Leveraging Sport Sponsorships in Interscholastic Athletics
Facts and Observations

● Sport Sponsorship has evolved into a multibillion dollar industry & viewed as a highly cost-effective method of marketing!

● Based on NFHS data; it is estimated that by 2015; the overall participation rate in interscholastic athletics should be reasonably close to 8-million student-athletes.
Facts and Observations

- **School-District** budgetary allocations for athletics are **inadequate**.

- When entering into a school-business relationship; **the school**, in the end, has **the power to negotiate & control** the type, size and scope of corporate involvement.
Key Terms

Sport Organization “sales inventory”
Sponsor objectives-Sponsorship Exclusivity
Levels of involvement/Provision & Benefits
Sponsorship activation
ROI
Sport Sponsorship Intentions/objectives at the Corporate-level:

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

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

*Increase sales and “foot traffic”

*Barring the competition for "exclusivity purposes" in their product category (i.e. the "official sponsor" of XYZ Athletics)
Other reasons why a corporation or small business sponsors youth/HS athletic programs

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

A sponsorship proposal is more likely to “happen” if there is a close correspondence/fit between what the corporation seeks to achieve from the sponsorship (sponsorship objective) and what the sponsee has to offer!
Sponsorship Levels

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

Exclusivity in one’s product or service category
Rights to utilize the sport organization’s intellectual property in advertising and promotion campaigns
Advertising support
In-stadium signage and promotional announcements
Access to tickets
Potential new business through access and opportunity
Social media

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Pinterest
Evaluating Sport Sponsorship

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

Many companies conduct periodic consumer surveys to determine ROI.

Companies often hire professional sport research firms to perform media evaluation research that examines corporate sponsorship and brand exposure through television and print media coverage of sports events.
Many companies engaged in sport sponsorship outsource the negotiation and/or implementation of their sponsorship programs because they do not possess the expertise, the experience, or the resources to negotiate and implement sponsorship programs.
Corporate sponsorship and 3rd party marketing agencies

Examples:

Sports Image Inc. (Miamisburg, OH)

Home Team Marketing (Cleveland, OH)
St. Dominic High School
Oyster Bay, NY
St. Dominic High School
Oyster Bay, NY
Are YOU Army Strong?
Call (631) 588-2433
NBA-Type Scrolling Scorer’s Table

Xaverian High School; Brooklyn, NY
CARDINAL O’HARA HAWKS

HOME 21 GUEST 3

DOWN TO GO 2 6 47 3

TONAWANDA, NY
Cardinal O’Hara High School
Monsignor Scanlan H.S.
Bronx, NY
Questions??

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Corporate Sponsorships

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

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

- Partnership
- Revenue
- Adoption of Products
- Visibility
- Multiple levels of exposure
- Value
What does YOUR school offer a Sponsor?

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

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

**School**
- Direct Access
- Grass Root Endorsements [Coaches, Staff]
- Adoption of products
- Shared Goals
- Revenue
- Sense of Community
## How?

**Now and Then: The Evolution of Association Sponsorships**

<table>
<thead>
<tr>
<th>Days of the Past</th>
<th>Partnerships of Today</th>
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<tbody>
<tr>
<td>Focus on association need/gratitude</td>
<td>Focus on corporate business objectives</td>
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<tr>
<td>Transactional, a la carte relationships</td>
<td>Delivery of organization-wide solutions</td>
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<tr>
<td>Off-the-shelf (gold, silver, bronze opportunities)</td>
<td>Customized, flexible approach based on partner needs</td>
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<tr>
<td>Price based on need</td>
<td>Price based on value of marketing rights and benefits</td>
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<td>Partner is responsible for activation</td>
<td>Association is responsible for helping partners resonate with their audience</td>
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<tr>
<td>Many contacts for many opportunities</td>
<td>Dedicated team with one point person</td>
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<td>Measurement: sponsor is accountable</td>
<td>Measurement: meaningful, pre-determined metrics delivered by nonprofit</td>
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So, What can YOU do?

- Determine your school’s assets
  - What can you offer a sponsor?

- Find a marketing person for your school
  - Local: Booster, faculty member, You
  - Corporate: HTM, Sports Image etc.

- Make the best deal you can
With Whom?

With whoever you can,

Nationally –

Locally – Any business in your area
Are there existing sponsorships?
With Whom?

BE CREATIVE
For What?

- Set Fiscal Goals
- Defer to experts
- OR
- Start small
- Annual contracts
- Win-Win agreements
Questions?

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