




Global Rodeo Conference
Rodeo's Opportunities in the Current Economy



How To Optimize Your Offer & Retain Sponsors

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 **2009 Global Rodeo Conference**

State Of The Industry: By The Numbers

- Sponsorship spending for 2009 is projected to be at its lowest in 25+ years at 1.1% positive growth
- Advertising spending for 2009 is projected to be -4.2%
- Promotional spending for 2009 is projected to be -2.3%
- 85% of Americans say they have a more positive image of a product, brand or company when it supports a cause they care about

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IEG's Take On The Economy's Impact: There Is Hope!

Although belts may be tightened and buying decisions more difficult to make, the need for companies to market their products and services remains.

Companies will allocate those budgets to new and existing targeted, cost-effective opportunities that offer:

- > Best prospects for earning return
- > Flexibility
- > Minimized risk
- > High-caliber servicing and fulfillment

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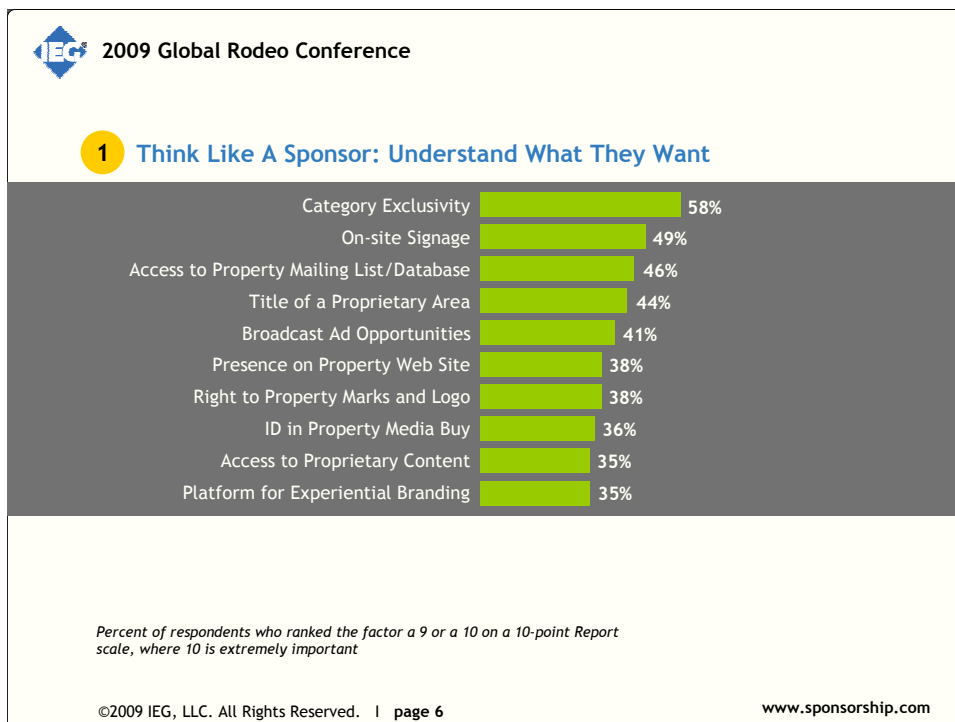
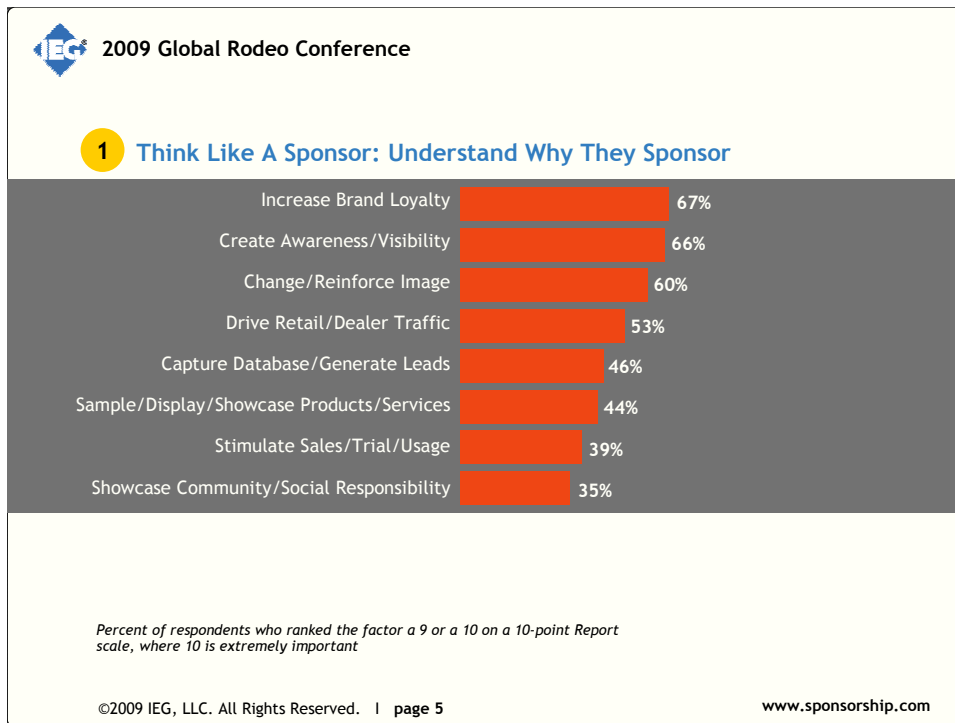
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Tips To Optimize Your Offer

