Building Relationships
SPONSORSHIP

“the acquisition of the rights to affiliate or directly associate with a product or event for the purpose of deriving benefits related to that affiliation or association.”

(Mullin, Hardy & Sutton’s (2007) p. 315)
SEVEN BASIC ELEMENTS TO PROPOSAL

1. Profile of the organization
2. Description of event/program
3. Compatibility of image
4. Media and promotion plan
5. Sponsorship investment
6. Impact measurement
7. Sponsorship benefits

Important to clearly convey company’s mission and values in order to establish why the sponsor would benefit from partnering with the sport property.
PROFILE OF ORGANIZATION

General biography of the company should include:

• Background information on the industry
• History of the company
• Fan base
• Demographics
DESCRIPTION OF EVENT/PROGRAM

Give the potential partner an idea of with, what and how their company is going to be involved
COMPATIBILITY OF IMAGE

Clearly convey mission and values

• Sets the stage for the sponsorship proposal to establish why the sponsor would benefit from partnership with the property
MEDIA AND PROMOTION PLANS

Promotion
• Any of the various vehicles through which you convey information about a product
• Should increase awareness, attract interest, arouse desire and initiate action
• Avenues to do such: Personal selling (face-to-face interaction), Publicity, Sales promotion

Advertising
• Paid, non-personal clearly sponsored message conveyed through media
• Examples: print ad, signage, endorsement, broadcast, electronic and mobile
SPONSORSHIP INVESTMENT

Various moneys and activities needed both to begin and continue sponsorship deals

Problems that often occur:

• Asymmetrical relationships based on different levels of commitment and perceived inequities in resource allocation
  • It can be very difficult to attribute sponsorship value to particular actions.
  • Hidden costs may cause the partner to question the value in the investment

Important to have a formal system of communication and measurement to ensure company objectives are met for both parties.
IMPACT MEASUREMENT

Recap at the end of the season
  • Review fulfillment of partnership amenities, attendance figures, media impressions
  • Most importantly: Illustrate if the specific marketing objectives of the partner were met

SPONSOR BENEFITS

Partners must ascertain if their benefits support their expenditures
CASE STUDY
Emerald Downs opened its doors on June 20, 1996

March 13, 2015 Muckleshoot Indian Tribe acquired Emerald Downs

Not only does Emerald Downs boast a great card of racing, but also a stellar line-up of promotional events. From the Wiener Dog Races to the Food Truck Festival, there is fun for the entire family.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>PARENT OF CHILD UNDER 18</th>
<th>HOME MARKET VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>45%</td>
<td>18-24 yo 10%</td>
<td>79%</td>
</tr>
<tr>
<td>Female</td>
<td>55%</td>
<td>25-39 yo 27%</td>
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<tr>
<td></td>
<td></td>
<td>40-54 yo 26%</td>
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<tr>
<td></td>
<td></td>
<td>55+ yo 37%</td>
<td>67% of homes are $200,000+</td>
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</tbody>
</table>
FAMILY OWNED, FAMILY ORIENTED

Offering premier roofing materials to the Pacific Northwest for over 50 years

HISTORY
• Founded by Leo Brutsche in 1967 in Kent, WA
• General Manager Rober Karney joined in 1983 and moved the administration office to Auburn
• Serves as the largest independently owned roofing distributor in the state of WA

LOCATIONS
• Auburn, Bremerton, Everett, Longview, Tacoma, and Tumwater

PARTNERSHIP DESIRE
• Celebrate 50th anniversary with the local community
• Hospitality for client and employee appreciation with a BANG!!
PARTNERSHIP AMENITIES

PRESENTING PARTNERSHIP OF OPENING DAY
FIREWORKS DISPLAY

TELEVISION & RADIO
Media Tag - The Win, Place Show

ELECTRONIC
Email Newsletter - Website - Social Media

PRINT
Opening Day Brochure
Official Program Advertisement

RACE DAY
Sign Placement - Announcements
Race Entitlements - Hospitality
PARTNERSHIP PROPOSAL SNAPSHOTs

**Radio Exposure**

**The Win Place Show**

Hosted every Sat Sun from 2pm-4pm on ESPN Radio AM 1530 during the live racing season.

