

1.1 Sponsorship activation

1.1.1 Fundamentals of sponsorship activation

Sponsorship Activation

When the sports executive sells sports sponsorships and creates partners for your sport organization, he or she must realize that the sales process is not over when the terms are agreed to and the deal is signed. Signing a sponsorship deal is truly only the beginning of the partnership and if the sport executive wants to establish long-lasting and sustainable relationships, he or she must realize that the ability and precision with which the activation of the sponsorship is executed will actually define how successful the organization is in the long run. In this course of activation, we will focus on:

- The phases in the activation process.
- Activation Samples.
- Types of activation.
- Growing and maximizing your relationship with partners by means of referrals.
- KPIs and different ways to measure your sponsorship agreement.

Once we have covered these topics, you will not only be ready to sell sponsorships with excellence, but you will also be able to deliver activation with excellence to ensure both client happiness and growth for your organization as a whole.

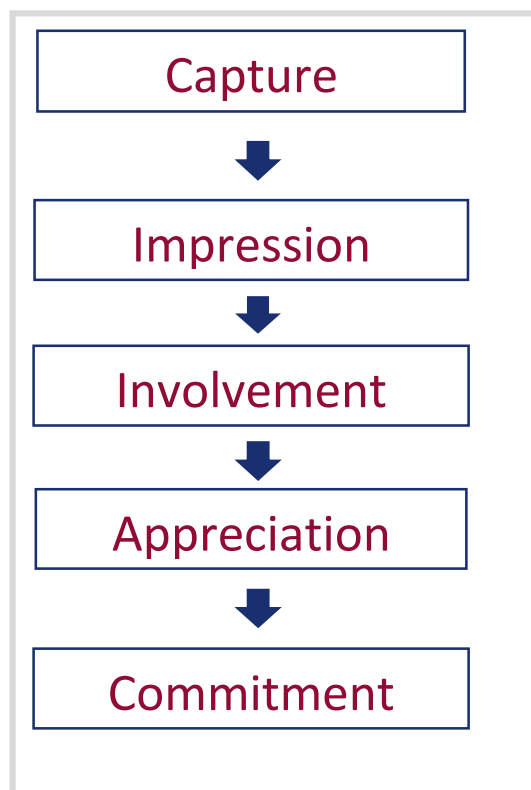
Sponsorship Activation Theory

It is essential for the sport executives and their organizations to understand the theory behind sponsorship activation and the way it works. Sponsorship activation truly works when it harnesses the emotional connection from your organization and its consumer base in order to deliver a desired outcome for a sponsor. This is done in many different phases and should be customized to each individual sponsor and their objectives. The main processes in which sponsorship activation operates are different from advertising. This is because sponsorship activation involves passion and is directly connected with that passion. Think of how many commercials and traditional advertisements you see on an everyday basis. You consume so many different forms of advertising that it eventually becomes numb in most cases and does not have a full effect on the position of the product in your mind. When sponsorship activation is involved, it first taps into the passion section of

your emotional processes and then it directs that passion into another avenue directly related to your sponsorship partner. In this process, and through the sponsorship activation methods mentioned, you will see many benefits for a sponsor. These benefits are the same that are communicated by the sport executive during the sales process and demonstrated during the activation process.

Understanding the sponsorship activation theory model involves a five-phase process on which we will focus. Those five phases are shown below.

Figure 1: Five phase process to understand the sponsorship activation theory



Source: Prepared by the author.

1.1.2 Capture stage in sponsorship

In order to provide maximum value during the activation process there must be a high emphasis on capturing the attention of the consumer and making sure that you put your sponsor in the best possible position to do this. This involves being strategic in the manner in which you carry out product placement, logo placement and additional collateral placement strategy. As a senior sport executive you can do this in different ways. The first avenue you can take is to resort to those sponsor's input ideas that have worked for them in the past.

