



Badminton Europe 2009 Development and Administration Seminar Marketing Chapter

**Sponsoring:
A tool for institutional communications.
And a potential source of revenue for Badminton.**

Jean-Baptiste Felten
Ljubljana, November 14th 2009





Your speaker

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- Zintzmeyer & Lux, Zürich - BMW Corporate Identity
- Scholz & Friends, Hamburg - BMW national and international advertisement
- Team BBDO, Hamburg - Montblanc Global Marketing, Rothman Cigaretten Promotion
- ABB Asea Brown Boveri Ltd., Zürich - Vice President Marketing Communications
- CWL, Kreuzlingen - Sport TV- and Marketing-rights, Member of the Executive Board
- **Felten & Compagnie AG** (Winterthur) **Mussler & Felten GmbH** (Frankfurt)
– Agencies for content-driven communication
- Vice-president of the „Fachverband für Sponsoring“ (www.faspo.ch)
- Director of the jury of the International Sponsoring Award
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Agenda

- I) Companies and their communication needs**
- II) Why companies are looking for new communication instruments**
- III) Sponsorships and content-driven communication**
- IV) The sponsorship market**
- V) Sports sponsorships**
- VI) Sponsor acquisition**
- VII) Arguments for winning sponsors**
- VIII) Conclusions**

