebook or Twitter," he says. "But it means we have had to be smarter about how we react to our readership. Our technology means that we can get cuter about what we do, and vary the types of messages according to the platform."

CASE STUDY



Volvo's 'Biggest Fan of the Big East' Cake New York - Havas Sports & Entertainment

Volvo wanted to put its new S60 model in touch with a younger, more skeptical audience. Cake New York, part of the Havas Sports and Entertainment network, used its Big East NCAA (college/university conference) basketball sponsorship to engage with consumers at multiple touch points, forming a bond between Volvo and Big East fans via the partnership online through social media, offline, and through traditional media.

The brand went looking for fans to make into influencers and compete to become the 'Biggest Fan of the Big East' through a season of social media challenges, weekends back at their alma mater and posts about the campaign. This resulted in the selection of 'Final Four' influencers who demonstrated the most interaction and started the most conversations about the S60 on social media. The eventual winner, the Biggest Fan of the Big East, won a S60 vehicle, a \$10,000 donation in their name to their alma mater and a trip to New York for the Big East Finals.

The campaign thus didn't just achieve big numbers: the resulting dialogue extended well beyond the core influencer group. Volvo, meanwhile, has renewed the campaign for a second year in an attempt to keep the brand top of mind for its target consumers.

Some quantitative results

- 111,542,000 plus impressions from influencers
- 5,412,868 plus earned media impressions
- 1,502,000-plus impressions on Twitter
- 3,200-plus total mentions on Twitter and Facebook
- 2.8 million display impressions
- MyBigEastVolvo.com
 - 149,002 unique visits
 - 315,885 total page views

Influencer post-highlights

"We dropped by Volvo of Louisville and picked up a brand new, sleek, all-wheel-drive, 300 horsepower chariot for the weekend. It is absolutely the finest automobile I have ever had the privilege to drive."

"Wow you don't know what you're missing until you get behind the wheel. I firmly believe this car is more sophisticated than the first space shuttle with its voice command controls to pedestrian and blind spot sensors."

Non-influencer Tweets and Re-Tweets

Kevin Clark is getting really famous! RT @JohnnyJungleSTJ Off the Court: #42 Who's That johnnyjungle.com/columns/off-th... #VolvoS60 #stjbb

STJ_Basketball 4K+ followers

RT @DanMurphy16: Alright Irish fans one last time please retweet this link to help #NotreDame win \$10,000 <http://bit.ly/e4JwKC> #volvos60

NDSoccer 100+ retweets

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In addition to eye watering numbers, when talking about social media, clients and agencies have to drill down to what users actually mean – because sometimes they don't tell the truth (or the whole truth). In the eyes of Lazar Dzamic, planning director at Kitcatt Nohr Digitas, the worst mistake clients can make when setting objectives in this area is to focus on 'output' metrics instead of 'outcome' ones.

"A 'like' is only an output: it doesn't tell you anything beyond an initial contact. A boast about the number of new Facebook fans acquired in a campaign is usually followed by the question: 'And what will that do for my business?'" Given the fast decay of Facebook fan contactability, he says, a brand will find that within weeks they can only talk to 20-30% of them (due to Facebook's Edge Rank algorithm). "So, any social media evaluation framework has to have both output and outcome metrics applied, otherwise there is no way to tell the value that spend had brought.

Another common mistake is to rely on customers' claims as the only way to verify their behaviour; it's much better to actually track their behaviour over time."

The Olympics – given how much brands are exploiting their association with the Games over social channels – will prove fascinating in terms of the measurable impact on sponsors' reputations. Social media agency Yomogo recently checked this out using its own Social Media Reputation (SMR) score, which uses a combination of technology and human analysis to create a reputation score of 100.

The top score currently goes to Adidas: Reach: 25.77 (Recency – how recently conversations have taken place: 18.97) Satisfaction: 81.18 (Recency: 85.32) Overall Olympics SMR: 52:81

"Of course, says Yomogo MD Steve Richards, "as a sports brand Adidas has a natural connection to the Olympics, but it's doing a good job of integrating online and offline channels to promote its sponsorship."

At the other end of the scale is BA: Reach: 11.25 (Recency: 12.98) Satisfaction: 68.21 (recency: 51.86) Overall Olympics SMR: 36.08

But, says Richards, it's a question of watch this space. "A lot is planned, we hear, around BA's Great Britons campaign, which kicked off earlier this year, and its 'official airline' status gives it lots of access to athletes, being promoted in its 'They Will Fly' ad campaign."

So yes, there is movement about setting realistic objectives for social media within sponsorship and for measuring them. But in terms of a 'standard', AMEC is likely to have to whistle. And it's tempting to ask whether there is a need for one. The metrics for measuring similar actions – click, post, like, tweet, etc. – in similar campaigns/categories exist, so what more would one want? Unless, as SMG is finding, it is the ability to predict behaviour.





QPR mascot, Spark the Tiger, with the Air Asia girls

Beefing up the 'Rs'

Queens Park Rangers has a proud history, a charismatic new owner and a CEO with a sound business track record - but will that be enough to renew the brand and achieve stand-out in a city with five Premiership teams competing for sponsorship?



Philip Beard

For some reason, the lyrics of the Ian Dury and The Blockheads hit, 'Reasons to be cheerful', keep going round in my head as I'm taken up the stairs at Queens Park Rangers FC to meet its new CEO, Philip Beard. Something to do with 'A bit of grin and bear it, a bit of come and share it. You're welcome, we can spare it.'