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2 Don't Have A One Track Mind: Leverage Your Total Value Proposition



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2 Don't Have A One Track Mind: Understand And Tap Multiple Budgets

- Sponsorship / Marketing / Brand: Variety of sales and marketing objectives
- Advertising / Media Buyers: Generating visibility and awareness, communicating specific messages
- Sales: Hospitality opportunities
- Community Relations / Public Affairs / Public Relations: Media coverage potential, other business objectives
- Foundation / CSR: Philanthropic objectives
- HR: Employee incentives

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3 Make It Hard To Say No: Provide Info That Demonstrates Fit & Value

- Gather relevant research including:
 - Demographics (age, gender, etc.)
 - Psychographics (values, interests, lifestyle, etc.)
 - Purchasing Power
 - Purchasing Intent / History
 - Loyalty To Property / Sponsors
- Compare to other properties and media in terms of:
 - Intangible Attributes
 - Efficiency
 - Reach
 - Effectiveness

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3 Make It Hard To Say No: Provide Benefits That Help Drive ROI

- Your Property's Business
- Consumer Sales / Fundraising Rights
- Merchandise Rights
- B2B Opportunities
- Built-in Funds (advertising, promotional, etc.)


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4 Demonstrate Your Flexibility: Offer Alternative Deal Structures

- Pay-for-performance
- Revised Payment Schedules (e.g., escalated payment plan)
- Promotional Commitments
- In-kind Products / Services
- Fundraising Partnerships
- Creative Ways To Recoup Some Or All Of The Rights Fee (e.g., commissions, finders fees, etc.)

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5 Let Them Align In A Big Way Without Spending Extra Cash



Houston Livestock Show & Rodeo's Random Acts Of Kindness program enlists sponsor employee volunteers as goodwill ambassadors at the Show & Rodeo. This year eight sponsors participated and noted the program's "treat you right" mentality and low costs as big wins. Just last week sponsors began discussing how to grow the program in 2010.

