

## Reasons Companies have chosen to sponsor:

- **Create Awareness/visibility**
- **Increase brand loyalty**  
Companies are creating loyalty by tethering their products and services events and organizations their customers care about.
- **Change/reinforce image**  
While imagery can be projected through advertising, paid media lacks the authenticity of a sponsorship.
- **Drive retail/dealer traffic**  
Companies use the assets of their sponsorship to create traffic building promotions.
- **Stimulate sales/trial/usage**  
Point-of-purchase promotions themed to a sport, event or cause can bring excitement, color and uniqueness to in-store displays. Sponsorship also gives longevity to merchandising programs. Marketers can promote their tie weeks or months in advance.
- **Showcase community/social responsibility**  
Customers are speaking, and they are saying they are willing to reward or punish companies with their wallets based on corporate citizenship.
- **Sample/displays/showcase products/services**
- **Combat larger ad budgets of competitors**  
The cost-effectiveness of sponsorship relative to traditional media advertising allows smaller companies to compete with the giants of their industry.
- **Interact with customers**
- **Differentiate product from competitors**  
Sponsorship provides companies a competitive selling advantage because it offers opportunities for category exclusivity and can be used as a platform for creating currency with customers.
- **Promote brand affinity**

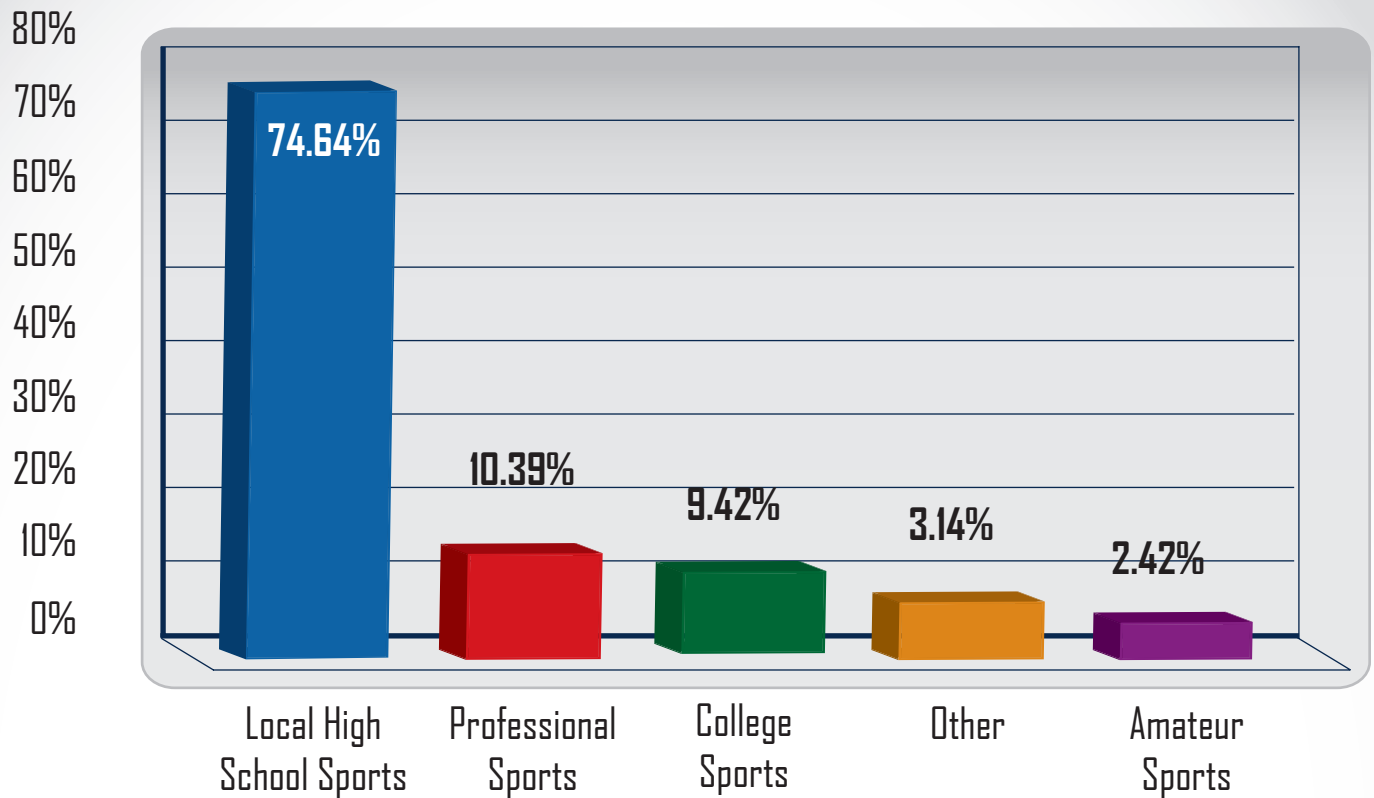
## Value of Benefits:

