

PeopleSoft®**CHALLENGE**

PeopleSoft was unprepared for leveraging a new sponsorship of PGA Tour professional Gary Nicklaus. Despite extensive efforts, the company was unable to meet branding goals set for Year One.

PROJECT OBJECTIVE

Revitalize professional golfer sponsorship to better address business development objectives.

RECOMMENDED PROGRAM

Transition goals away from branding and towards client and prospect interaction.

OVERVIEW

ADC principals recognized that the sponsorship would be inconsistent in delivering impact to the brand, which is closely tied to athlete performance. By minimizing efforts related to branding and refocusing on the need to shorten a long sales cycle (8-12 months), the sponsorship was able to generate a significant return on program objectives.

Key components of the sponsorship included:

- Event access: PeopleSoft was able to leverage Tour Passes provided to Gary Nicklaus for key C-level clients and prospects.
- Onsite hospitality: ADC created a series of PeopleSoft hosting areas at PGA tournaments to increase informal interaction between sales force and key prospects and clients.
- Athlete appearances: Gary Nicklaus made an appearance at each event to discuss the PGA Tour, sign autographs and hold contests.
- Sales Tracking: Sales force provided with online tools for tracking and evaluating success of Tour events.

RESULTS

Based on surveys collected from PeopleSoft sales representatives, unique interaction with key prospects produced an estimated return-on-investment of over 60:1.