Questions & Answers



I) Institutions and their communication needs

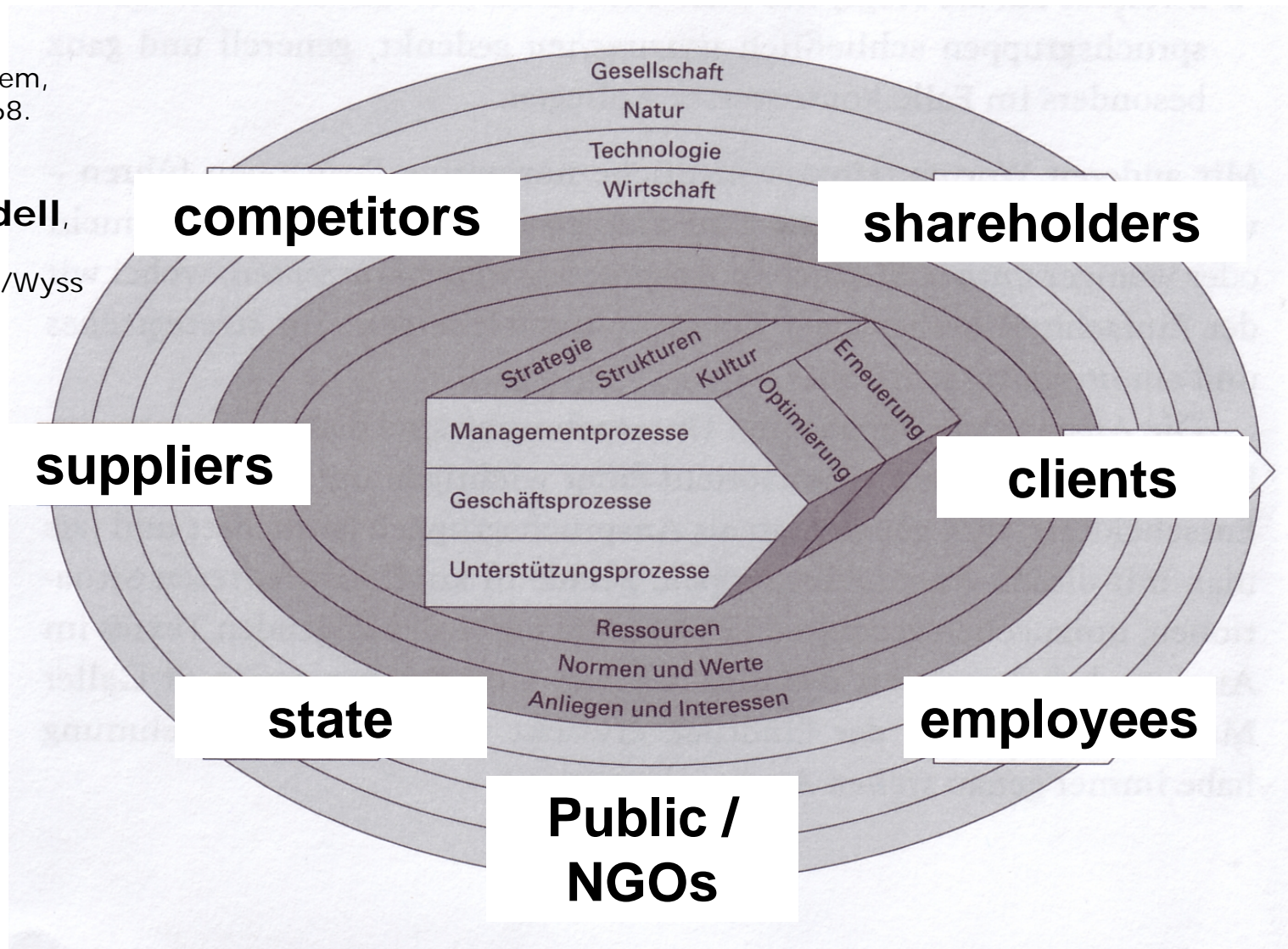


I) Institutions and their stakeholders

„Die Unternehmung als produktives soziales System,
Prof. Dr. Hans Ulrich, 1968.

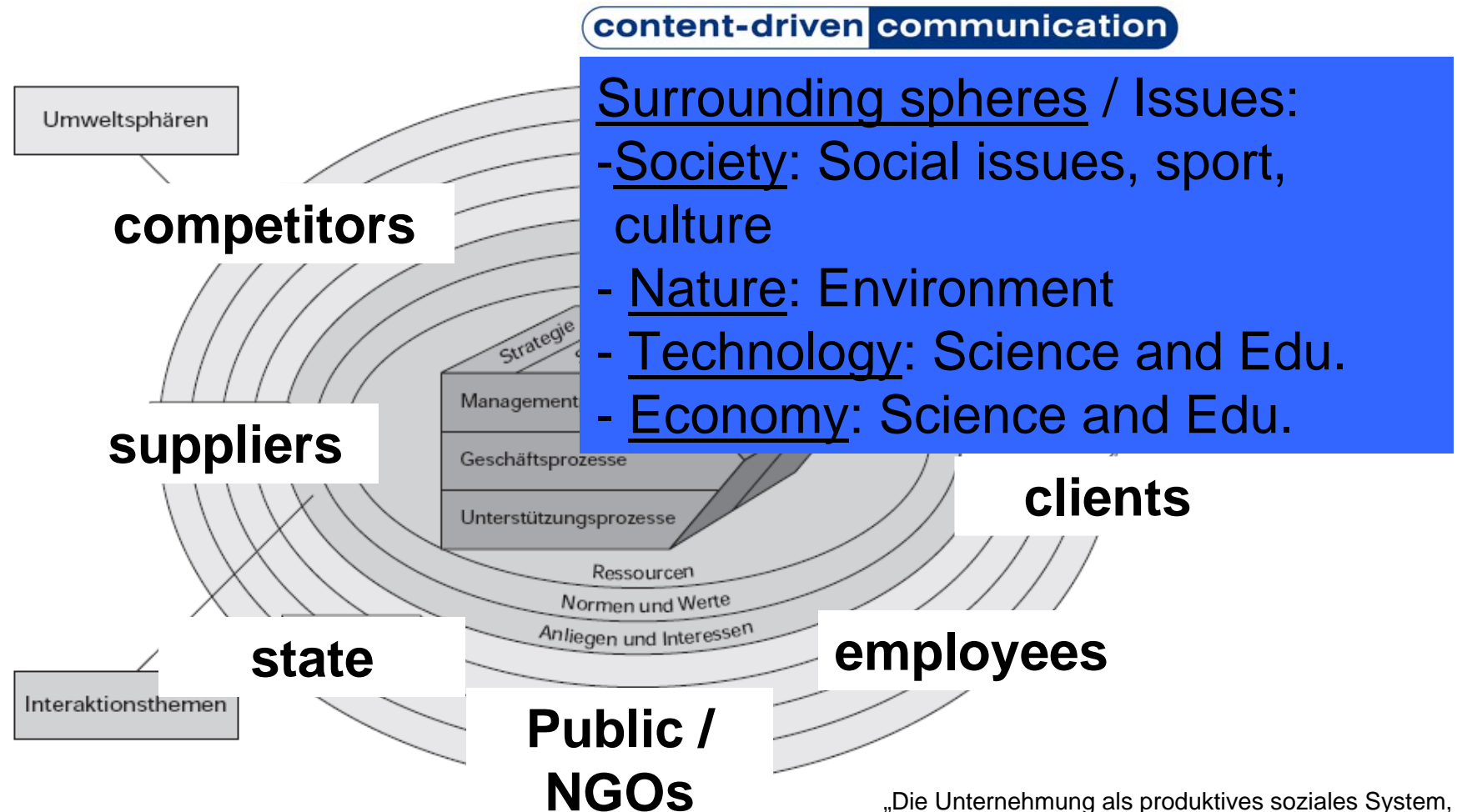
**St. Galler
Management Modell,**
Ulrich / Krieg 1972;
Dubs/Euler/Rüegg-Stürm/Wyss
2004