- 130 commercials aired during each edition of the show.

![Image of the Win Place Show](image)

![Image of radio exposure](image)

**Print Exposure**

**Official Program**

The program guide to the day of racing.

- Full page ad.
- Quarter page ad.
- Three page ad.

![Image of print exposure](image)

**Opening Day Brochure**

Created just before the season, the opening day program highlights.

Distribution: 50,000

![Image of opening day brochure](image)

**Race Day Exposure**

**Race Entitlement**

Showcase your brand with the PP Winners' Circle experience at a named race.

- Stately Package
- Racing Stability

- Personal access to the paddock and winner's circle.
- Brand recognition on the race program.
- Commemorative photo collage for winning horses and jockeys.

![Image of race day exposure](image)
SPONSORSHIP INVESTMENT

Delineate partnership package amenities

Illustrate investment and value
FULFILLMENT AND IMPACT MEASUREMENT

SEASON-LONG Amenity

FINISH LINE SKIN Impressions: 271,230

HOSPITALITY Redhook Turf Club

Treat your guests like royalty and experience the Sport of Kings at the most unique member’s club in the Northwest!

Redhook Turf Club offers an impressive setting to entertain guests.

The Club is complete with luxurious amenities, personal handicapping assistance, and first class service.

HALF SEASON MEMBERSHIP INCLUDES
- Visit parking + Redhook Turf Club admission + Official Program
- Official Tip Sheet + Shared appetizer + Tableside service
- Lunch or dinner entree for each guest (laser, wine, and non-alcoholic beverage)
- Guaranteed table overlooking track with flat screen TV monitor
- Private wagering area + Access to expert handicapper

DAYS ON SITE
25
ADDED VALUE $1,000
Supplied 4 additional days for unused tickets

EVENT PARTNERSHIP Print Exposure

DIRECT MAIL NEWSLETTER Logo Inclusion in Opening Day Brochure. Distribution: 25,000

FEATURED EVENTS

OPENING WEDNESDAY JULY 17 G/photo: JAMIE ROHLEDGER
G/photo: JAMIE ROHLEDGER

G/photo: JAMIE ROHLEDGER

G/photo: JAMIE ROHLEDGER

G/photo: JAMIE ROHLEDGER

SCHEDULE

APRIL
DAY 10 - ROYAL TURF WICKEDLAND
DAY 15 - GREY MONSTER DAY
DAY 20 - DOOBIE BURLET
DAY 25 - GARY KNOWLES DAY
DAY 30 - HARRIS DAY
DAY 3 - DELIVERED RACING DAY
DAY 8 - DELIVERED RACING DAY
DAY 13 - ROYAL TURF WICKEDLAND
DAY 18 - ROYAL TURF WICKEDLAND
DAY 23 - ROYAL TURF WICKEDLAND
DAY 28 - ROYAL TURF WICKEDLAND
DAY 3 - ROYAL TURF WICKEDLAND
DAY 8 - ROYAL TURF WICKEDLAND
DAY 13 - ROYAL TURF WICKEDLAND
DAY 18 - ROYAL TURF WICKEDLAND
DAY 23 - ROYAL TURF WICKEDLAND
DAY 28 - ROYAL TURF WICKEDLAND
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DAY 23 - ROYAL TURF WICKEDLAND
DAY 28 - ROYAL TURF WICKEDLAND
DAY 3 - ROYAL TURF WICKEDLAND

CITIZEN KITTY runs on without rider during Extreme Pace Day on May 21

CITIZEN KITTY wins by 4 1/2 lengths in the $20,000 Boxing Stakes on July 16
ADDITIONAL PARTNERSHIP AVENUES

Promotional event development

• Develop relationship with organization to foster attendance and activities for event
• Gather goods and services to enhance participant experience
Established relationship with USO Northwest to gain access to local military organizations and advertise

- JROTC
- US Army Kennel at JBLM
- Seattle Police Dept. Mounted Patrol
WIENER DOG AND WANNABE RACES

Connected with local pet establishments to procure items for participant swag bags.

In exchange for providing items to all swag bags, partner organization receives advertising during the event.
Thank You

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