- **Top 5 mentions**
  - Category exclusivity
  - On-site signage
  - Broadcast ad opportunity
  - Title of propriety area
  - ID in property's media buys
- **Other Mentions**
  - Access to property mailing list/database
  - Access to property provided research
  - ID property collateral materials
  - Ad in program book
  - Right to property marks/logos
  - Presence on property web site
  - Tickets/hospitality

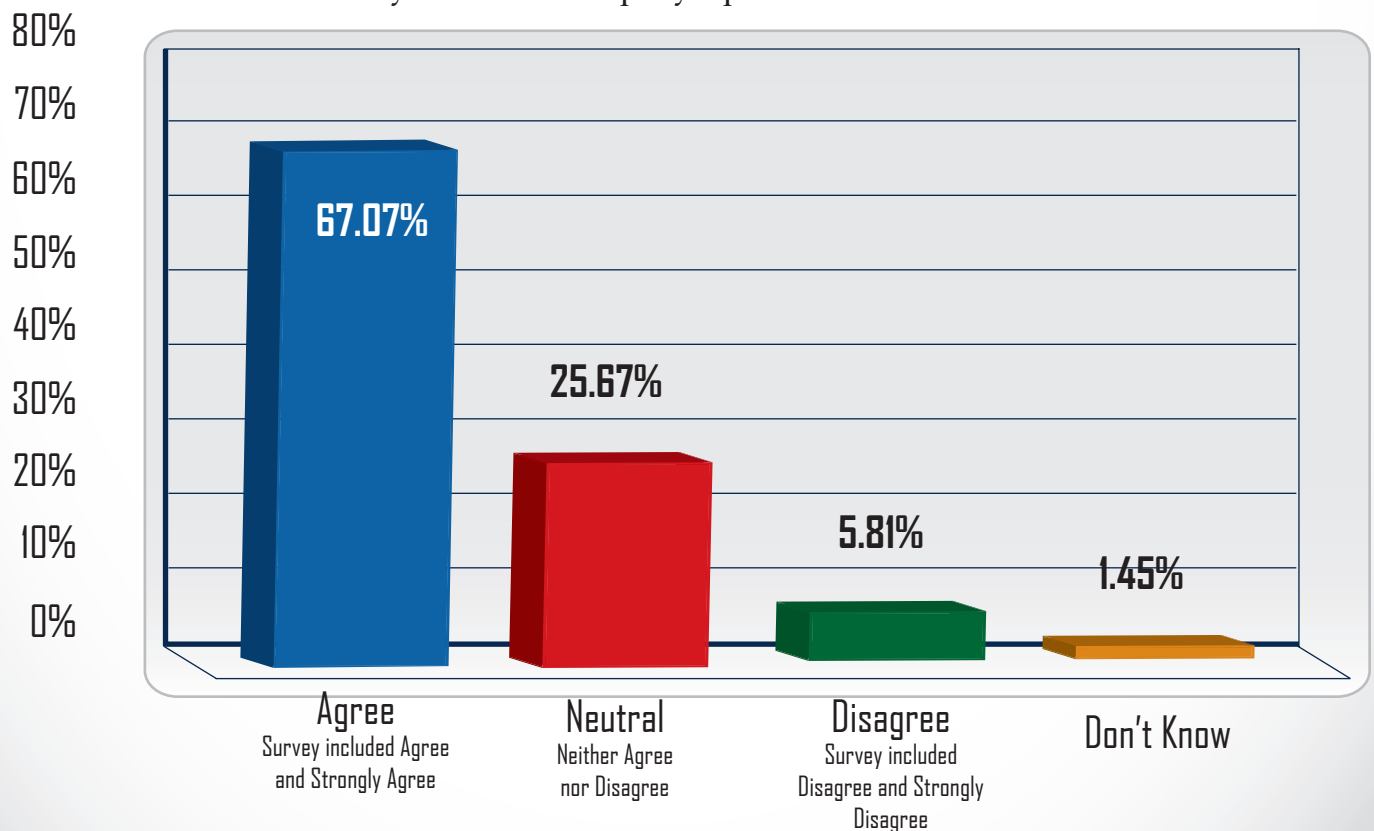
## **Why Sponsorship is the fastest growing marketing medium:**