Institutions:
- private,
e.g. companies
- public,
e.g. ministries,
cities etc.





I) Institutions, their stakeholders, spheres and issues

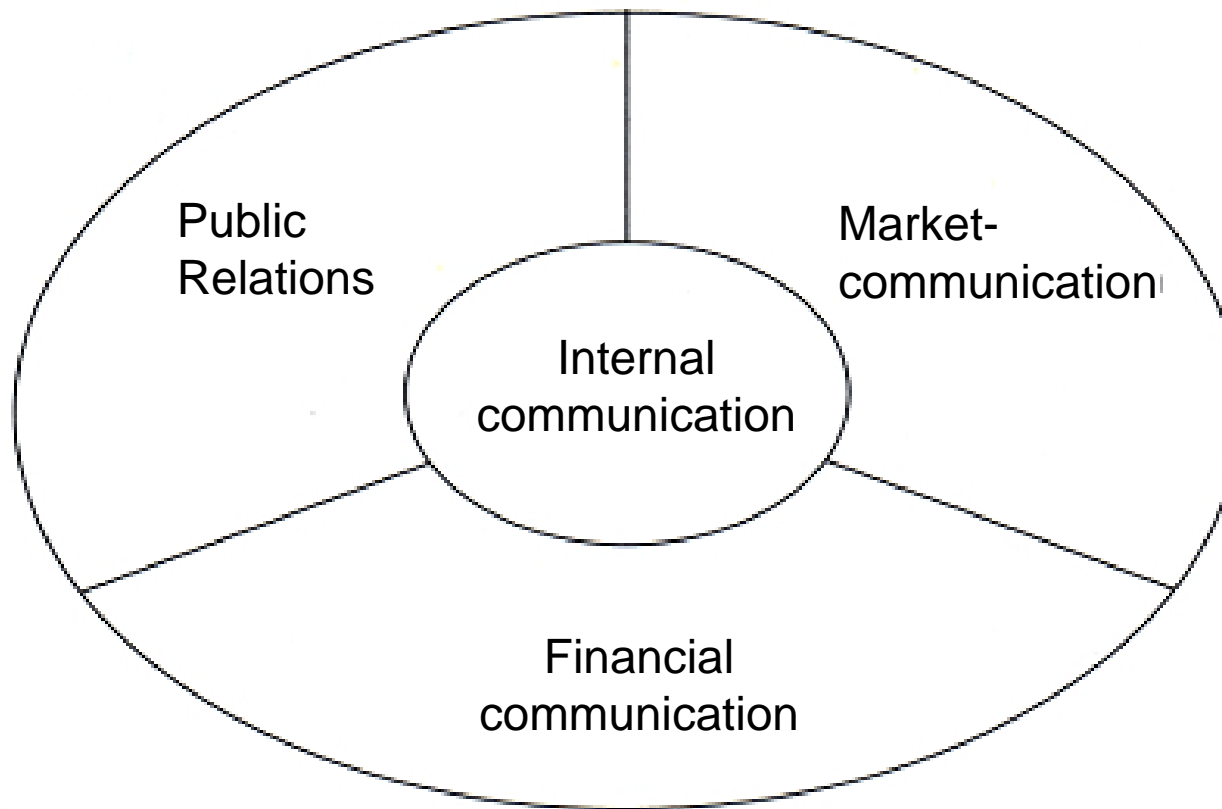


„Die Unternehmung als produktives soziales System,
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St. Galler Management Modell,
Ulrich / Krieg 1972; Dubs/Euler/Rüegg-Stürm/Wyss 2004



I) Areas of professional-communication



Source: St. Galler Management Modell



I) Objectives of professional communication ¹⁾

- Internal communication
 - Agreement- and coordination-function, integration and motivation
- Financial communication
 - Confidence building and expectations towards the financial markets
- Public relations
 - Establishment of communication- and legitimation-potential
- Market-communication (acquisition and sales)
 - Conviction- and persuasion-function

Conclusion: Business-communication pursuits multiple objectives. This implies multiple chances for the use of sponsorships.