Why? Well possibly because despite all the solid backing, new signings (Joey Barton, Shaun Wright-Phillips and Anton Ferdinand to name just three), increased certainty and enthusiasm that the new owner, Tony Fernandes, boss of AirAsia, brings, Beard is up against it. There was precious little time to beef up the team before the start of the season, he needs to bring in additional sponsors, and there's the

nagging certainty that QPR, like many neighbouring clubs, has to move to a new ground to turn a profit.

Still, he does look reasonably cheerful given the scale of his brief. And he's very open about sharing some of his plans and possibly some of his headaches. First, though, a bit of background. He is fairly unusual as the CEO of a Premier League club in that he's a businessman and a pretty successful one. He was a founding partner of Air Miles International, a senior member of the successful London 2012 Olympic and Paralympic bid team in 2005, and CEO of The O2, where he helped turn the Millennium Dome from a white elephant to the world's number one music arena.

So in theory, transforming a club that has

been out of the Premiership for 15 years and stayed afloat despite its owners at times should be achievable. But then, life isn't that simple. For Beard, it's a matter of setting priorities and doing his utmost to achieve the targets set. Top of the list is staying up – and providing the infrastructure to do so.

"My short term aim is to do everything I can to make sure that those players on Saturday are equipped," he says. "We don't have academy category status of any significance at QPR because of our training grounds."

That is because of a woeful lack of investment in the past. Yet Beard is nothing if not a realist. "If we're serious about the future, about persuading more sponsorship brands to work and be affiliated with us, they've got to believe that the story next year, the year after and the one after that is bigger and better than it has been."

So, building a new training ground goes on the list. And this will, in turn, he hopes demonstrate to companies when they're looking at sponsorship that the Club has a vision of the future. Because if there is one thing that he takes from his experience at Air Miles and at O2 it is the ability to foster long-term relationships with corporate partners.

But it's not going to be an easy ride. Beard admits that though QPR is known as being a friendly, exciting, fun club to watch – particularly when it delivers a 1:0 thumping to rivals Chelsea – people's perceptions date back to the 1970s, when the star legends played at Loftus Road.

"I think what we've got to do now is take our brand and establish it as a significant player in the world of football. We have to be able to build a picture that allows us to demonstrate that, in the Premiership, we stand alongside the bigger clubs and have aspirations to not only match them on the pitch but off it as well, while being realistic about it. So I'm really interested in talking to partners who I think can help us to build the brand – and actually benefit from helping us do so."

Here the Asian dimension is an interesting one. Fernandes, who bought Bernie Ecclestone's 66% stake in the club in August, is a Malaysian entrepreneur who rose to prominence by turning AirAsia into a highly successful budget airline, while Indian steel magnate Lakshmi Mittal retains a one third stake in QPR.

Both are determined to see the club thrive, but on their terms. Beard would love to be able to monetise the QPR brand in

Asia – where he reckons it would be huge – but acknowledges that he lacks the resources of a Man United, a Chelsea or an Arsenal, which are really hitting that continent in a big way.

Yet what he does have in Fernandes is a charismatic owner who is very well known there. "So Tony is going to do The Apprentice in Asia next year," says Beard. "If I get him wearing a QPR shirt on one or two of those programmes, or we create a task on it, then I think that brand awareness will go from very low to very high very quickly. He's an inspiring entrepreneur and a very positive mouthpiece for us in Asia."

"I also think that, if I get the narrative right I can get Asian and subcontinent companies to understand that an association with QPR might be a better proposition for those who want to get into football than to be a minnow with one of the bigger clubs."

When he joined, QPR had a kit manufacturer, Lotto, but no shirt sponsor. In the first week AirAsia came on board as away kit sponsor and Malaysian Airlines as home kit sponsor. OK, those deals were close to home, given Fernandes' involvement, but as Beard puts it: "it was a very sensible thing for us to do. It also meant that in Asia we became instantly bigger than we could ever have contemplated because AirAsia put us all over their promotional materials and activities."

That's not to say that he doesn't want to work with local brands because he does. "There are some huge brands within 25 miles of this club that I'd love to work with – and I do think it's important to work with more local partners."

And then, of course, there's the matter of a new stadium. There are various options floating around, sites in West London, talks with the local authority, even ground share but on one thing Beard stands firm. There's not much point in moving if the venue doesn't double its capacity, so it would need to seat a minimum of 40,000. That would give him the ability to look after the existing fan base, but grow it, while sweating the assets by making the venue as flexible and as

appealing as possible. But such venues don't come cheap.

His mentor, Keith Mills, currently deputy chairman of LOCOG, is confident that he will rise to the challenge. "Philip is one of the country's best communicators," he says. "His infectious enthusiasm can galvanise teams to produce the best. He is fanatical about sport and winning and will bring a passion to QPR helping to build the Club both on and off the pitch".

And if he doesn't? "It's not my club, it's not the player's club and it's not the manager's club," he says. "If I don't run the business properly I'm vulnerable and I'll be out." But it won't be for want of trying. He's just awarded a staying up bonus to all the staff. "If that means that the marketing or the hospitality's slightly better, or that we look after families in their box so that they say 'we're having such a good time'. Or if that makes Heidar Helguson jump one inch higher – then that's what matters."

Louella Miles



Think! Sponsorship Conference



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Anyone for tennis?

Revolution is being planned on indoor and outdoor courts as tennis moves into the 21st Century and beyond – and sponsors are often leading the way.