- **Decreasing efficiency of measured media**  
Costs for traditional advertising continue to increase, while ratings and readership decline. On top of that is an even more basic problem: consumers are not paying attention to ads. Sponsorship on the other hand, provides opportunities for embedded advertising, a fail-safe delivery system where messages are incorporated right into the action.
- **Changing social priorities**  
Buyers are demanding to know where a company stands before they purchase its products. Making the world a more livable place is a prerequisite to achieving consumer affinity. Sponsorship, which allies companies with community responsibility and improved quality of life, is precisely the kind of statement consumers will respond to.
- **Increasing need for two-way communication**  
Sponsorship reaches people in an environment that matches their lifestyle rather than intrudes upon it. It is not a passive monologue that interrupts a TV show, or comes as a piece of mail that needs to be dealt with. Sponsorship speaks to the public, not at them, creating opportunities for two-way dialogue.
- **High Consumer acceptance**  
Public response to sponsorship has been overwhelmingly positive. Sponsorship is viewed favorably because it is seen as a form of marketing that gives something back, that benefits someone else in addition to the marketer.
- **Cause marketing**  
84% of U.S. adults say they would be likely to switch brands to support a product that associated with a cause they cared about, according to the 2002 Cone/Roper Corporate Citizenship Study.
- **Sports marketing**  
Given the choice between two products of equal cost, 72% of NASCAR fans would “almost always” or “frequently” choose the brand they associate with NASCAR over one that is not associated with NASCAR, according to Newport, R.I.-based Performance Research.

“What has a greater positive influence on your community?”

