

Sponsorship in Motorsport – Best Practices

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Who are PRISM?



- **P**ublic **R**elations & **I**nternational **S**ponsorship **M**arketing
- Established 1993, acquired by WPP 1999
- Consultancy, Sponsorship Marketing, PR and Brand XP
- Offices in London, Paris, Madrid, Köln, Detroit and Santiago
- Pioneered the use of six sigma methodology to manage and control sponsorship strategy and resulting activation programmes – *Intelligent Activation*
- Clients include Ford, Shell, Land Rover, i-mode, Toyota, Panasonic Toyota Racing, Standard Chartered Bank, Visa, Xerox, AT&T, Samsung, Sony, Telefonica and others



What is sponsorship?



- Money money money...

A light gray world map is centered in the background. Overlaid on the map are four blue currency symbols: a dollar sign (\$) over North America, a Euro sign (€) over Europe, a British pound sign (£) over the United Kingdom, and a Yen sign (¥) over East Asia. On the left side of the map, there is a vertical stack of five colored circles: red, orange, yellow, green, and blue.

\$

€

£

¥

What is sponsorship?



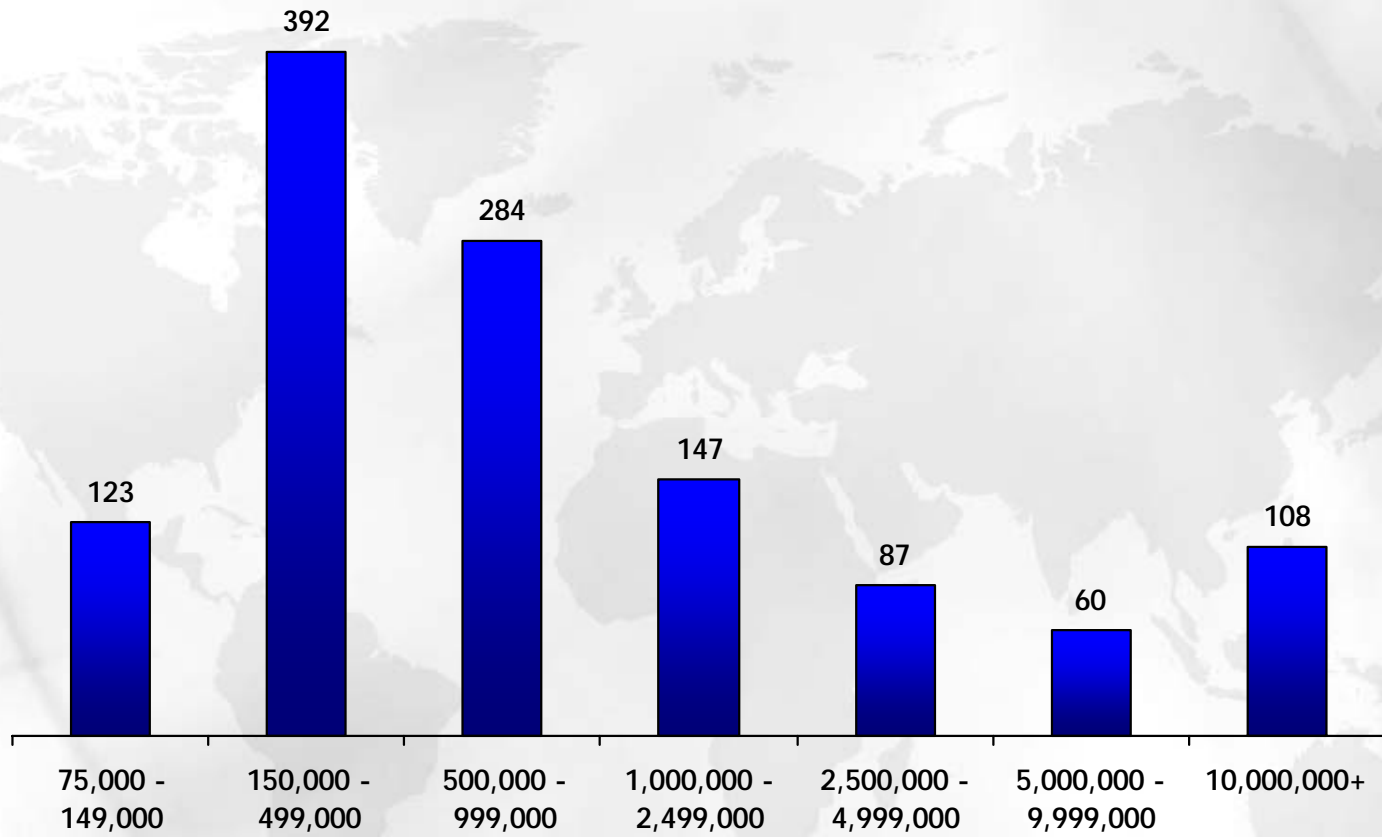
The Key:

Discovering what the brands consumers, or likely customers, are passionate about.

