Sports Sponsorship & Marketing

16, 17 & 18 July 2013, The Wanderers Club, Illovo, Johannesburg

Developing cutting-edge techniques and strategies for ensuring a return on investment in sports sponsorship and marketing

Leading experts who will be speaking include:

- Cristina Peña Bagés, International Business Development; Middle East, Africa & Oceania Area Manager, FC Barcelona
- Roser Queraltó, Chief Business Development Officer, Euroleague Basketball, Spain
- Mark de Leiburne, Managing Director, Octagon
- Ellen Marzelli, Director, Media Effectiveness & Partners, Nokia Global Marketing
- Gordon Lott, Managing Director, Havas Sports & Entertainment, UK (formerly Head of 2012 Olympic Marketing, Lloyds Banking Group, UK)
- Michael Goldman, Senior Lecturer, Gordon Institute of Business Science (GIBS); Assistant Professor, University of San Francisco
- Mike Makaab, Chief Executive Officer, Prosport International
- Dumisani Mbokane, CA Sponsorship Specialist, Sasol
- Struan Campbell, Strategic Director, Levergy
- Andy Marinos, GM: Commercial and Marketing, SA Rugby
- Sumesh Rahavendra, Head of Marketing, Sub Saharan Africa, DHL Express
- Blanche de la Guerre, Chief Executive Officer, Netball SA
- Ravele Muditambi, Board Member, Boxing South Africa (BSA) (formerly Head of Marketing & Communication, South African Premier Soccer League)

Why should you attend?

- Hear from leading experts and engage with high level speakers on the most demanding sponsorship challenges facing the industry today
- Explore the latest innovative forms of partnerships and marketing to increase commercial value
- Interact and debate with local and international leaders during the panel discussions
- Meet with decision makers and creative minds from sponsors and rights holders – all in one place at one time!

Post-Conference Workshop

Sponsorship measurement: real-world practical case studies of sponsorship evaluation and their relevance in determining the true value of partnerships

Led by: James Monteith, Director & David Sidenberg, Director, BMI Sport

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Dear Sponsorship & Marketing Professional

The advent of new technology has seen marketers begin to understand that sports sponsorship is a tool for which brand exposure is an outcome rather than it being the reason to sign a multi-million deal. Nowadays, the objective is the creation of win-win partnerships rather than just traditional sponsorship. This shift has in part been led by an influx of people not from traditional marketing backgrounds who are leading the sponsorship strategies for sport. Rights holders are looking at what skills they need internally to deliver valuable partnerships with their corporate sponsors.

Clearly the world of sports sponsorship and marketing is on the verge of great change – we intend to lead you through it! Attend IIR South Africa’s Sports Sponsorship & Marketing conference for guidance and practical advice from leading local and international experts in the field. At this event, you will receive comprehensive insights into creating partnerships, leveraging marketing platforms, building consumer connection with the brand and so much more. Find out how you can convert your sponsorship and marketing departments from cost centres to profit makers and if you are a rights holder, come and discover how to create your own win-win partnership.

I look forward to seeing you in July.

Kind regards

Cynthia Makarutse
Project Manager: Conferences
Institute for International Research

P.S. Don’t miss the post-conference workshop on sponsorship measurement – with real-world case studies!

DAY ONE: TUESDAY 16 JULY 2013

08:00 Registration and early morning refreshments

08:30 Chairman’s opening remarks
Graham Daniel, Managing Director, 369 Communications (former Sports Marketing Manager of Mr Price)

08:45 Overview: analysing local and global sponsorship trends
✓ How has the sponsorship market held up and what are the growth prospects? Is it a buyers’ or sellers’ market?
✓ Assessing the sponsorship role in the marketing mix - is the rise of digital/social media good or bad for sponsorship?
✓ What are the key trends impacting the industry?
David Sidenberg, Director, BMI Sport

THE FAN

09:30 Fan identity; building stronger fan connections and loyalty
This presentation will explore the motives underlying a fan's identity with a team and how a sports brand can deepen this connection and facilitate a more enduring loyalty.
Michael Goldman, Senior Lecturer, Gordon Institute of Business Science (GIBS); Assistant Professor, University of San Francisco

10:15 Mid-morning refreshments and networking

10:45 Evaluating current trends in fan engagement - creating strong emotional connections between the fans and the brand
✓ Identifying your target market and connecting with them
✓ Utilising multiple platforms to engage sports fans both in the venue and at home

11:30 Building a brand in sport – deepening the partnership between the brand and the sport
DHL’s sponsorship of The Stormers rugby team was recently awarded the Best Sponsorship of a Sports Team or Individual by the 2012 Virgin Active Sports Industry Awards, which identify the best sports marketing in the country. This association between a brand and sport team and has seen logistics and express company DHL enjoy unprecedented brand awareness levels, as well as increased customer engagement, digital prominence and, most importantly, true business value from the sponsorship. This presentation will take you through how DHL and The Stormers built this award-winning partnership, as well as key learnings from the duration of the sponsorship.

Sumesh Rahavendra, Head of Marketing, Sub Saharan Africa, DHL Express

12:15 Lunch and networking

RIGHTS DEALS

13:15 Analysing how rights holders are driving up value by creating new rights for brands
In these presentations, you will get an international and local perspective on what is being packaged by rights holders, how this creates competitive advantage and what value this brings to both the sponsor and the rights holder.