Tennis is in a state of flux. Traditionally considered exclusive, inaccessible, middle-class, polite and played in white, rights holders and sponsors are striving to make it more accessible, colourful, dynamic, inclusive, vibrant and youthful. So what are the odds on them succeeding?

Research released at Eurosport's May debate in Paris on the game's future shows the global free-to-air TV tennis audience has declined by 30%, that 72% view it as not being innovative, 30% believe matches have become long and boring and that 65% of tennis' fan base are 50 or over.

In June, after a Lawn Tennis Association (LTA) survey found UK adult participation falling 22%, publicist Max Clifford – previously an LTA grass roots advisor – suggested it ask tennis fan Simon Cowell to create a 'Britain's Got Tennis Talent' show to help the game reconnect with younger audiences.

Governing bodies, rights holders and sponsors are all exploring opportunities for change. The activation solution de jour is to use digital and social platforms to develop deeper engagements with younger audiences.

Major Players

For example, this year the Fédération Française de Tennis created a social media unit, the Grand Slams were broadcast in 3D and the Madrid Open ran a virtual game where players competed for prizes online in a youth-targeted initiative.

The Women's Tennis Association (WTA) is doing its bit. In the last 18 months it has rebranded, renewed its global Sony Ericsson partnership, signed new deals with vitamin brand USANA, cosmetics brand Oriflame, Chinese apparel company Peak and Australian airline Jetstar. In May it launched 'Strong Is Beautiful' – an integrated, 80-market campaign using social

media (and traditional platforms) – to enable star players to share their personal stories.

The creative transitions from white dresses and ground strokes to black clothes and smashes; from 'sugar, spice and nice' to 'sweat, fury and grit'. WTA CEO Stacey Allaster says the aim is to establish deeper engagement, convert peripheral fans into diehards and attract a new generation of fans.

Brand Personalities

Sponsors are focusing on the edgier personalities of brand ambassadors to refresh the game's image. Recent Head campaigns, for example, typically focus on quirky player character traits, urban environments and new media.

In August it launched a campaign featuring a cross-dressing Novak Djokovic imitating Maria Sharapova (complete with long blond wig).

Released pre-US Open and promoting Sharapova's YouTek Instinct line, the ad played on his comic player impersonations (a trait well known to insiders). It kicked off by posting Djokovic's impersonation on his Facebook page. Then it went viral.

Other original digitally-led Head work

includes 2010's Andy Murray urban London viral (1.5m YouTube views) and this year's Murray-led, pre-Wimbledon, Facebook-driven campaign – 'Get Closer'.

Another tennis brand modernising its image is the formerly conservative K-Swiss, which launched its first shoe, a traditional all white model, at Wimbledon in 1966. In July it released five risky and profane YouTube videos fronted by the fictional, crass former baseball star Kenny Powers. Marketing VP Chris Kyle explains the initiative by saying "Some see us as a company that makes conservative, white tennis shoes. [This campaign] is their wake up call. This is who we are now."

There are even sponsors brave enough to take tennis out of its traditional setting. This year's 'Save The Beach' initiative – where Corona teamed up with the Association Of Tennis Professionals (ATP) – asked top players to nominate (via YouTube/Facebook) a deserving, personally-relevant beach in need of cleaning up and then lobby for fan votes for it. This was leveraged to the full with a fully kitted out 'beach bar' being set up, including sunbeds, in the O2 fan Zone at ATP World Tours Finals.



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O2 innovation drives change

For some the 'Old vs New' tennis divide is illustrated by the UK's top two annual tournaments – Wimbledon and the ATP World Tour Finals.

The ATP Final, from its branding, visual identity and purple and blue colour coding, to its advertising and fan experiences, claims to offer an inclusive, dynamic, vibrant and youthful experience. It's not just the special effects, laser lighting, 3D projections, player intros, video and experiential offerings (from T-shirt cannons to hip hop), but the sponsors' work, too.

Name sponsor Barclays, under its 'Ahead of the game' tagline, focuses tying a modern tennis approach to its brand's own forward-thinking, progressive principles. Aping O2's own loyalty experience strategy, Barclays offers customers gifts and enhanced experiences at its customer reward booth in the O2. Its other initiatives range from distributing coaching manuals to bringing football's Barclays Premier League Trophy to the tennis.

The O2 hosts a number of sponsored 'tennis initiatives' in the Fan Zone: from Highland Spring's mini tennis challenge, to FedEx's support via its Reliability Zone

statistics tool and Artball (where fans create paintings by hitting paint covered tennis balls at canvasses). This campaign initially saw the ATP commission the World Tour Finals players to paint their own work firstly for event promotion and then for charity via a Save The Children auction.

At Wimbledon, by contrast, activation has traditionally been lower profile. Long-term partners like Slazenger (1902), Robinsons (1934), Rolex (1978) and IBM (1990) have always had a low-key logo presence, with the emphasis on hospitality. But even here things are changing.

Increasingly Wimbledon sponsors are using future facing tactics and platforms to activate. Some new campaigns even exploit insights into those stereotypical Wimbledon traditions. In 2009 much of Blossom Hill's £1m sponsorship activation was based around branded interactive games to entertain those waiting in the tournament's famous queues (it also took over Wimbledon station platforms and provided rickshaws for the trip from the train to the stadium complex).

This year sponsor Lavazza activated via an integrated campaign that, in addition to above-the-line ads, on-site machines, free samples, PR, hospitality, digital and

experiential work also saw its Wimbledon baristas star in a viral and limited edition china cups with the All England Club and Lavazza logos. Even 76-year-old partner Robinsons ran a cyber-physical 'Win a street tennis kit' competition with unique codes printed on limited edition bottles linking to a microsite.