These ideas are the ones that they were happy with and the ones that you can try to accomplish while maintaining the integrity of the deal and the terms of the agreement. This is one way to make the sponsor feel that they are being involved and it can be effective sometimes, especially when starting out within the realm of sponsorship activation. Although it is good to make them feel that they are part of the process and that you are listening to their input as a true business partner, this actually represents a very fine line for the sport executive to walk. Input is one thing, but having advisory power is another. As a senior sport executive you must remember that you are the expert and that you are ultimately responsible for your organization and must keep that in mind while doing this process.

Another avenue that can be taken to maximize the capture part of the process is to be able to have flexibility in the collateral strategy that is discussed by having certain terms established, and at the same time leaving room for some flexibility depending on the sponsorship organization's need. This can be done by managing your sponsor during the agreement process and also by having the ability to add flexibility for them in the form of other benefits.

Expert example:

Organization X has a sponsorship deal for their logo to be placed on the court of a basketball arena for exposure to all visitors to the arena. Part of the terms of the agreement state that organization X will have a 5 X 5 ft. logo placed on each baseline of the basketball court in a specified place. Throughout the term of this agreement a VP from organization X comes and visits for a non-athletic event at the arena in which the floor was covered. After the event he sees that his organization might not be getting maximum exposure. The VP then contacts the sport executive about alternatives to the agreement and to inquire on where additional signage can be placed in order to maximize exposure for their organization. Because you have multiple different sellable assets and collateral for sponsorships, you inform him that you also have an area on the corners of the ribbon video board that can be purchased as well. He informs you that he would like to add an addendum to the agreement and purchase additional sponsorship collateral, and in turn he would renew his court sponsorship deal for an additional 2 years if these pieces could be added. You are able to add these additional pieces to the video board at no cost to your organization and in turn you are able to renew them for a high rate for the court sponsorship. This is obviously a decision that you would have to make depending on the cost benefit as it relates to your organization but by throwing in these additional pieces, you are able to renew a much higher ticket item at a much higher price. This is an example of great customization for your sponsor and teaches the sport executive a few lessons. The first take away is that when selling the sponsorship or creating the activation, keep in mind other additional

sellable assets that can be viewed as valuable for additional pieces of the deal. The second take away is to utilize the things that comes of no charge to you as extra benefits to a major sponsor who has purchased higher ticket items. The third would be to leverage events that are not athletic events to sponsors, as you always want to keep in mind the total value of your assets in arena sponsorships and other ventures for your organization.

Another aspect of the capture phase is that it is a process that involves you working with your sponsor but it does not have to do with the placement of the signage and/or logo but rather the design of the signage and/or logo. Keeping the proper placement is one of the most important factors. However, not even the proper placement can be taken full advantage of if the proper design and execution are not done by the sponsoring organization. This is very important to communicate within the sponsorship activation process, and it is something that should be actively managed throughout the activation cycle. While keeping this in mind, look at the examples below to see how much of an effect the design of a logo can have on the actual capture part of the activation process.

Figure 2: Design Example 1 – Capture Phase



Source: Sponsor Finish [Online photograph]. (n. d.). Retrieved from <https://goo.gl/0K4cJm>

When you look at the picture above you can see many different sponsors for the event and the different logos of each sponsorship organization. Although there will likely be different price points for different spots, you can clearly see the difference in how a design can impact the capture part of the activation process. A few things to consider about the picture above and keep in mind:

1. If product placement is on the horizontal/vertical placement format, inform your sponsor of this to see if they have something that will fit that specification. If you look at the picture, it is obviously using both vertical and horizontal placements but not all the sponsorship logos are arranged in that manner. This is sometimes the choice of the sponsor, but it is the sport executive's job to let them know about all of their options and about how their logos will be displayed in the proper format.
2. The color of the logo is also something to consider, especially when combining multiple colors on a single sign and when these will be displayed within different forms of light. If you look at this sign, you can see it is at an event in which the lighting has changed throughout the day and that has greatly affected the sign. Working with the different sponsors to let them know when their sign will be displayed and how it will look under different lighting is very important. In this image, you can also see how a sign with multiple colors within the same shade of a color scheme is not so noticeable compared to similar signs with contrasting colors. Although this is the responsibility of the sponsorship company, it is another value added benefit you can provide the sponsorship organization with as a senior sport executive and in so doing show them you are truly partners.
3. The last aspect consider from this particular example is the actual size of the lettering and/or graphics within the logo. As you will notice, sometimes very simple and large graphics, as opposed to complex ones, are beneficial when it comes to the capture stage of the sponsorship activation process. Many times companies will be pushing the limit while trying to use their advanced images and cutting edge designs during branding. Although it is important to keep this in mind during the sponsorship activation process, it is also important to add your input as to what you have seen work best and what has failed to deliver results in the past.

