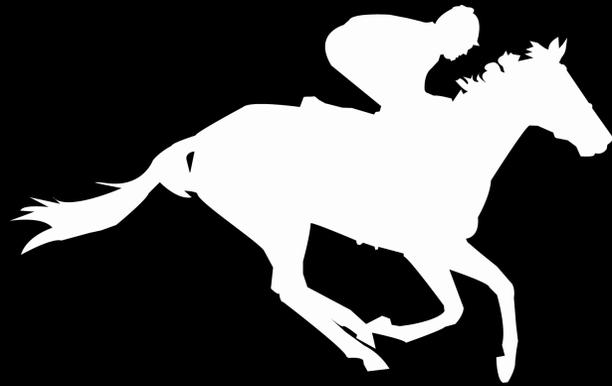


# Building Relationships



# 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 it's 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 if fun for the entire family.

#### GENDER

Male 45%

Female 55%

#### AGE

18-24 yo 10%

25-39 yo 27%

40-54 yo 26%

55+ yo 37%

#### PARENT OF CHILD UNDER 18

79%

#### HOME MARKET VALUE

67% of homes are \$200,000+



## 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 50<sup>th</sup> 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

### RADIO

#### THE WIN, PLACE SHOW

Hosted every Sat-Sun from 8-9 am on Sports Radio 95.0 AM KJR during the live racing season  
 • 0:30 commercial aired during each edition of the show



THE WIN, PLACE SHOW  
with Joe Withee



Hosts Rob Rao and Joe Withee reviewing the morning line on the Win, Place Show

## PRINT EXPOSURE

### OFFICIAL PROGRAM

THE FANS GUIDE TO THE DAY OF RACING

Sizes Available:  
Full page: 4" x 9"  
Third page: 3.5" x 2.5"

Overall Impressions: 254,039  
Average Daily Impressions: 3,629

**YOU CAN ALWAYS PICK A WINNER...**

**AT Carl's Jr. CHARNOILED BURNING**

Visit one of our nearby locations!

- 5925 6th Avenue • Tacoma, WA 98406
- 17025 SE 272nd Street • Covington, WA 98042
- 3816 Pacific Avenue SE • Lakem, WA 98043
- 6325 NE 4th Street • Burien, WA 98148
- 6125 North St. SW • Lakewood, WA 98499
- 3103 116th St. NE • Marysville, WA 98271
- 1275 Bush Rd. • Naperville, WA 98532
- 5524 Soundview Dr., Gig Harbor • WA 98327
- 1544 S. Burlington Blvd. • Burlington, WA 98223

Example third page advertisement

**EMERALD DOWNS**

Emerald Downs Free Results & Scratch Line  
253-288-7722

**OPENING DAY BROCHURE**  
MAILED OUT JUST BEFORE THE SEASON,  
THE OPENING DAY BROCHURE HIGHLIGHTS  
SEASON HAPPENINGS  
Distribution: 20,000

DATE	EVENTS
SAT 11	BELMONT STAGES DAY INDIAN RELAY RACES
SUN 10	INDIAN RELAY RACES
SUN 10	FATH-TEST'S DAY
FAMILY DAY	
MON 20 20TH ANNIVERSARY CELEBRATION, Post Time 8:00 pm	
SAT 25	CELEST WEDDING
SUN 26	CELEST WEDDING
FAMILY FUN DAY	
<b>JULY</b>	
SUN 3	FRESHFORS SPECTACULAR, presented by Carl's Jr. & Charnoiled Burning
SAT 9	BREAKFAST @ THE WIRE LADIES NIGHT @ THE RACES, Post Time 8:00 pm EQUINE ART SHOW
SUN 10	WINEY DOG RACES FAMILY FUN DAY EQUINE ART SHOW
SAT 16	BREAKFAST @ THE WIRE FOOD TRUCK NIGHT FEET, Post Time 8:00 pm

Example full page advertisement

## RACE DAY EXPOSURE

### RACE ENTITLEMENT

Showcase your brand with the VIP Winner's Circle experience of a named race

PACKAGE INCLUDES:

- Stated by Track Announcer • Recognition in the Official Program
- Personal escort to the Paddock and Winner's Circle • Brand recognition on the message board
- Commemorative photo collage of winning horse and jockey