Cristina Peña Bagés, International Business Development; Middle East, Africa & Oceania Area Manager, FC Barcelona

Andy Marinós, GM: Commercial and Marketing, SA Rugby

Roser Queraltó, Chief Business Development Officer, Euroleague Basketball

15:30 Mid-afternoon refreshments & networking

16:00 Rights holders and sponsorship
✓ The panel will look into the following:
✓ How do rights holders help corporates to maximise the value of the sponsorship?
✓ What is the rights holder’s perspective of the sponsorship world post 2010?
✓ What has been the effect of the economic downturn on rights fees?
✓ How can rights holders help the sponsors in terms of ROI/ROO?
✓ What can they do to make this working relationship more of a partnership?

Roser Queraltó, Chief Business Development Officer, Euroleague Basketball, Spain

Andy Marinós, GM: Commercial and Marketing, SA Rugby

Dumisani Mbokane, CA Sponsorship Specialist, Sasol

DAY TWO: WEDNESDAY 17 JULY 2013

08:00 Registration and early morning refreshments

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08:30 Chairman’s opening remarks
Graham Daniel, Managing Director, 369 Communications (former Sports Marketing Manager of Mr Price)

08:45 Sponsorship in the social media space: how to effectively harness the power of social discussions in order to deliver on sponsorship objectives
James Monteith, Director, BMI Sport
Clinton van der Berg, Head of Communication, SuperSport

SPORTS MARKETING

09:30 Marketing rebels: driving innovation through ground-breaking sports marketing campaigns
✓ Building your brand in sport – where to spend your money and why
✓ Examining the changing dynamics of the consumer marketing space
✓ Game-changer: the use of social media platforms
✓ Assessing the challenge of maintaining ongoing dialogue with consumers
Ellen Marzell, Director, Media Effectiveness & Partners, Nokia Global Marketing

10:15 Mid-morning refreshments & networking

10:45 Leveraging partnerships, content and experiences through integrated media platforms
✓ How can sponsors and advertising create the perfect partnership and make the multiple media platforms work together?
✓ How do brands better coordinate their offline and online marketing activities?
✓ Measuring the effectiveness of cross-platform buying
✓ Exploring a means of using experiential marketing to enable people to experience and build affinity with the brand
Gordon Lott, Managing Director, Havas Sports & Entertainment, UK (formerly Head of 2012 Olympic Marketing, Lloyds Banking Group, UK)

11:30 Assessing sportsperson sponsorship as a viable strategic marketing platform
✓ How to develop a partnership that makes sense for the sportsperson and the brand
✓ Measuring the brand value and ROI of an endorsement deal
✓ Utilising endorsement deals creatively with social media and digital content
Mike Makaab, Chief Executive Officer, ProSport International

12:15 Lunch & networking

13:15 Looking into sponsorship and the law
Scandals surrounding Lance Armstrong and more recently, Oscar Pistorius, have re-enforced sponsors’ need for security in the sponsorship contract. This presentation will focus on what these scandals mean for the future of sponsorship contracts, how they can be changed and offer a re-assessment of current morality clauses, escape clauses and clawbacks for underperformance and/or brand damage and termination.
Michael Murphy, Director, ENS

14:00 Getting creative with strong successful activation techniques
The presentation will evaluate various sponsorship activation issues such as:
✓ Activation – reasons to exist
✓ Successful activation strategies – case studies

✓ Social media and its increasing role in activation brands
✓ Innovation – the final frontier
Andrew Ross, Joint Managing Director, Maverick SA

BROADCASTING RIGHTS

14:45 Game changer – evaluating Netball SA’s new partnership with SuperSport for broadcast from 2013
This presentation will look into how Netball SA has managed to move from non-mainstream sports into the ‘big leagues’ through the creation of partnerships. It will also evaluate what the broadcasting deal will mean for the future of netball in South Africa from both the perspective of the association and the broadcaster.
Blanche de la Guerre, Chief Executive Officer, Netball SA Senior Representative, SuperSport

15:30 Mid-afternoon refreshments & networking

16:00 Women’s sports and non-mainstream sports
✓ Why does the sponsorship market shun them?
✓ What would the sponsorship market require in order to seriously consider sponsoring women’s sports and non-mainstream sports?
✓ Could broadcasting be the game changer? How can the national broadcaster elevate non-mainstream sports?
✓ Why do most sponsors consider women’s sports sponsorship as CSI/CSR?
✓ What can be done to level the playing field?
Dumisani Mbokane, CA Sponsorship Specialist, Sasol
Ellen Marzell, Director, Media Effectiveness & Partners, Nokia Global Marketing
Ian Smith, Chief Executive Officer, Tennis South Africa
Ravele Muditambi, Board Member, Boxing South Africa (BSA) (formerly Head of Marketing & Communication, South African Premier Soccer League)

16:45 Chairman’s closing remarks & end of day two

DAY THREE: THURSDAY 18 JULY 2013

Post-conference workshop

Sponsorship measurement: real-world practical case studies of sponsorship evaluation and their relevance in helping determine the true value of partnerships

Facilitated by: James Monteith, Director & David Sidenberg, Director, BMI Sport

What will be covered?
✓ Understanding the psychology of sponsorships
✓ The why, what and when of sponsorship evaluation - different research methodologies and practices
✓ Practical evaluation case studies presented by the sponsors and rights holders who implemented the partnerships
✓ Individual workshops on implementing key learnings in different organisations and for different brands
✓ Best practice in measuring impact and effectiveness

Key learning outcomes
✓ Learn how to set meaningful and measurable sponsorship objectives
✓ Discover how to implement evaluation and measurement programmes that best address the set objectives
✓ Gain a clear understanding of the metrics involved in sponsorship measurement

Registration will start at 08:30. The workshop will run from 09:00 to 16:00 with breaks in between for refreshments & lunch

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