By being aware of what your sponsorship activation opportunities are and how you will be able to utilize them, you will have a better understanding of the capture part of the process. Sometimes the easiest way to utilize the capture phase of the activation process is to revert back to the old formula of keeping it simple. You can do this by advising your sponsor that instead of coming up with some new and innovative logo/graphics, they can just use the simple standard logos/graphics that capture attention. Though big clear letters with bright recognizable contrasting colors seems like an old formula, in many cases, they still work. Look at the simple examples below and see how much they capture the attention of the consumer.

Figure 3: Design Example 2 – Capture Phase



Source: [Online photograph]. (n. d.). Retrieved from <https://goo.gl/nbmbPC>

Coca Cola uses very large and simple letters in contrast to the other sponsors on the same size collateral spot.

Figure 4: Design Example 3 – Capture Phase



Source: Payne, 2015. Retrieved from <https://goo.gl/sPoY6Z>

GoDaddy uses bright and contrasting colors in their sponsorship in order to maximize the capture phase.

1.1.3 Impression stage in sponsorship

The second phase of the sponsorship activation process involves the impression that is left with the consumer on how much involvement the sponsor has with the event/organization. Having a lasting impression is key to establishing the partnership that is formed and to the brand

association aspect of the activation process. As you will notice from the following examples, there are many ways to measure this impression with KPIs. The reason for this is that this impression is sometimes a huge factor in determining the level of sponsorship that the organization will decide upon. The impression is sometimes meant for smaller audiences and sometimes it is meant for larger audiences, but the positioning of one's organization within the consumers' mind must be made in such a way so as to have a lasting impression for sponsorship to be effective. In some cases, the impression can be so great that the sponsor organization becomes the main part of the asset and it is no longer thought of as a part of the sport organization, but rather the sponsor. Once again, this is a very fine line that the senior level sport executive will have to walk as it can become a great selling tool for your next sponsorship, but you do not want to lose your spot in the consumer's mind when it comes to branding yourself. As seen below, this happened within College Football in the USA when bowl games, which had been around for decades, seemed to have been losing their identity when it came to corporate sponsorships.

A Fresh Design Perspective During College Bowl Season

Amid a sea of college football bowls awash in corporate-led identities, last year's introduction of the College Football Playoff not only provided a fresh perspective for the sport, but also for the bowl season's graphics.

"We knew back when we were starting the College Football Playoff, in the discussion of the formation and event, the postseason was moving in a new direction," Gina Lehe, senior director of communication and brand management for the CFP, tells HOW. "We knew we had to create and design a logo to change that postseason look."

With the debut of the four-team bracketed playoff system last season, the storied bowl season of college football received a completely fresh perspective.

The CFP logo gave that perspective an identity. CFP Primary Vertical Signature Gold on Black RGB

Designed with the assistance of Pentagram, the CFP wanted a mark to signify the modern age of the college football postseason. And they wanted the public jazzed about the process. So, once the final four logos were developed, the CFP put them out for a public vote in April 2013, ultimately landing on a gold symbol football as the distinguishing mark (after sidestepping a now-humorous hacking attempt that flooded the least popular mark with thousands of votes).

"It was a really good process for all of us and a fun way for the fans to touch and feel the developing new postseason," Lehe says. "All of the designs presented achieved what we were looking for: clean, simple, something with the ability to become an iconic mark and represent college football."

Upon the final selection there was the predictable social media displeasure over the simple look of the mark.