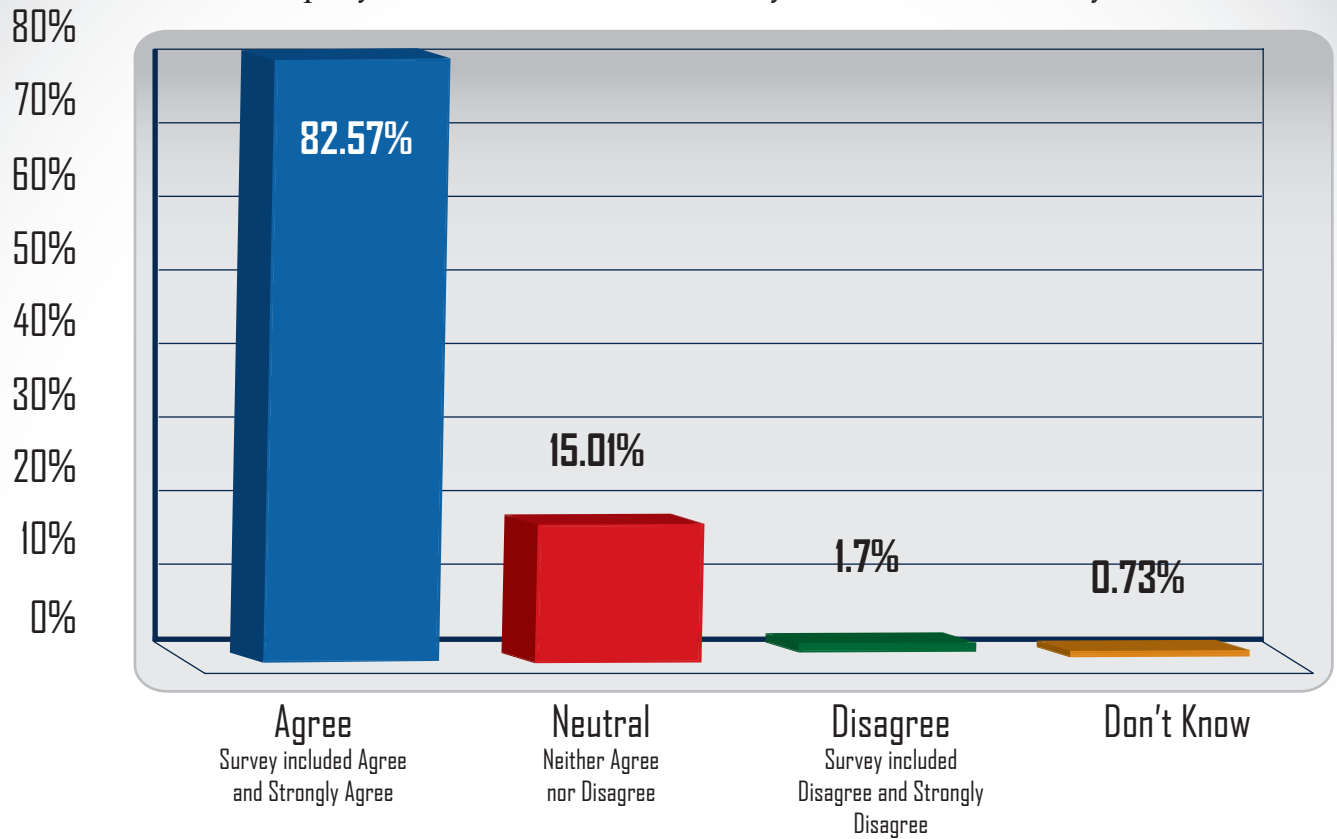


“Knowing that a company or brand is a sponsor of your local high school, would you feel more loyal to that company’s product or service?”

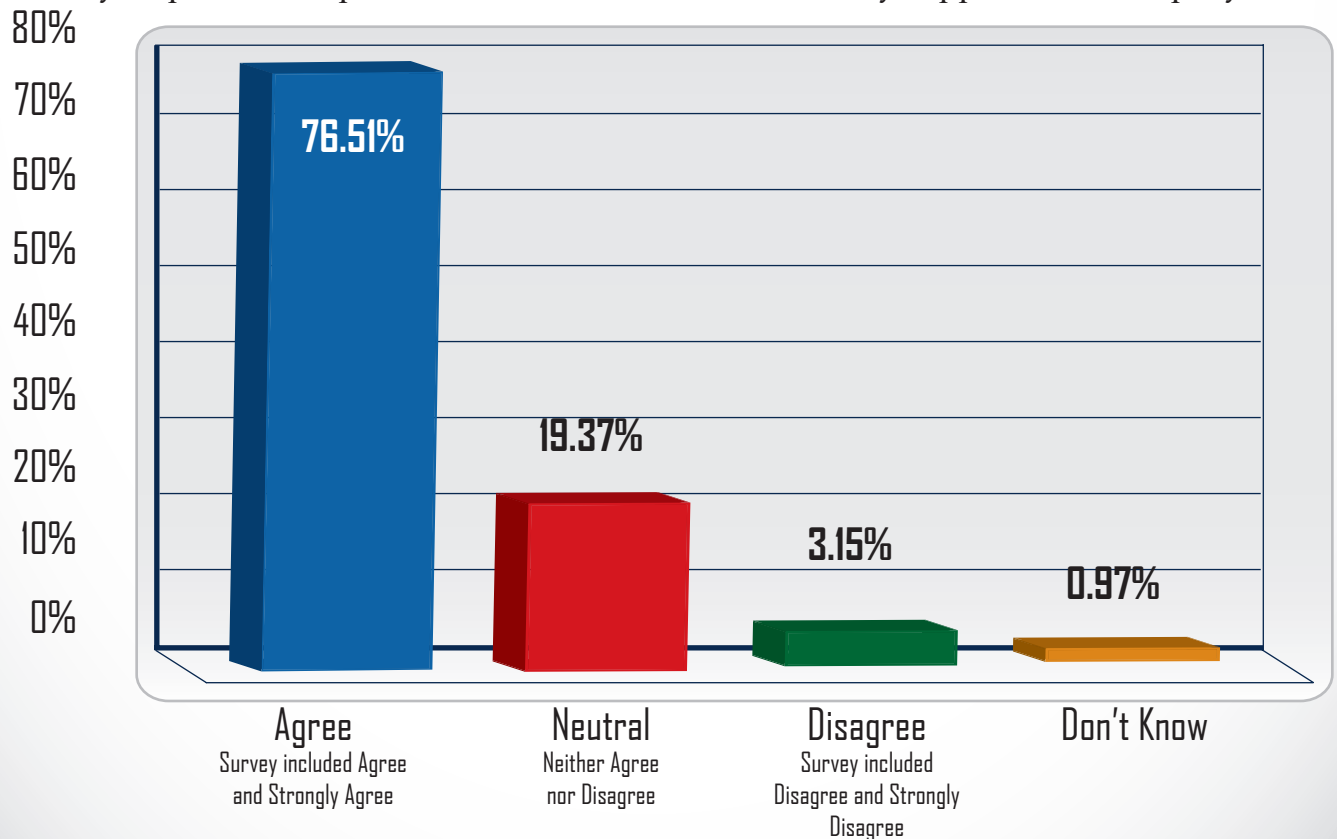


\*Information was collected nationwide from adults ages 18-54 who have children ages 12-17 represented in their household. Turnkey Sports & Entertainment administered the study in partnership with Greenfield Online. Turnkey Sports & Entertainment is the leading custom market research company in the sports and live entertainment industry. Greenfield Online is the pioneer of online consumer research globally and provides its resources within the sports industry exclusively to Turnkey Sports & Entertainment.