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Best Practices To Retain Sponsors

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6 Show Them What They Got: Provide Post-event Fulfillment Reports

Rules To Live By:

- Dedicate Staff Resources And Make It An Ongoing Process
- Customize For Each Partner (format and audience)
- Use An Objective Third-party Tone
- Highlight Over-delivery
- Examine Under-performance And Suggest Ways To Improve
- Don't Over-interpret Findings

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6 Show Them What They Got: Provide Post-event Fulfillment Reports

What To Include:

- Introduction / Executive Summary
- Participant / Attendee Information
- On-site Exposure
- Off-site Exposure
- Advertising And Editorial Media Exposure
- Additional Outcomes (e.g., property trackable promotional results)

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Example:

Calgary Stampede


CALGARY STAMPEDE
BP CANADA ENERGY SPONSORSHIP REPORT

SIGNAGE VISUAL SUMMARY

Grandstand Courtyard



Agriculture Building



Concourse Grandstand



THE LEGEND CONTINUES

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On-site Exposure

TransAlta Signage Summary

The Calgary Stampede offers a number of unique signage opportunities throughout the park at Stampede time as well as other times of the year. With record-breaking attendance in 2004, all signage locations received high frequency from a variety of target markets. The summary below presents TransAlta's signage inventory on Stampede Park and the associated exposure generated at each location.

Location	Details	Value*
Grandstand Courtyard	Temporary signage during 10-Day Festival	\$50,000.00
Grandstand Level 1	Permanent display advertising 16' x 4' Backlit	\$50,000.00
Grandstand Stairway	Backlit Billboards 10' x 5'	\$50,000.00
Grandstand Banners	Leading to and surrounding Grandstand Building	\$50,000.00
Total Value		\$200,000.00

* Value is based on IEG™ Tangible Assets Valuation.

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Example:

Calgary Stampede

**CALGARY STAMPEDE
 TRANSALTA SPONSORSHIP REPORT**

COLLATERAL VISUAL SUMMARY

Evening Show:
 Sockeye Program
 Riding the Wind of Change Features
 1,2,000 copies



Tonight's Grandstand Show



The Spirit of the Game



The Spirit of the Game



THE LEGEND CONTINUES


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7 Don't Be A One Night Stand: Maintain A Year-Round Relationship

Type of Event	Example
Sponsor Breakfast	Twin Cities Marathon hosts three breakfasts annually as an added value networking opportunity for sponsors
Monthly Get-togethers	Sponsors of the Houston Livestock and Rodeo take turns hosting monthly get-togethers in an informal, open atmosphere to discuss ideas and opportunities for cross-promotions
Weekly Calls	Sundance Film Festival has weekly calls with sponsors three months prior to event to discuss activation strategies and identify opportunities to help out
Sponsor Appreciation Night	Chicago Convention and Tourism Bureau hosts an annual gathering to thank sponsors and encourage networking

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8 Go The Extra Mile: Host A Sponsor Summit

Summit Agenda	What It Should Accomplish
Property Information	- Provide Sponsors With Updates / Plans For Coming Year
Activation / Cross-promotion Discussion	- Highlight Case Studies / Best Practices - Group Sharing Of Objectives / Opportunities / Plans
Formal Networking	- Structured Meetings / Conversations
Informal, Property-themed Socializing	- Immerses Sponsors In Your Culture - Team-building Activities

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8 Go The Extra Mile: Host A Sponsor Summit

Rules To Live By:

- Set Expectations
- Promote Attendance By Sponsor Agencies
- Keep Timeframe Manageable / Control The Pace
- Schedule Separately From Other Events
- Don't Use As A Focus Group
- Make Sure B2B Discussions Are Top Priority

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Summit-inspired Cross-promotions




Following a Houston Livestock Show & Rodeo Summit, cosponsors Ford and Coke teamed up on a promotion giving away tickets and a new pickup. Coke sales at retail partner HEB rose more than nine percent

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Summit-inspired Cross-promotions

Home Depot and Coca-Cola's Powerade introduced a special orange flavor saluting Home Depot's signature color and their shared sponsorship of the Joe Gibbs NASCAR team



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Thank You!

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