"Anyone who has been in a logo design brainstorming process knows it looks a lot easier than it really is when it is all said and done," Lehe says. "There is a lot that goes into color, orientation of lines, spacing, it is all important when establishing a new brand identity."

As the mark has lived on, though, the naysayers have dissipated. Lehe says the final logo has deeply-embedded symbolism embedded, with the four laces of the football signifying the four teams that qualify for the playoffs and the gold spheres that hold the football serving as the brackets of the playoff structure.cfp-logos

With the obvious goal to get to the where the mark stands on its own, the early years have also seen the CFP use text next to the mark. But never in it. "A big goal I have personally and professionally with our sharp and simple design is the proper execution, and one we will continue to strive for is that when people see that gold football symbol, they know the College Football Playoff is present," Lehe says.

And that serves as another reason that "as of right now and in the foreseeable future" there is no corporate identifier with the logo. To protect the landscape of the logo, anytime ESPN or title sponsors use the CFP logo, it is set apart from other logos with a thin black line to "maintain separation, to maintain integrity of the mark."

"It is very important from where I sit," Lehe says. "It helps maintain the brand presence regardless of whatever element or atmosphere you are in."

And while many brands must create a mark based off the history of the organization, the CFP was able to help use the mark to build its own history, including using the logo to help design the tournament's trophy.

"It really started to come together in such an organic way," Lehe says. "It was a lot of fun to be a part of."

Another byproduct of starting new was the ability for the CFP to step back and review the existing bowl game landscape. So many bowl game logos use the shield format, so Lehe says doing something different would prove striking and unique.

But the ability of the CFP to distance itself from corporate sponsors is an anomaly in the bowl season. Roughly a year old now, the new Goodyear Cotton Bowl Classic mark worked to put a modern twist on this relationship, Michael Konradi, chief marketing officer, tells HOW.

Going away from the shield look for a “totally different approach,” Konradi says the new logo played up both the Goodyear sponsorship and the roughly 80-year history of the Cotton Bowl. While following in Goodyear’s color scheme and playing the corporate identity at the top, the cotton bowl—in the shape of a tire at the bottom of the logo—takes a larger role in this logo than in the past.

“That was important to not lose the fact that the cotton ball was very much an integral part of who we are,” he says. “If you look at the other bowls out there, each one takes a different approach and for us it was trying to find that balance, and sometimes that gets lost and the bowls. Some of them over the years, unfortunately, have sold out a little bit when it comes to title sponsors and not protecting their brand and their bowl name as part of the graphic design.”

The Cotton Bowl, which was at the mercy of ESPN to secure their title sponsorship, used Torch Creative out of Dallas to quickly create the new logo last year when the deal with Goodyear started to come together, allowing the Cotton Bowl control over the process.

With the CFP mark leading the way, we can expect bowls, such as the Cotton Bowl, to continue to find new ways to distinguish their identity within the ranks of college football’s postseason.

These bowl needed money, but they also wanted to maintain some of the distinguishing characteristics that made them unique. When the College Football playoff was introduced there was a revert back to the old ideas of branding an event on its own and having sponsors fall in line.”

(Newcomb, 2015, <https://goo.gl/6gTT6b>).

As it is the case above, it can be very hard for one's sport entity to try and get its own identity back once the flood gates have opened for the sponsors to have naming rights to events. This sometimes can send the wrong message to the consumer, for it is telling them that money is more important than tradition and core values. This happens because tradition and core values are two things that consumers often identify with, mostly when it comes to the reason why they are passionate about their particular sports entity. When creating this impression, the sport executive must remember that sponsorship funds are important and you have to maximize them, but not at the risk of losing the very identity upon which your sport entity was built. Some might say that this loss of identity is not possible with their favorite sports teams and or leagues. But if one has been paying attention to the sport landscape over the last 50 years, we have seen how events once named after influential figures and ideals in our society have been replaced by names of sponsors that are willing to pay substantial sums for those events. This is the challenge that a senior sport executive must address in regard to this issue. Although money is important, being connected to your fans and consumers is the ultimate sustainable quality that a sport organization must possess.