“Knowing that a company or brand is a sponsor of your local high school, would you perceive that company to be more active within your local community?”

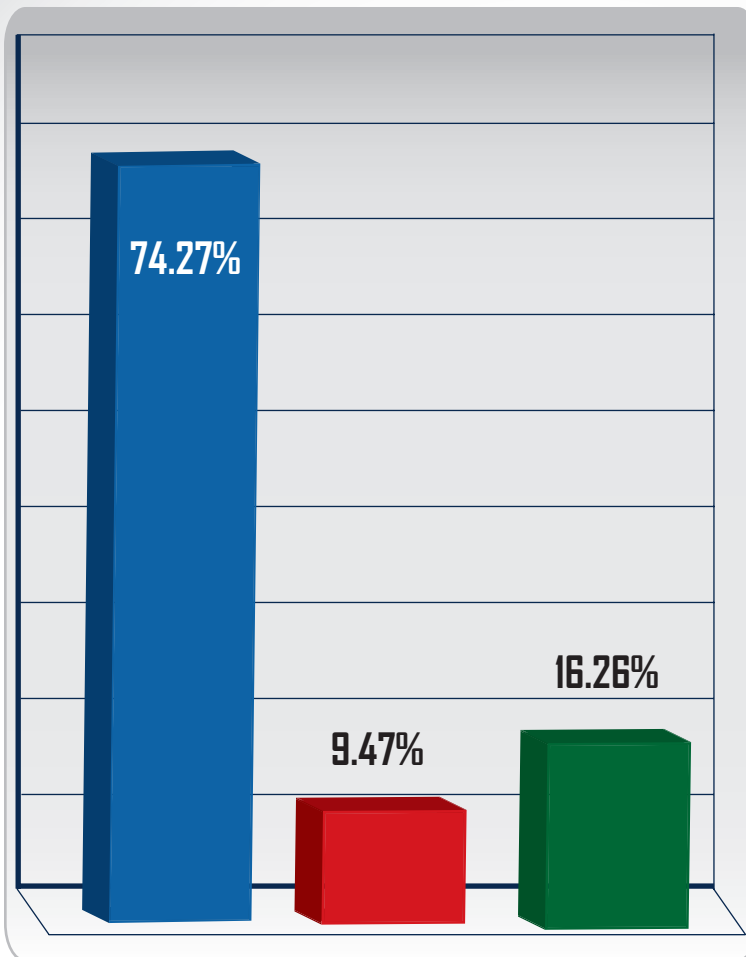


“Knowing that a company or brand is a sponsor of your local high school, would you be more likely to purchase a product or service from and actively support that company?”

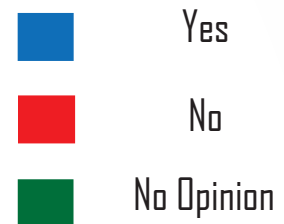


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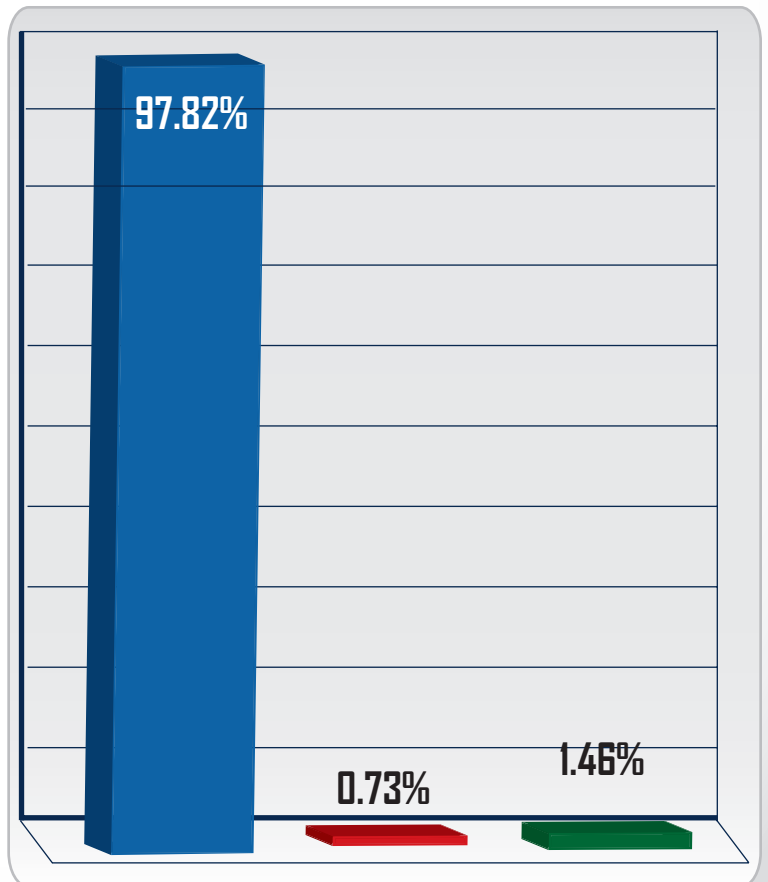
“Do you feel like there is more integrity within the world of high school sports versus the world of professional sports?”