Wimbledon is also seeing a rise of branded on-site spaces such as IBM's 'Speed of service' test space, HSBC's 'Ranking Gallery' and Evian's play/record 'tennis racquet keepy-uppy' stand. Indeed, Evian's award-winning Wimbledon work, meanwhile, leverages several new technologies and a range of digital touchpoints to engage with consumers and 'super users' to take the brand further up market.

So instead of seeing the future of tennis as a black and white struggle between old and new, marketers would be advised to investigate further. The sport as a whole is looking towards a younger audience – and a no holds-barred approach to marketing.

Jeremy Edwards

Founder of sponsorship activation consultancy Active
www.active.co.uk



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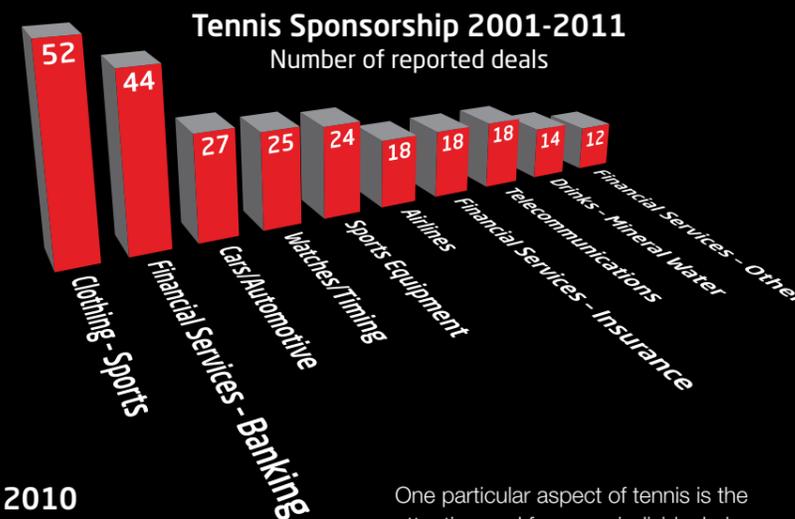
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Global slant

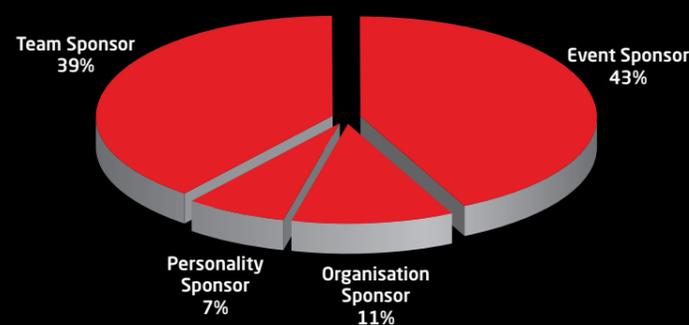
If there were a prize for the sector featuring the greatest number of personality sponsorship deals - it would be tennis. And it's Roger Federer and Maria Sharapova who lead the rest of the field.

Tennis certainly has been a fertile terrain for the traditionally heavy users of sponsorship, sports clothing and tennis equipment, banks, and car makers. It will be interesting to see whether the efforts being made to appeal to a younger more urban audience will result in sponsors like Mercedes, which is a big presence in tennis, introducing more brands or models aimed at a younger demographic.



Share by Type of Sponsorship 2010

Number of deals

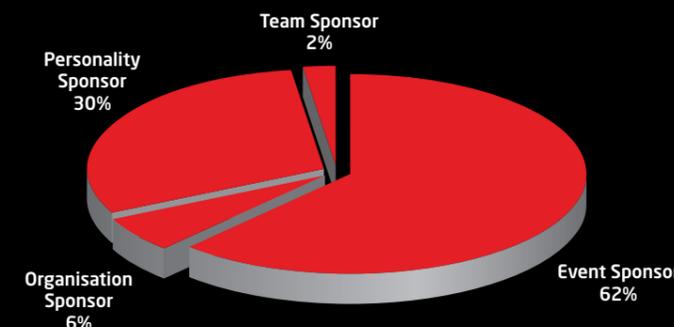


One particular aspect of tennis is the attention and focus on individual players. This explains the high profile of individual endorsement deals around for products such as watches and bottled water. Brand ambassadors as a separate category represent just 7% of the global sport sponsorship market. Then compare this to tennis, where individual endorsements represent more than four times its share of this sponsorship sector.

The US Open and Wimbledon dominate the events and it's worth highlighting such deals as Mercedes and Citizen watches who are believed to be paying around \$3.5m per year. Player endorsement has been led in the last few years by Roger Federer and Maria Sharapova, with the latter able to command sums as high as \$70m from Nike, which also sponsors Federer.

www.theworldsponsorshipmonitor.com

Personality Sponsorship in Tennis





Sweating the assets

Elite sports - and teams - take the limelight, but grassroots activation can be just as valuable for sponsors if they can be convinced of the relative emotional value and social media benefits that can be delivered.

This season's already seen a battle at the top of the Premier League between Manchester's two football giants, United and City. The latter took the bragging rights in dramatic style while on the pitch, but away from it the competition is just as fierce. The clubs' extensive list of commercial partners: AON, Nike, Audi, Jaguar, DHL and EA Sports, to name but a few, seek to maximize value from their expensively acquired sponsorship agreements by capturing the hearts, minds (and wallets) of an increasingly global audience.