1.1.4 Involvement stage in sponsorship

Involvement among your sports organization, and with the sponsors that are your partners, is a key part of the activation process. This involvement is measured by the passion each consumer has for the organization itself. It has been shown that sponsors benefit the greatest when they are partners with a fan base of an organization whose fans are passionate about not only the winning and losing percentage of the organization, but also about the mission of the sports entity itself. This is a record of measurement that the sponsor can analyze when it comes to determining what sport entity they would like to invest their money in. This analysis can ultimately decide who they want to be long term partners with. An example of this can be found across different sport entities in the passion measurements of their passionate fans versus their non-passionate followers. This goes back to the original mission of the organization, which is first to engage its fans and make them passionate about the core values of the organization before true greatness in sponsorship and business partners can be obtained. Involving consumers and turning them from mere customers into passionate fans is something that every CEO and senior sport executive is usually trying to figure out how to do. Although some approach it the other way round and try to turn every fan into a customer, the truly successful and sustainable sport executives realize that the more passion they have behind their brand and entity, the better. This is a costly mistake that was once made by a popular football club in England as it is shown below.

Liverpool owners FSG brag about 'transforming fans into customers' on website

Mere days after revealing a roundly criticized new ticketing price structure, Liverpool FC's owners have risked further fan fury on their website.

As a football club who has just announced a spectacularly unpopular hike in ticket prices, you may think it just good sense to take a more sensitive approach to the press in the days that follow.

Alas, Liverpool owners Fenway Sports Group have skirted around that fundament of supporter relations, with a post on their website crowing about "turning fans into customers".

This approach is unlikely to sit well with the Liverpool fan base, with the Liverpool Supporters Committee having recently regarded the club's new match day ticket plan as "a further setback for loyal supporters".

Fenway Liverpool sales and representation page

Liverpool owners' plan: Good for business, perhaps not so good for supporter relations

The post, on the Fenway Sports Management website, celebrates Liverpool FC as "a storied franchise with a rich history dating back to 1892 when the Reds played its (sic) first match at its home, Anfield Stadium.

"LFC is one of the most well-known and respected clubs in all of sport," it continues, "and with more than 580 million fans spanning seven continents, LFC supporters 'Never Walk Alone'."

The item then links to a case study of the commercial benefits of Subway becoming Liverpool FC's 'Official Training Food'.

Liverpool owner John Henry

Liverpool fans say owners FSG and John Henry have not listened to them

This website post comes in the same week as Liverpool's unveiling of a new matchday ticket price structure, which plans for the first-ever £1,000 season ticket and a £77 individual match ticket.

Premier League shareholders will discuss ticket pricing more broadly when they meet later this week in London.

No clubs have yet committed to cutting the cost of tickets since the Premier League announced its new domestic television rights deal last year, which rose in value from £3bn to £5.14bn.

Supporter initiatives to reduce the monetary burden of matchday attendance have thus far failed to get enough support to force changes in time for next season.

£70 for a Liverpool ticket next season. Do the owners care about the fans? We are supporters not customers what a joke.

— Donie (@DonalMcGrath2) February 1, 2016

Both 'Spirit of Shankly' - the Liverpool Supporters' Union - and the official Liverpool Supporters Committee have been vocal in their despair at the club's recent ticket-price plans, having contributed to the Ticket Working Group for over a year in the hope of reaching a more favourable compromise.

In a statement released earlier this week, the Liverpool Supporters Committee said: "This is a lost opportunity for LFC to begin the reversal of the effects of inflation-busting prices that have forced out many loyal fans over recent years.

Liverpool FC banner reads: built by shanks broke by yanks

Liverpool fans protested against their previous owners until the club was sold

"Unfortunately, the decisions of the ownership are based purely on economics with no compromise.

"They have tried to frame the debate from the view that ticket prices as they stand are fair and that their planned rises somehow supports this fairness. This is an unsustainable argument. Fairness is not making more money than ever before from supporters."

