



Sports and Sponsorship Marketing: Course Description

Preliminary projections indicate that US-based companies will spend approximately \$11.14 billion sponsoring sports and other properties in 2004, an increase of 8.7% from 2003. If these projections hold true, spending on sports and sponsorship marketing will have increased at a greater rate than advertising in 4 of the last 5 years.

What exactly is sports and sponsorship marketing? Why is it one of the fastest growing forms of marketing? Does sponsorship work? How do companies decide what to sponsor? How do they evaluate success?

This elective course will answer these and other critical questions by providing an in-depth exploration of the dynamic field of sports and sponsorship marketing. Students will obtain practical information for use in both corporate sponsor (buyer) and sports property (seller) settings. The course will include panel discussions with industry experts, review of contemporary issues, and in-class discussion and debate. Topics discussed will include:

- > Defining sports and sponsorship marketing
- > Historical trends and the evolution of sponsorship marketing
- > Review current sponsorship programs and trends
- > Media and sponsorship
- > History and evolution of naming rights
- > Market research and sponsorship
- > Define key sponsorship concepts including integration and activation
- > Sales materials development and creation
- > Identify property assets and determining their sponsorship value
- > Lead and prospect development
- > Sponsorship sales strategies and tactics
- > Program servicing and retention strategies
- > Creating a strategy to guide corporate sponsorship activity
- > How to effectively evaluate opportunities
- > Program measurement and evaluating success

Panel Discussions

- > Corporate Sponsors: Issues facing decision-makers from major corporate sponsors
- > Sports Teams: Issues facing team-based sponsorship marketing executives
- > Agencies: Issues facing third party sponsorship organizations

Learning Outcomes

- > Evaluate the potential value of a sponsorship property.
- > Develop effective sales proposals and related materials.
- > Develop skills for identifying, securing, and retaining sponsors.
- > Determine success of a sponsorship program, including various research vehicles to assist with measurement of ROI.
- > Understand the role of integrating a sponsorship across the marketing mix.
- > Differentiate between property advertising and an integrated sponsorship program.

Course Projects

- > Corporate Strategy: Create a sports and sponsorship marketing plan for a company.
- > Sales Kit: Create and present a sponsorship sales kit for a sports property
- > Case Study: Research and evaluate a corporate partner's sponsorship investment in a specific property.

Biographies

The course will be team taught by Andy Dallin and David Almy, principals of ADC Partners, a Bay Area-based sports and sponsorship marketing agency.

- > **Andy Dallin**: Andy Dallin brings over eighteen years experience in the sports business and corporate consulting fields. He has led projects at all levels of sports and entertainment, including major (NBA Memphis Grizzlies), minor (AAA baseball Sacramento River Cats), and amateur (NCAA Pete Newell Challenge). As a former Director of Sales & Marketing for both the Golden State Warriors and the San Francisco Spiders IHL franchise, he brings a unique, hands-on perspective to client work.
- > **Dave Almy**: With over twelve years experience advising corporate clients, Dave Almy provides a unique level of expertise in successfully guiding sponsorship marketing strategy. Dave has produced effective, results-oriented programs for corporate clients including PeopleSoft, 24 Hour Fitness, Reuters America, Pacific Bell, the California Milk Advisory Board's "Got Milk?" and "It's the Cheese!" brands, and many others. Prior to co-founding ADC Partners, Dave worked for a number of sports marketing agencies including MGO Marketing, The Wilkinson Group, and Greene Creative Services.