Then leveraging this



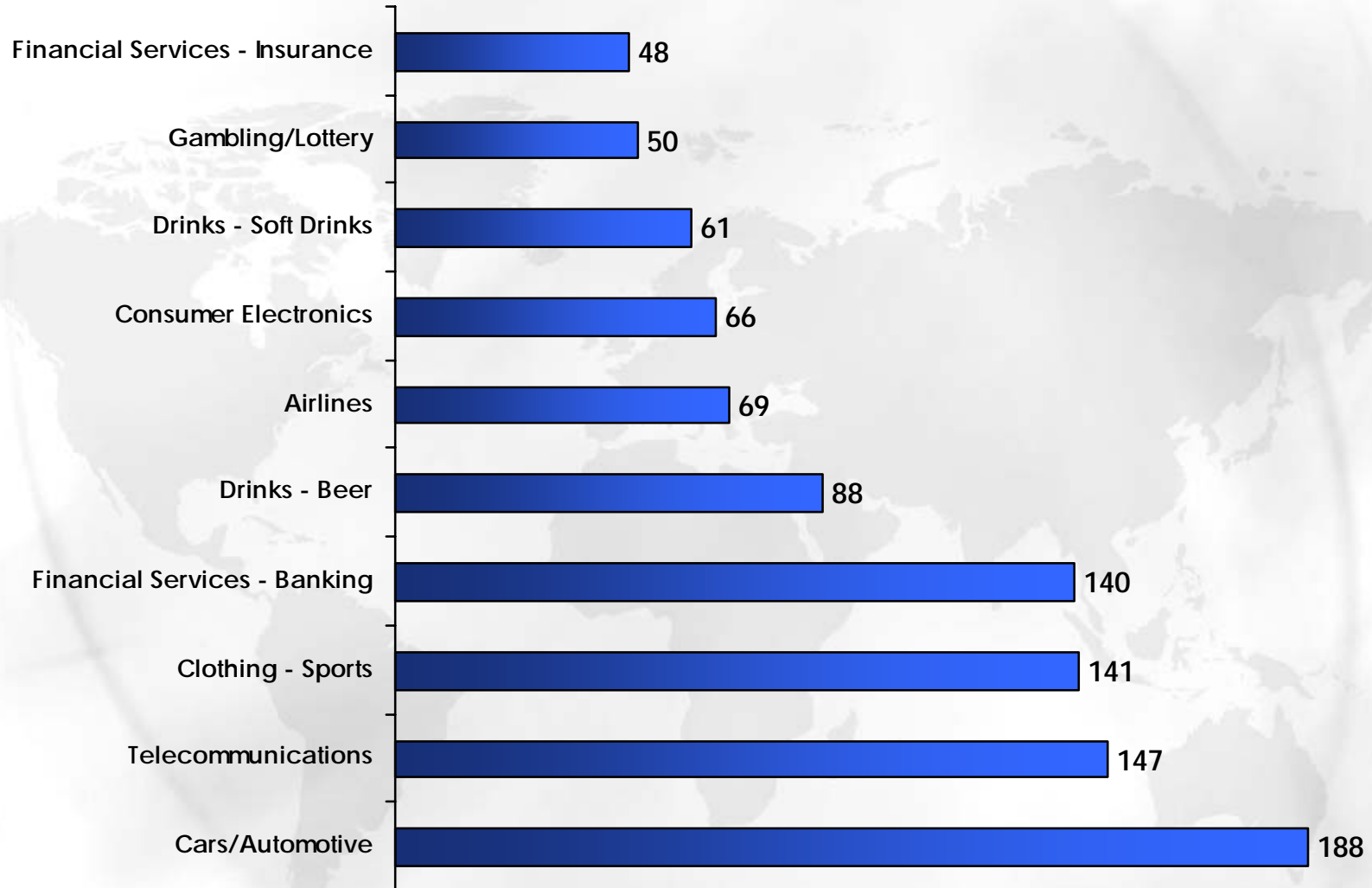
Range of global sponsorship deals by value



Source: Sports Marketing Surveys/TWSM (2006), based on 1,753 deals



Top ten global sponsoring industries by number of deals



Source: Sports Marketing Surveys/TWSM (2006), based on 1,753 deals



Top ten spending global industries by value



Source: Sports Marketing Surveys/TWSM (2006), based on 1,753 deals

Sponsorship and the marketing mix



- The **opportunity** to make an **emotional** connection with consumers via their interest or passion



- **Emotional** motivations are more important than Rational motivations in driving customer loyalty



A combination of art and science



Assessment



- Who should sponsor what
- Why me?
- Understand your (potential) sponsor



Pricing



- Placing a value
- ROI
- Negotiation tactics



Flexibility in packages



- Gold / Silver / Bronze
- One size fits all?



How do I find a sponsor?



- The golden question
- 'The Airport Syndrome'



Engaging the fans

- What should I offer?
- Which direction should I take?
- How much can I reinvest in this?



Colour...



- What colours work and do not work...
- Brand v colour
- Your brand or their brand



Can you have too many sponsors?



The future of sponsorship?



Hopefully not...



Summary



- Think about your offer
- Think about your audience
- Get the facts and figures for your series
- Be better than your competitor off the track
- Understand their business needs
- Be proactive in helping their exploitation
- Perseverance...



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