The same weekend as the match between the two giants a slightly less well publicised Manchester footballing derby took place between Manchester Rovers (team sponsor Lowry Engineering) and South Manchester Reserves (team sponsor

BBS Windows and Blinds). At first glance this seems to tell you everything you need to know about the relative commercial merits of grassroots compared to professional sport sponsorship. One offers a massive global reach to a committed and loyal fan base and the other a niche community driven, CSR opportunity with limited reach and commercial value.

Dated stereotype

Certainly, grassroots sports sponsorship has very much conformed to this stereotype in the past. Large-scale grassroots programmes have been thin on the ground, tending to be led by the corporate responsibility teams, with a strong focus on brand reputation rather than a more commercial proposition led by marketing teams.



Barclays' Spaces for Sports and McDonald's community football coaching scheme are two such programmes, which have undoubtedly provided excellent sports development results; but could more have been done to deliver greater commercial value? Alternatively, grassroots activation has been bolted on to large-scale sponsorships as an after thought. Normally

managed by the same traditional sports sponsorship agencies handling the main sponsorship, they have lacked the expertise to activate in a way that delivers value to the brand, the participants or the sport.

But let's look in a little more detail at the UK market potential of grassroots compared to elite sport. According to figures from Perform's 2011 report on Global Sports Media Consumption, just over 31 million adults in the UK claim to be sports fans, with football by far the most popular sport. Yet to put this in perspective, just over 46% of UK adults, around 20 million, take part in sport at least once a week, with around 50% of this group million taking part at least three times a week.

All of a sudden grassroots sports looks less a niche option and increasingly more a mainstream opportunity. Yet while the overall numbers look encouraging, the grassroots sports sector faces two key challenges to help attract a greater share of sponsor funding: demonstrating the relative emotional value and harnessing social media to deliver amplification of impact.

Motivation key

In examining the emotional value of grassroots sports sponsorship it is necessary to understand why people take part in sport. Motivation for participating in sport can generally be categorised as follows:

- To improve or maintain health and fitness and sense of wellbeing
- To compete or perform to a desired standard
- As a means of diversion or stress release
- As a social gathering, meeting friends and family
- To raise money for charity/good causes

These motivations don't exist in isolation and even within the same individual multiple motivations are likely to exist. For example, I regularly play 5-a-side football, but not being the most talented, my main motivation is predominately social. However, I also run at least twice a week, mainly for health reasons but also to a certain extent as a stress release. Potential sponsors need to consider the whole individual and how they add value to relevant motivations. Too often grassroots programmes are exclusively focused on addressing key barriers such as cost or access to coaching and facilities, rather than also enhancing the drivers.

This complex web of motivation and barriers means that effective grassroots sponsorship activation can very often

present a more complex challenge than fan-based elite sponsorship. It can, though, offer brands a more intimate direct relationship with the consumers rather than relying on a third party endorsement. This may deliver an easier media cut-through but can lack the warmth and engagement needed for exploitation through social media.

Universal panacea?

Social media has been seized upon not just by grassroots sport but also the whole experiential marketing industry as the panacea to address the relatively high cost per reach as compared to traditional marketing channels. The only problem is that while grassroots sport offers a fantastic platform for creating content that participants will want to share through social media, we don't know how much impact this will have on those with whom the experience is being shared.

Over the last couple of years, we have seen a number of brands take a more integrated approach, with grassroots interwoven with elite sponsorship. This can take the form of a major top to bottom sponsorship approach to a single sport such as Sky and cycling, British Gas and swimming and AEGON and tennis. Sky's involvement has boosted participation in cycling through innovative new programmes such as Sky Ride and the women's only Breeze network. Sadly swimming and tennis, in contrast, continue to see falling participation numbers as sponsors have been unable to produce grassroots campaigns with the same cut-through and lasting impact.

An alternative approach to integration has been to try to link fan and participant within a single campaign. Lucozade Fans Fives is a recent example, combining a club-centric Facebook fan campaign with an opportunity to win a 'money can't buy' five-a-side competition at Stamford Bridge. It ticks many boxes, but question marks remain over its long term value either from fan or participant perspective.

Given the ongoing challenging economic climate, it is highly likely that brands will continue to invest significantly in grassroots sports to demonstrate their commitment to communities, as well as to support professional sport. Yet if the likes of Manchester Rovers ever want to compete with City and United, at least off the pitch, then they will need to adopt a more commercial approach to their grassroots assets.

Andy Anstey Director, Limelight Sports



Done deals

Our quick and easy guide to who's doing what to who in the rights market.

ARTS & FASHION - DEAL IN THE SPOTLIGHT



Ballgowns: British Glamour since 1950

The V&A represent one of the heavy hitters of the cultural sector, with much acclaimed sponsorship programmes that include 'Decode' – sponsored by SAP, 'The Cult of Beauty' sponsored by Liberty, 'Friday Late' with MasterCard to name just three.

This month they announced their spring 2012 exhibition, *Ballgowns – British Glamour since 1950* which sees Coutts join the V&A's sponsorship family for the first time and will be the first exhibition staged in the V & A's newly renovated Fashion Galleries.

The exhibition, which traces the evolution of eveningwear from debutante balls and state occasions to red carpet events runs from May 2012 to January 2013 and will display more than 60 dresses including the V&A's most recent acquisition, a satin creation worn by Beyonce when she sang at Barack Obama's inauguration ball in 2009. The dress was by the London-based couturiers Ralph & Russo.