Anfield main stand under construction for the 2015/2016 Premier League season

The new main stand under construction at Anfield

Meanwhile, Spirit of Shankly made a statement of their own on their website on Tuesday: "Whilst we are not happy with the outcome, we would like to place on record our thanks to those UK based executives of the club who have engaged with us openly and honestly, listened to us and feedback (sic) our concerns as we had no direct engagement with the owners.

"The final decision on these prices was theirs. They should be the ones made to account for them."

Ian Ayre, Liverpool chief executive, defended the club's plans earlier this week.

"The redevelopment of our Main Stand and increased capacity has given us flexibility to freeze or reduce more than half of all tickets across the stadium," he said, "which is reflected in our longer term plan to give fans more choice on what price they pay to attend a game."

The new price structure also allows for 2,250 tickets available to children at just £9 each.

Ayre added: "The feedback has been clear that having more local and young people at Anfield is a priority and we are delighted to be launching these new ticketing initiatives."

(Gibson, 2016, <https://goo.gl/J1a16C>).

This lack of understanding in relation to the concept of turning every customer into a fan and NOT every fan into a customer decreases involvement and passion as shown by the reaction of the public. It is of great importance for every senior sport executive to keep this in mind, especially when it comes to sponsorship and the activation process. It is also important because no sponsor wants to be partnered with an organization that displays a message of non-personal interaction and greed amongst its supporters. In today's day and age there are so many options for discretionary investments that having no passionate involvement or having no vested interest means a lack of sustainable support.

1.1.5 Appreciation stage in sponsorship

The fourth phase of effective sponsorship activation is a rather simple phase, but it is something that can be viewed upon by senior sport executives as the ability to connect by aligning the proper brand image to truly reach the appreciation aspect of the fan base. Brand advocacy

and sponsor appreciation have a strong relationship, and it has been shown that a high level of appreciation in a sponsor will in turn grow their brand and also impact their numbers in a positive manner. This depends on the type of sponsorship that the entity has, as well as the size and scale within the sponsorship agreement. This appreciation can be felt even more when a sponsor is trying not only to penetrate certain markets, but also to improve its brand image in the community in which its sponsorship is based. This is especially true for the sponsorship of items within the need and advocacy area of charitable organizations, or the section of the leagues that have these charitable organizations.

Expert Example

After the financial crisis of the early 2000's, many financial institutions had a negative rating scale in relation to consumer and public image. They tried hard to improve these images by leaking news stories that showed executives' salaries were being cut and lavish vacations were being forfeited. These same institutions also tried many branding techniques including more customer focused centered messages, not by focusing on how much money they could make, but rather on how well they would treat you as a customer. During this time another clever tactic was used by some financial companies, which consisted in the strategic sponsorship of certain events and functions within the communities in which they operated. Realizing this, an executive from a local YMCA started looking around for sponsorship, specifically in the financial sector as financial organizations had the capacity to make large donations, and also they wanted to receive good press for the philanthropic missions that they were supporting. This was part of the senior sport executives' prospecting and qualifying phase of the sales process, but it also led to the activation phase. The reason for this is that the sport executive focused, not on what the ROI (Return on Investment) would make for the financial institution, but rather on the goodwill it would bring them in the media. In fact, the sport executive brought in a whole marketing plan to discuss the ways in which the company wanted to be portrayed and at what events they would want to be highlighted. When speaking to another sport executive at a local professional team, the sport executive from YMCA shared how their sponsorship funds had increased by over 200 % that year, while some of the professional organizations suites and premium seating sales were dropping, mainly due to corporations pulling away from their agreements. One of the reasons for this is that the consumer appreciation for a sponsor is much greater when a charitable program is sponsored for causes such as the autistic community or a charitable walk for the impoverished, rather than when their money is spent on premium and suite seating for themselves and their high net worth clients. There are two good lessons to learn from this. The first is that if you have and are able to leverage charitable events that can maximize appreciation for sponsors, you should use them as part of a bigger package. The second is to pay attention to the timing and needs

of your sponsor throughout the activation phases as they may change at any time.

