

BIG IDEAS, SMALL BUDGETS

Case Studies

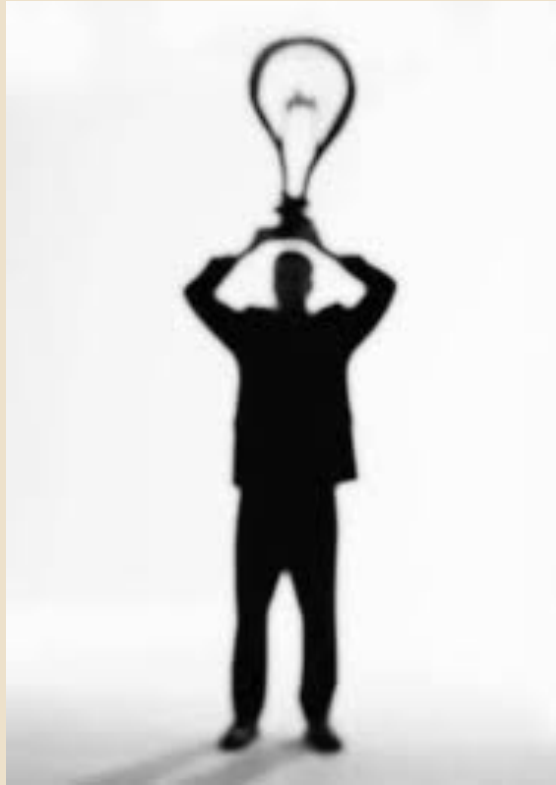
Whether it's Nike signing a \$55 million contract with top tennis player Serena Williams or Proctor & Gamble becoming a major sponsor of the 2012 Olympics, sports sponsorship brings recognition. Proctor & Gamble will benefit from years of Olympic publicity and have their logo at multiple sporting events. Nike not only gains recognition every time Williams steps on the court, but it gave a boon for women's sports as a female made headlines receiving the kind of money only men athletes previously got.



TONY ROMA'S

RIBS • SEAFOOD • STEAKS

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- Higher Attendance/Less expensive tickets
- Similar demographics to guests
- Extensive sponsorship benefits
- Lots of local flexibility, with system benefits

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Benefits

- Local and grassroots opportunities for sales/Player appearances
- Partnership with 10 teams in various markets
- Local and team radio inclusions
- PA Announcements
- Signage at local stadiums
- Opportunities to distribute marketing collateral/bouncebacks
- Social media
- Ticket Stub promotion
- Systemwide sweepstakes
- Special food offers for the teams when traveling
- Tickets to games
- Youth Baseball Tie-In
- National Sweepstakes

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Cost = \$97,000 total

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Baby Backs for Babies

- 70% of consumers are loyal to brands that are loyal to their causes
- Choose the appropriate organization that is a target market
- Identify objectives
 - Sales of designated product
 - Awareness/Media Coverage
 - Donation

The flyer features the Sonny's Real Pit Bar-B-Q logo and the text "SMOKE SIGNALS". It highlights a "2ND ANNUAL BABY BACKS FOR BABIES" promotion with prices of \$7.99 for a half rack and \$12.99 for a full rack. A thought bubble contains the text: "Do something warm and tender. Enjoy Sonny's baby back ribs and your purchase will help us support the March of Dimes." Below this is a photo of a baby and a plate of ribs. The March of Dimes logo is also present, with a note: "Sonny's is committed to raising a minimum of \$25,000 for the March of Dimes." Social media icons for Facebook, YouTube, and Twitter are included, along with a section for a "BAR-B-Q EATING KID CONTEST" where customers can win by sending a photo of their child eating ribs.

The email newsletter features the March of Dimes logo and a photo of two children. The headline reads "Enjoy Sonny's Baby Back Ribs and Support the March of Dimes". Below this is a section titled "Do Something Warm and Tender!" which describes the promotion: "Enjoy a full rack of Sonny's Signature Baby Backs from November 3rd to December 14th at participating Sonny's franchises, and Sonny's will donate a portion of the proceeds* back to the March of Dimes. This includes the lunch portion at the promotional price of \$7.99. Get ready to feel good in more ways than one. Visit www.sonnysbbq.com to find a location near you." A "Company overview" section follows, detailing Sonny's history and commitment to the March of Dimes. At the bottom, there is a "DONATE" button and a footer with contact information for the March of Dimes.

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