Ballgowns – British Glamour since 1950 is an excellent piece of programming; tapping into the current social interest in 1950's onwards trends, staying true to the V&A fashion roots, and combining old school glamour with new and current icons. In short something for everyone. Coutts, whose sponsorship back catalogue includes National Jewellery Week and currently includes London Fashion Week no doubt saw the potential in what will be a high profile exhibition running throughout 2012 that aligned perfectly with their current sponsorship portfolio.

All in all – a nice deal – done!

AWARDS

Pinsent Masons signs partnership with Sport Industry Awards

Length of deal: Long-term
Type of deal: Official legal partner and official category sponsor of the Sport Brand of the Year Award at the Sport Industry Awards
Rights holder: Sport Industry Group
Sponsor: Pinsent Masons
Sector: Sports
Sponsor industry: Legal services

BROADCAST

SPL extends broadcasting deal with Sky & ESPN until 2017

Length of deal: 5 years
Type of deal: Official Broadcasting Partners
Rights holder: The Scottish Premier League
Sponsor: Sky Sports & ESPN
Sector: Football
Sponsor industry: Sports Broadcasting

Nikon renews Hollyoaks sponsorship and launches competition

Length of deal: 1 year
Type of deal: Programme sponsor
Rights holder: Hollyoaks, Channel 4
Sponsor: Nikon UK
Sector: Entertainment
Sponsor industry: Photography

Freesat and Channel 5 partner up for sponsorship

Length of deal: Long-term
Type of deal: Programme sponsor
Rights holder: Channel 5
Sponsor: Freesat
Sector: Broadcast
Sponsor industry: Free satellite TV service

BUSINESS

Lloyds TSB to sponsor Global Entrepreneurship Commission



Length of deal: 1 event
Type of deal: Gold sponsor of the event
Rights holder: Liverpool Vision
Sponsor: Lloyds TSB
Sector: Economics
Sponsor industry: Finance

CAMPAIGN

David Beckham adopts Sainsbury's ambassador role



Length of deal: Long-term
Type of deal: Healthy lifestyle campaign ambassador
Rights holder: David Beckham
Sponsor: Sainsbury
Sector: Football
Sponsor industry: Food

Vanish provides support to 'Wear It Pink'

Length of deal: 1 event
Type of deal: Sponsor of Wear it Pink campaign
Rights holder: Breast Cancer
Sponsor: Vanish
Sector: Charity
Sponsor industry: Cleaning products provider

CRICKET

Kent agree sponsorship extension with Cardy

Length of deal: 2 years
Type of deal: Major sponsor of the team in the CB40 competition until the end of the 2013 season
Rights holder: Kent County Cricket Club
Sponsor: Cardy
Sector: Cricket
Sponsor industry: Construction

Investec announced as ECB sponsor

Length of deal: 10 years
Type of deal: Sponsor of Test Cricket
Rights holder: England and Wales Cricket Board
Sponsor: Investec
Sector: Cricket
Sponsor industry: Banking and asset management

CYCLING

Saxo Bank to take over full title sponsorship of Riis Cycling



Length of deal: Long-term
Type of deal: Sole title sponsor of the team
Rights holder: Riis Cycling
Sponsor: Saxo Bank
Sector: Cycling
Sponsor industry: Finance

FILM

Feel Good Drinks sponsors 'Happy Feet Two'

Length of deal: Short-term
Type of deal: Official sponsor
Rights holder: Warner Brothers
Sponsor: Feel Good Drinks
Sector: Film
Sponsor industry: Soft beverages

FOOTBALL

College scores with new football kit deal

Length of deal: 1 season
Type of deal: Football team kit sponsorship deal
Rights holder: New College Stamford
Sponsor: Eco Building Products
Sector: Education
Sponsor industry: Electronic engineering

Top sponsorship deal for Lilywhites

Length of deal: 1 season
Type of deal: Shirt sponsorship and IT systems deal
Rights holder: Cambridge City
Sponsor: Cambridge Laptop Repair
Sector: Football
Sponsor industry: IT services

Shrewsbury Town sign musicMagpie prior to FA Cup game

Length of deal: 1 season
Type of deal: Corporate partner
Rights holder: Shrewsbury Town Football Club
Sponsor: musicMagpie
Sector: Football
Sponsor industry: Entertainment

Liverpool and Turkish Tourism Ink sign two-year deal

Length of deal: 2 years
Type of deal: Official tourism destination
Rights holder: Liverpool FC
Sponsor: Turkish Tourism Office
Sector: Football
Sponsor industry: Leisure

Manchester City star signs new deal



Length of deal: Long-term
Type of deal: Brand ambassador
Rights holder: Yaya Touré
Sponsor: Puma
Sector: Football
Sponsor industry: Sports and fashion

Liverpool FC announces new partnership with Stanley Black & Decker

Length of deal: Long-term
Type of deal: Official Partner in the Tools and Security categories
Rights holder: Liverpool FC
Sponsor: Stanley Black & Decker Inc
Sector: Football
Sponsor industry: Manufacturing

Accrington Stanley agree sponsorship deal

Length of deal: 18 months
Type of deal: Main sponsor
Rights holder: Accrington Stanley FC
Sponsor: Colane Tropical Mineral Water UK Ltd
Sector: Football
Sponsor industry: Beverages

Oxford United sponsors reaffirm commitment



Length of deal: Long-term
Type of deal: Main sponsor
Rights holder: Oxford United
Sponsor: Bridle Insurance
Sector: Football
Sponsor industry: Insurance