1.1.6 Commitment stage in sponsorship

Commitment to the sponsor is the last step in the sponsorship phase and it involves a few different aspects. True commitment towards a sponsor can be shown by a fan in many different ways, some of which are measurable and some of which are not. The non-measurable sponsor commitment values are such things as the sponsorship public value and the creation responsibility it can have on a community. Increasing the standard of living of those in the community as well as the standard of creation amongst those who have benefitted from a sponsorship may be values that are very hard to obtain, even if the ones impacted feel commitment towards the sponsor and their mission. These are more general ideals and how said sponsorship is looking to make a broader impact on a community might not be felt for years, or even decades.

In order to have the sponsors truly engaged through the process there has to be multiple opportunities for them to do so. Besides multiple opportunities for one sponsor, you should have the ability to have multiple opportunities for multiple different sponsors for singular events. The NBA has a perfect model of this for their All-Star weekend as shown below.

NBA All-Star 2016 Partner Activation

Pro-sports league expands All-Star activation with five new sponsors.

More than 25 companies will commemorate the first-ever NBA All-Star event outside the U.S. with installations, programs and activities across Toronto and Canada.

See below some examples of how NBA partners will activate the Feb. 12-14 event.

Companies Activating All-Star For The First Time

Mountain Dew (PepsiCo)

NBA All-Star Celebrity Game presented by Mountain Dew.

- New campaign: Mountain Dew will debut the brand's first DEWxNBA TV commercial
- Fan experience: Mountain Dew plans to unleash a number of interactive and energizing activations in and outside of Toronto during NBA All-Star, including:

“Court Vision: An Interactive Virtual Reality Art Experience,” the brand’s art-meets-basketball fan experience that will bring together technology, art and music to show fans how Mountain Dew charges the game both on- and- off court.

Out of home: Mountain Dew has “painted the town green” with a creative advertising takeover of Union Station in Toronto that celebrates the vibrant personalities and unique styles of the NBA’s biggest stars.

Entertainment: Presenting partner of the NBA All-Star DJ platform, which includes DJ performances at all All-Star events. The platform will also feature a strong in-arena presence with linear and digital elements across TNT (including a livestream sponsorship), NBA TV and NBA.com.

Product packaging: Mountain Dew is releasing an All-Star themed can featuring Russell Westbrook at POS across Canada.

Verizon

Verizon Slam Dunk and presenting partner of NBA D-League Slam Dunk

Product: Promoting Fios Triple Play package through All-Star themed sweepstakes.

Custom content: Providing go90 users with exclusive BTS content, previews, recaps and analysis of marquee events (such as Dunk) throughout All-Star 2016.

NBA League Pass: Will offer live out-of-market games on go90 in February.

Tissot

Product: Tissot is displaying NBA and team-themed watch collections on the main concourse in the Air Canada Centre and will sell products in the in-arena NBA store.

Centre Court: Half-court activation with the “Tissot Time Crunch” basketball contest and NBA and team-themed watch displays.

Off-site retail: Displaying product at nearby NBA Store pop-ups.

Canada Goose

Product: Canada Goose will create custom coats for both East and West All-Stars and will bring several

ambassadors (Cory Joseph, Terrence Ross, John Wall, and Karl-Anthony Towns) to the games. The company will promote the platform via social media.

Coat check: Canada Goose will have two VIP All-Star coat check locations within Air Canada Centre.

Intel

FreeD Technology: Along with Replay Technologies, Intel will capture simultaneous video streams (across 28 cameras) of key All-Star moments, creating a near real-time 3D experience featuring 360-degree perspectives.

After the Break; Throughout All-Star, Turner Sports will use freeD clips to help fans enjoy compelling play during broadcast and across digital; following All-Star, the experience will be integrated into select NBA games.

Celebrating The NBA's Presence in Canada

Samsung

Centre Court: Samsung will host The Samsung Experience, a fan experiential footprint with live product demos of key NBA VR offerings, and a LED basketball court. Samsung also will host an exclusive preview party with a popular musical talent and livestream of All-Star Saturday Night.

Product: In addition to introducing fans to newer products (Gear VR, Gear S2, Galaxy View), Samsung will equip All-Stars with new Samsung devices.