“When a company or organization is choosing where to spend its sports sponsorship dollars, how important is it for the corporation to focus on the integrity of the sports entity (i.e. high school, amateur, college or professional sports)?”

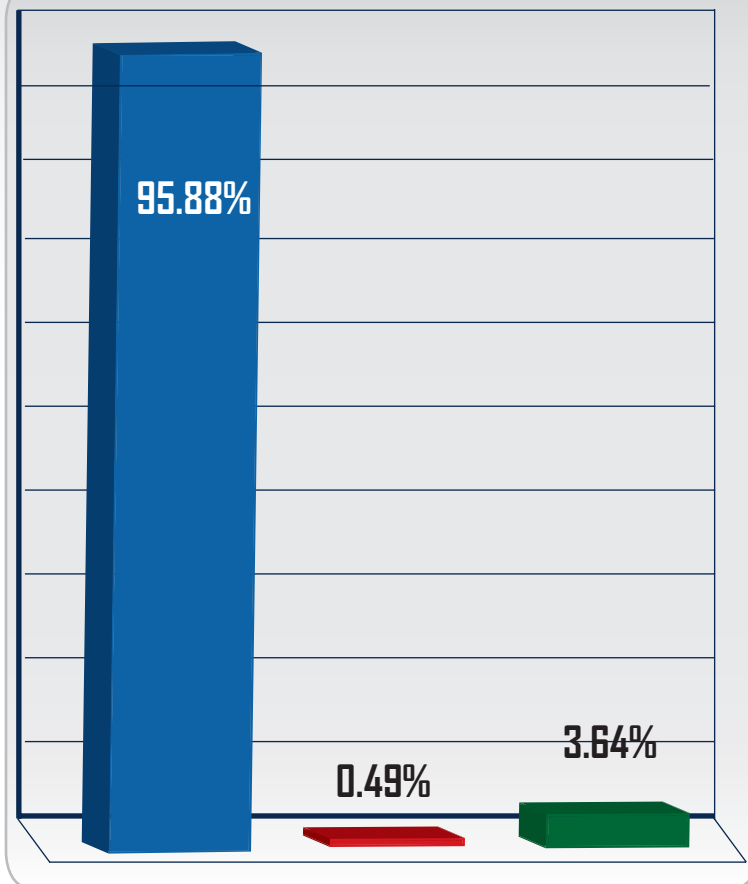


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“With the recent scandals in professional sports, how important is it for companies and organizations to shift their sponsorship dollars from the professional sports leagues to the high school level?”