FUNDRAISING

New partnership to boost fundraising efforts for the town's St Michael's Hospice

Length of deal: 2 years
Type of deal: Main sponsor
Rights holder: The Academy Health Club
Sponsor: Drivestyle Horseless Carriages
Sector: Sport and leisure
Sponsor industry: Luxury cars

GOLF

ISPS Handa to sponsor Wales Open

Length of deal: 3 years
Type of deal: Title sponsor for the European Tour Golf Wales Open
Rights holder: Celtic Manor Resort
Sponsor: ISPS (International Sports Promotion Society)
Sector: Golf
Sponsor industry: Sports

Diageo announced 2014 Ryder Cup Sponsorship Deal

Length of deal: 1 event
Type of deal: Official Partner of The 2014 Ryder Cup
Rights holder: Ryder Cup
Sponsor: Diageo
Sector: Golf
Sponsor industry: Alcoholic beverages

HORSE RACING

Ladbroke's to sponsor Durban Gold Cup

Length of deal: 3 years
Type of deal: Sponsor of 3200m Greville race
Rights holder: Gold Circle
Sponsor: Ladbroke's
Sector: Horse racing
Sponsor industry: Publishing

MOTOR RACING

TAS Racing team secures a title sponsorship deal with Tyco Security Products

Length of deal: 2012 British Superbike season
Type of deal: Title sponsorship partner for the 2012 British Superbike Championship
Rights holder: TAS Racing
Sponsor: Tyco Security Products
Sector: Motor racing
Sponsor industry: Security products

Paul Bird Motorsport Secure Rapid Solicitors Backing



Length of deal: 2012 British Superbike season
Type of deal: Title sponsorship partner for the 2012 British Superbike Championship
Rights holder: Paul Bird Motorsport
Sponsor: Rapid Solicitors
Sector: Motor racing
Sponsor industry: Legal services

OLYMPICS

British Olympic Association signs first sponsorship deal for 2013-2016

Length of deal: 3 years
Type of deal: Sponsorship and licensing deal for the 2013-2016 quadrennial
Rights holder: British Olympic Association
Sponsor: Adidas
Sector: Olympics
Sponsor industry: Sportswear

TNT signs partnership agreement

Length of deal: 3 years
Type of deal: Exclusive logistics supplier of the NOC throughout the Pan Arab Games and the 2012 Olympic Games in London
Rights holder: UAE's National Olympic Committee
Sponsor: TNT Express
Sector: Olympics
Sponsor industry: Parcel deliveries

RUGBY

Sponsorship boost for Rovers

Length of deal: 1 year
Type of deal: Main partner of the club
Rights holder: Featherstone Rovers
Sponsor: GMB Union Yorkshire and North Derbyshire Region
Sector: Rugby
Sponsor industry: Trade Union

Hewden supports Sale Sharks

Length of deal: 3 years
Type of deal: Official sponsor of the club
Rights holder: Sale Sharks
Sponsor: Hewden
Sector: Rugby
Sponsor industry: Industrial rental services

Knights and Jets welcome Westfield Kotara to sponsor family

Length of deal: 3 years
Type of deal: Official Partner and the Official Shopping Centre of the Newcastle Knights and Newcastle Jets
Rights holder: The Hunter Sports Group
Sponsor: Westfield Kotara
Sector: Rugby
Sponsor industry: Leisure

Skincare brand sponsors Wales v Aussies

Length of deal: 1 game
Type of deal: Naming rights for the "Dove Men Challenge"
Rights holder: The Welsh Rugby Union
Sponsor: Dove Men+Care
Sector: Rugby
Sponsor industry: Skincare

GMB continue Tigers sponsorship



Length of deal: Long-term
Type of deal: Shirt sponsor
Rights holder: Castleford Tigers
Sponsor: GMB Union
Sector: Rugby
Sponsor industry: Trade Union

Q-Connect are new sponsors name for Huddersfield Giants

Length of deal: Seasons 2012/13
Type of deal: Official kit sponsor
Rights holder: Huddersfield Giants
Sponsor: Q-Connect
Sector: Rugby
Sponsor industry: Office products provider

Hattons Solicitors Become Vikings Official Legal Partner

Length of deal: 1 season
Type of deal: Clubs Official Legal Partner for the 2012 Super League season
Rights holder: Widnes Vikings
Sponsor: Hattons Solicitors
Sector: Cricket
Sponsor industry: Legal services

SNOOKER POOL

Williamhill.com become title sponsor of snooker's UK Championship

Length of deal: 1 event
Type of deal: Title sponsor
Rights holder: World Snooker
Sponsor: William Hill
Sector: Snooker pool
Sponsor industry: Online betting products

SNOWBOARDING

World Snowboarding Championships partner with L'Oreal

Length of deal: 1 event
Type of deal: Official lifestyle partner and supplier of the World Snowboard Championships
Rights holder: World Snowboard Championships
Sponsor: L'Oreal
Sector: Snowboarding
Sponsor industry: Beauty products

TENNIS

Rio signs deal to become major sponsor of ATP World Tour Finals

Length of deal: 2 years
Type of deal: Official tourism destination of the ATP World Tour
Rights holder: ATP World Tour
Sponsor: Rio de Janeiro
Sector: Tennis
Sponsor industry: City sports and leisure

WORLD YATCH RACING FORUM

Multi One Design confirms gold sponsorship of World Yacht Racing Forum

Length of deal: 1 edition
Type of deal: Gold Sponsor of the 4th edition of the Forum
Rights holder: World Yacht Racing Forum
Sponsor: Multi One Design
Sector: Yatch racing
Sponsor industry: Sailing



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People on the up



Daniel Mathieson is in the spotlight for this month's feature on industry personalities. Here he talks about his formative years in sponsorship and involvement with some of football's premium competitions.