Kia

All-Star MVP: Title partner of Kia All-Star MVP

Product: Kia will host six total vehicle displays throughout All-Star, including Centre Court, outside of Rich Coliseum and at the Air Canada Centre.

Centre Court: Kia will host half-court with 360-degree fan video/photo opportunities.

Jersey: Kia will sponsor a logo patch on the upper left chest of All-Star jerseys.

Community: Kia will donate a 2016 Kia Sorento to the Kia All-Star MVP's charity of choice.

BBVA

To celebrate its sponsorship of NBA All-Star 2016, Canada Goose has created two limited-edition parkas for the Eastern and Western teams. Each jacket features an embroidered congratulatory note on the inside front panel.

Rising Stars: BBVA will sponsor the BBVA Compass Rising Stars annual game.

New campaign: BBVA will launch new creative featuring several brand ambassadors, including current All-Stars.

State Farm

All-Star Saturday Night: Title sponsor of All-Star Saturday Night

Hoopers spot: State Farm will air a new spot from the “The Hoopers” platform; the company will promote the campaign via a Hoopers-themed Snapchat story during State Farm Saturday Night. State Farm also recently partnered with Turner on a custom spot featuring Reggie Miller.

Road Trip: To celebrate the new spot, the Hoopers Instagram and Twitter accounts (@MeetTheHoopers) will document the road trip from Los Angeles to Toronto, where the family will leave exclusive prizes in eight cities along the way.

Community:

Day of Service: State Farm employees and guests participating in annual NBA Cares All-Star Day of Service event.

Assist Tracker: Launching assist tracker to tally all assists made during All-Star. For every assist made, State Farm and NBA Cares will donate \$1,800 to Boys and Girls Club of America.

Nike

Out of home: Among other off-site retail and OOH activations, Nike will take over the streets of Toronto with SNKRS XPRESS – a fan engagement platform touting some of the brand’s recent and key offerings.

Bringing Basketball To Toronto Via Competitions and Clinics

Centre Court

New, interactive fan event featuring skill competitions and programming across 40 courts and baskets. Brands offering creative footprints, activities, or player appearances include:

JBL: 12-unit pop-a-shot with sounds of the game

Tissot: Half-court with a “beat the clock” basketball contest

Samsung: LED court with Galaxy Owners lounge, demo areas

Kia: Half-court with 360-degree fan video / photo opportunity

Spalding: Skills and drills sessions with NBA trainer Johnny Stephene

Under Armour

Jr. NBA Day: As presenting partner of Jr. NBA, Under Armour will outfit the program’s 2,500 participants and volunteers. Held at Centre Court, the event will feature all participating NBA All-Stars.

Nike

BWB: Official partner of Basketball without Borders Global Camp, an event designed to help further develop rising foreign-born players.

Gatorade

Invitational: Longtime partner will host its first city-wide tournament in Toronto, featuring more than 80 regional boys and girls middle-school teams

Sixteen teams from both divisions will advance to championship rounds at NBA Centre Court.

Two NBA Legends will coach the two final teams from either division.

All-Star Training Center: Gatorade also hosts its annual session at NBA Centre Court. The program will include nutrition and on-court skills sessions.

Supporting Community Initiatives in Toronto

Day of Service

State Farm and **SAP** employees and guests have an opportunity to help with the annual event, dedicated to helping local community organizations.

Kaiser: Returning as an associate partner of the annual NBA FIT Celebration. The program will feature basketball clinics at 10 regional high schools.

Cisco: Bringing 20 interns (all members of the Cisco Networking Academy) to help NBA IT with networking infrastructure and troubleshooting throughout All-Star 2016.

(NBA All-Star 2016 Partner Activation, 2016, <https://goo.gl/fmD2Y0>).

As you can see by this multiple sponsor execution at a single event, the sport executive has to always keep in mind during the process that he or she should be knowledgeable about what they have available and how to properly activate each sponsor to meet their demands. In the next module we will take a deeper look into the different types of sponsorship, the importance of sponsorship and the process for selecting the sponsorship criteria and measurements.

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