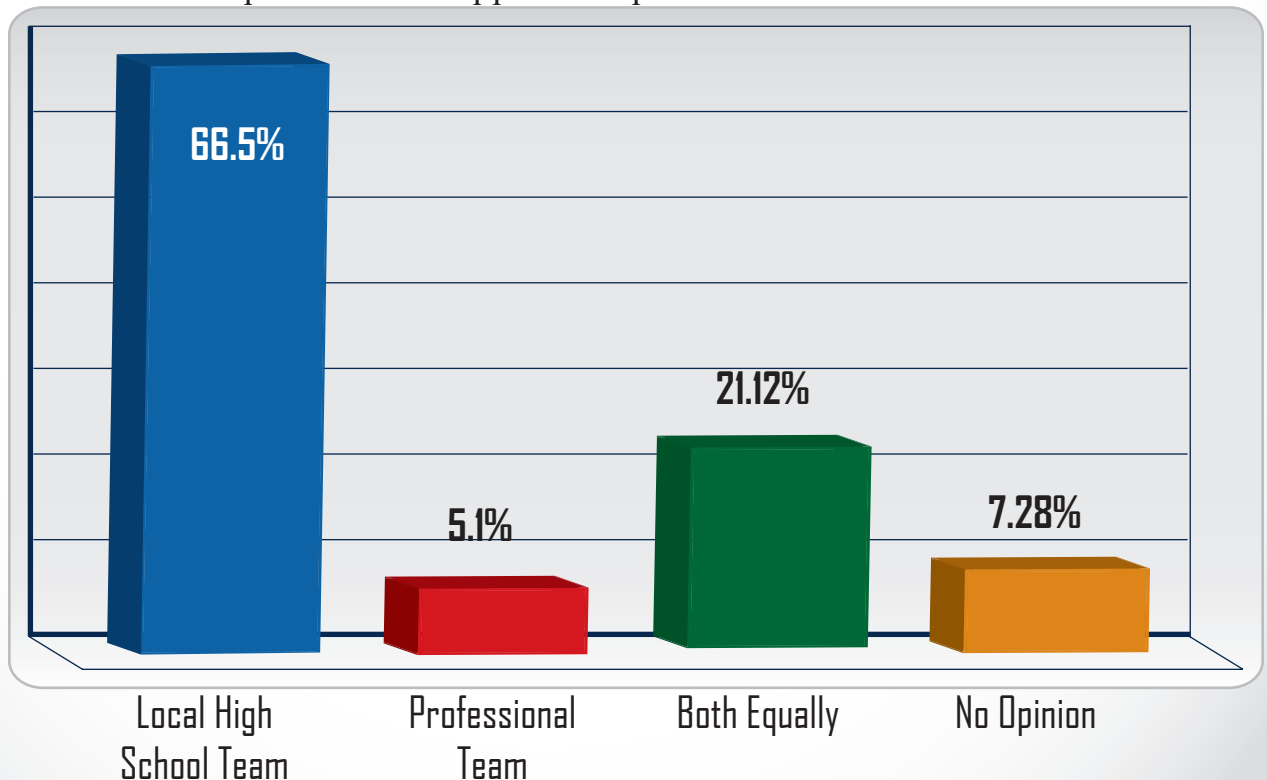
**Important**  
Survey included Extremely Important, Very Important, Important and Somewhat Important

**Not at all Important**

**Don't Know**

“Which would have a more positive impact on your decision when making consumer purchases (such as cell phones, general retail items, auto insurance, or automobiles); a company or organization that sponsored and supported your local high school team or one that sponsored or supported a professional team?”