Daniel has been head of sponsorship at Barclaycard for four and a half years. He and his team have been responsible for the brand's move into the music and entertainment space, the strategy that sits behind that and the activation of the partnerships within it.

Sponsorship: burning desire or serendipity?

I was studying PE and sports science at Brighton when I was introduced to the head of sponsorship at Mars, a sponsor of Euro '96. He let me go along and experience it alongside him and started to educate me about the industry. I was fascinated. So my last year or so at university was focused on trying to carve out a career in sports marketing and sponsorship.

Highlight of your career to date?

In my first year in the industry I was working for Octagon on MasterCard's sponsorship of World Cup '98 and spent close on two months in Paris. As you can imagine being in a country where the host nation wins the World Cup is an amazing experience, so to be in Paris – and because it was all so new to me – was incredibly special.

As an Essex boy yourself, what's your definition of the breed?

Classy, well educated, easygoing and obviously we speak extremely well. Seriously, though, I think it's someone who's very passionate, likes and gets on with people and has a drive to succeed in whatever field they may be in.

Twitter vs Facebook vs LinkedIn?

Of them all I use LinkedIn the most. I gave Facebook a chance at the start but very

quickly lost interest. I'm quite new to Twitter, but find the interest in people's eating regimes fascinating. Again, from a personal perspective I find LinkedIn the most interesting and probably the most effective tool for what I'm looking for. From a commercial perspective, though, Facebook and Twitter can play a key role in business digital plans, but they have to be handled properly.

BlackBerry vs iPhone?

I have a BlackBerry for work and an iPhone for personal use. Both have a role to play. BlackBerry is currently still the essential business tool with regards to email communication, but from a social (and fun) perspective the iPhone's an incredible gadget that serves many roles and will continue to challenge in the business space.

Biggest headache?

Breakfast at my house. Four children under six. Seriously, though, it's with regards to the current economic situation and the additional challenges that that puts on plans, sponsorships, partnerships. That can be with regards to the budget challenges you have internally to making sure you get absolute maximum value from every partnership which you create.

Dress code?

The office is very much suits, but we're quite rebellious in our area by not wearing ties. If you can imagine being based in a Barclays office it's quite formal, so we do challenge that a little bit with the relaxed collar rule that we've created. But certainly if I'm out and about – at agency meetings, for example – I'd probably say it's a more preppy style than formal.

How do you generate emotional engagement?

Sponsorship has an immediate advantage because you're aligning yourselves with something that people are emotional about – their passion points and it's very different when you look at the likes of traditional advertising, etc. But it's essential not to force yourself on to people in that environment. They need to see the role and benefit that you're bringing.

Worst moment of your career?

To date, a brief stint in online betting just when key changes in law were made in the US which had a huge impact across the industry. It meant I was looking for a new job just as my second child was born. It didn't take too long, but it was the Christmas period and fairly miserable. To be honest, though, it's good to see that that industry has settled again and that it's certainly starting to bounce back.

What don't you leave home without?

The iPhone, the BlackBerry and my iPod, all of which will be used quite heavily.

And you will die happy if?

My children enable me to retire at the age of 40. But if I'm honest, I'm already there. I'm quite happy with how things are with regards to family, friends and work.

Essentials for a desert isle?

In an ideal world it would be the ability to enjoy music, film and gaming. I'd need a never-ending supply of batteries but I would be a happy man.



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15.3 million

The US audience on CBS who watched Rory McIlroy fail to hold on to his final day lead at the US Masters. McIlroy's success two months later in holding on to his final day lead at the US Open drew less than half that number of viewers with 7.4 million.

US\$42 million

The amount of money Asia's first grand slam tennis champion Li Na has made through endorsements. She is now poised to overtake Maria Sharapova as the world's highest earning female athlete.

83%

The percentage of people in India who are (very or fairly) interested in the Asian Games. This is significantly higher than the proportion expressing interest in the Olympic Games (76%).

77,121

The record one day attendance at this year's Australian Open Tennis Championship.

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7.38 million

The highest UK TV audience of the year so far for a sporting event. The RBS 6 Nations showdown between England & France beat Manchester United's Champions League defeat at the hands of Barcelona (7.18 million) into second place.

£82.4 million

The Total Economic Impact for Wales of the 2010 Ryder Cup held at Celtic Manor Resort. Europe eventually overcame The United States by the smallest of margins – 14% to 13%.

9.4 million

The peak audience in the UK for this year's Grand National. 2011 saw pleasing TV audience increases from a year earlier for the race itself and for the three day Aintree Festival with average TV audiences up by 15% on the first day, 21% on the second day and 11% on the day of the big race itself.

US\$3 million

The cost of a 30 second slot for TV commercials shown during the 2011 Super Bowl. This makes no allowance for the cost of actually making the commercial.

42%

The percentage of senior sponsorship decision makers across the world who were found to believe that London is the international host city which has the ability to generate the highest global media profile for a major event. New York was the next most frequently mentioned (27%) with Beijing third (11%).

€9 million

The value of Borussia Dortmund FC's five year partnership with solar energy company Q-Cells. The deal will see the club install photo voltaic panels on the roof of their Signal Iduna Park stadium. Meanwhile FC Köln have agreed a two-year extension with Solar World AG worth \$900,000.

50.4 million

The number of people globally who tuned in to watch live coverage of the Monaco Grand Prix earlier this year.



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