**4th RACE** **CLIPPING** **8:45 PM**

**The Las Schwab Purse**

Approx. Post: 3:20 PM

**MAGIC SELECTION BY PROGRAM SUBJECT**

POST	HORSE	ODDS	WINNER
1	DREAMSTONE COWGIRL	L 123	3-1
2	MUSICAL DELIGHT	L 123	20-1
3	KATZTHOUGHTS	L 123	3-1
4	HOLLYWOOD HOLLY	L 123	10-1
5	MARY LOIS	L 123	8-1
6	ROXIE HART	L 123	7-2
7	THE DOLL ROOM	L 123	10-1
8	ROYAL KINGDOM	L 117	12-1

**The Longacres Mile**  
Longacres Mile Betting Stats  
© 1995 - 2014

FAVORITES	2 <sup>nd</sup> FAVORITES	PLACEMENTS	10 <sup>th</sup> PLACEMENTS	ODDS ON WINNERS	AVERAGE \$20 WIN	AVERAGE BIDDING
31/79	26/79	65/88	11/79	40.1%	\$14.00	\$2.8



Watch the race from the Winner's Circle!



Commemorative photo collage to share with clients

# SPONSORSHIP INVESTMENT

Delineate partnership package amenities

Illustrate investment and value

## PARTNERSHIP OVERVIEW

	WIN	PLACE	SHOW
<b>SEASON-LONG</b>			
<b>RADIO</b>	0:30 COMMERCIAL DURING EACH EDITION OF THE WIN, PLACE SHOW		
<b>SIGN PLACEMENT</b>	FINISH LINE SIGN YEAR-ROUND	FINISH LINE SIGN YEAR-ROUND	
<b>OFFICIAL PROGRAM ADVERTISEMENT</b>	DAILY FULL PAGE AD (Total 70)	DAILY THIRD PAGE AD (Total 70)	FULL PAGE AD ON OPENING DAY, APRIL 8
<b>RACE ENTITLEMENT</b>	20	10	8 INCLUDED IN RACE DAY EVENT AGREEMENT
<b>HOSPITALITY</b>	HALF SEASON REDHOOK TURF CLUB MEMBERSHIP	HALF SEASON REDHOOK TURF CLUB MEMBERSHIP	REDHOOK TURF CLUB MEMBERSHIP FOR A DAY
<b>SOCIAL MEDIA</b>	5 MENTIONS	3 MENTIONS	1 MENTION
<b>TRACK ANNOUNCEMENT &amp; MESSAGE BOARD MENTION</b>	DAILY	DAILY	OPENING DAY, APRIL 8
<b>EVENT PARTNERSHIP</b>			
<b>NAMING RIGHTS</b>	OPENING DAY FIREWORKS DISPLAY presented by Washington Cedar	OPENING DAY FIREWORKS DISPLAY presented by Washington Cedar	OPENING DAY FIREWORKS DISPLAY presented by Washington Cedar
<b>EMAIL NEWSLETTER</b>	BRAND INCLUSION WITH CLICK-THROUGH LINK	BRAND INCLUSION WITH CLICK-THROUGH LINK	BRAND INCLUSION WITH CLICK-THROUGH LINK
<b>MEDIA TAG</b>	BRAND INCLUSION ON MEDIA COVERAGE (TV, Radio, and Print)	BRAND INCLUSION ON MEDIA COVERAGE (TV, Radio, and Print)	BRAND INCLUSION ON MEDIA COVERAGE (TV, Radio, and Print)
<b>OPENING DAY BROCHURE</b>	BRAND INCLUSION ON SCHEDULE <i>Extremely time sensitive</i>	BRAND INCLUSION ON SCHEDULE <i>Extremely time sensitive</i>	BRAND INCLUSION ON SCHEDULE <i>Extremely time sensitive</i>
<b>PARTNERSHIP FEE</b>	7500	6000	5000
<b>MARKETING VALUE</b>	25000	17500	10000
<b>ALL CORPORATE PARTNERS RECEIVE 20% DISCOUNT ON GROUP EVENT FOOD AND BEVERAGE</b>			



# 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

# SALUTE TO ARMED FORCES DAY

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





Thank You



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