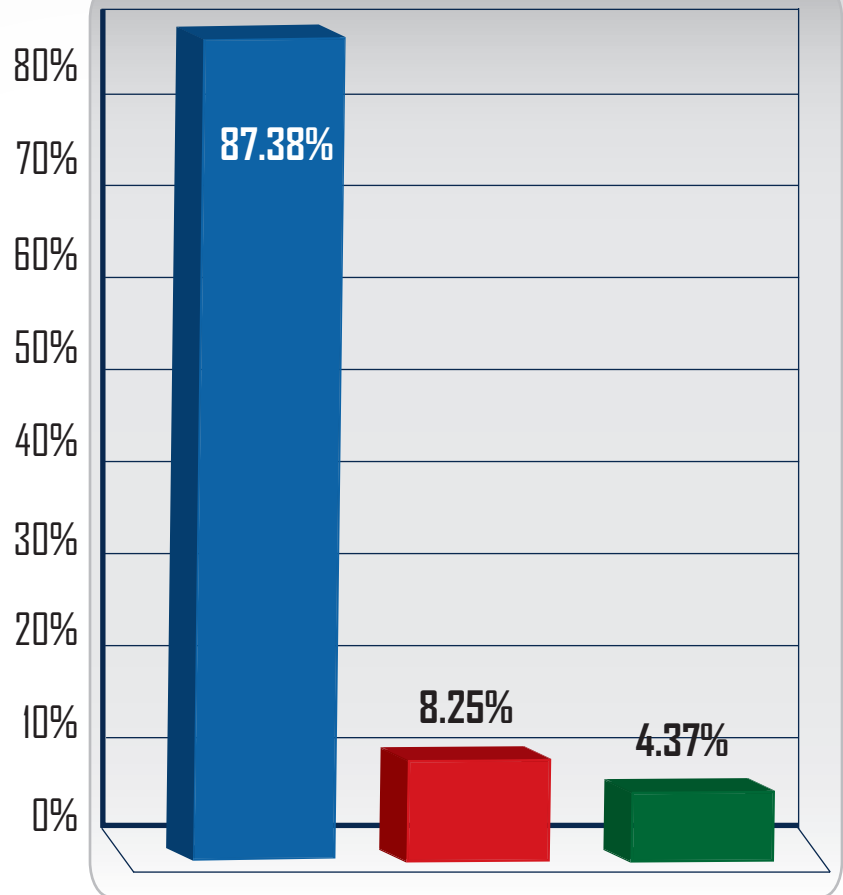
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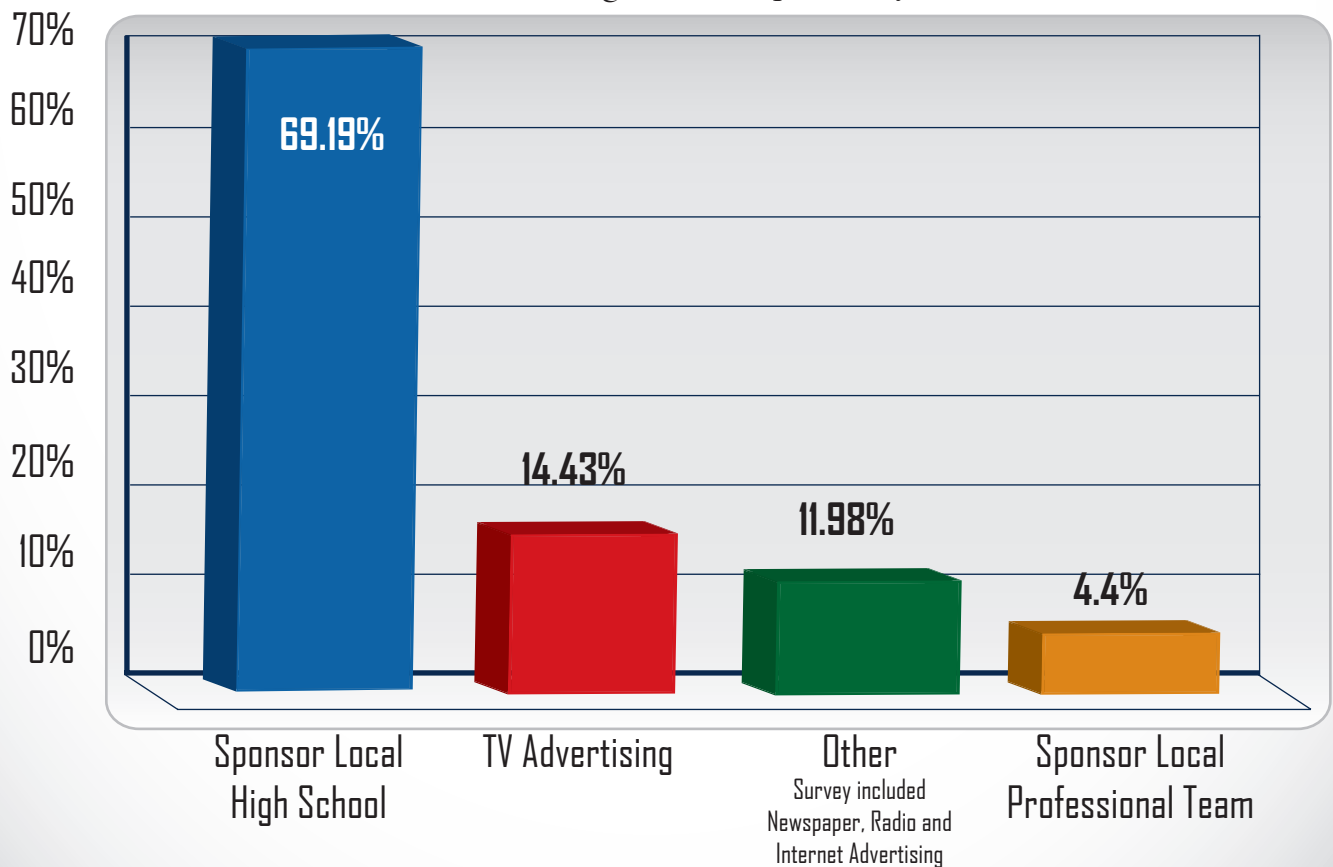
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“Would you rather see a company or organization spend a large sum of money for a single sponsorship of a professional team or spread those same advertising and marketing dollars to a large number of high schools?”

- Spread dollars to as many high schools as possible
- Single sponsorship of professional team
- No Opinion



“In terms of brand awareness, which one of the following should a company or organization utilize to have the greatest impact on you?”



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