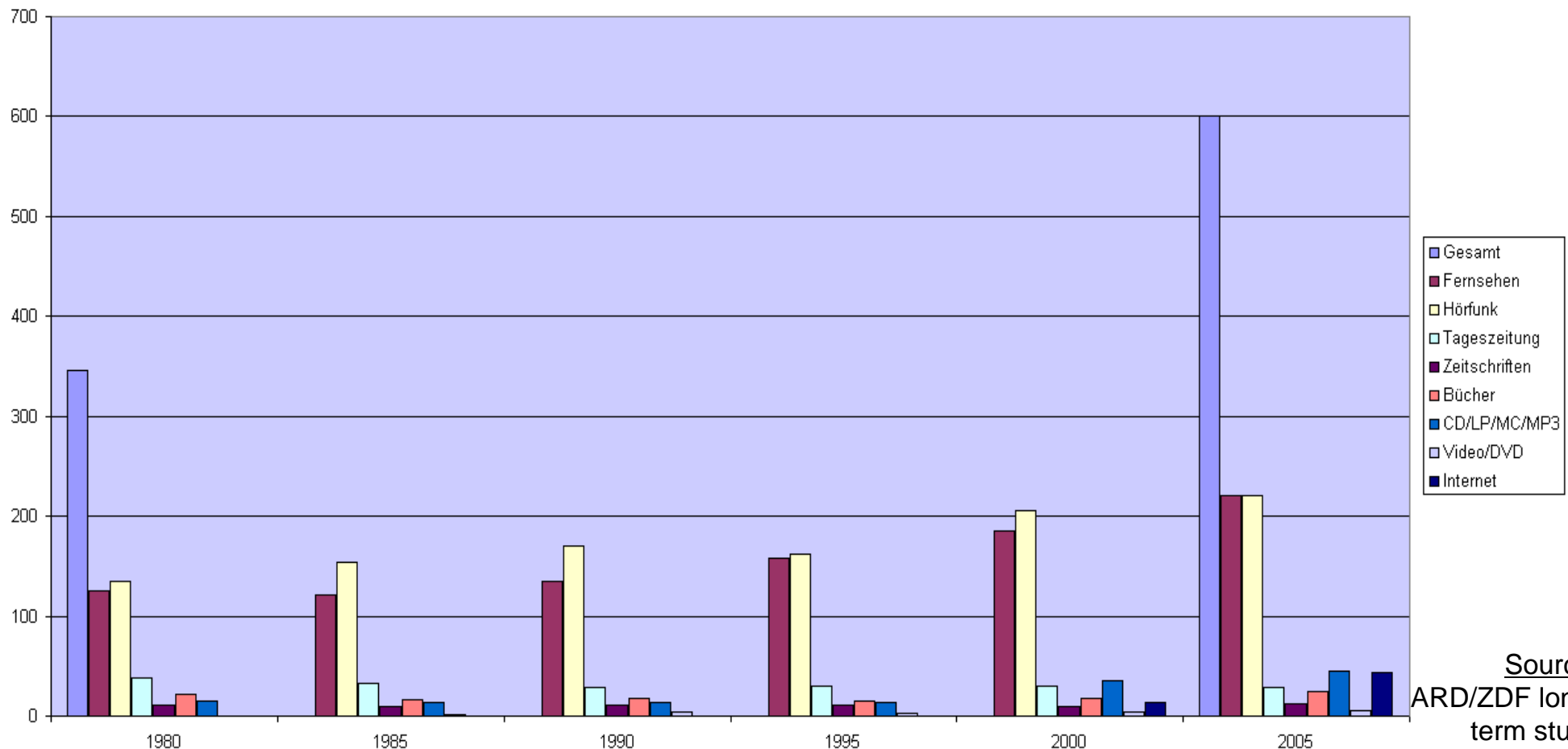
¹⁾ Thomas Dyllick / Arnt Meyer (2004)



II) Why institutions are looking for new communication instruments



II) Evolution of media use 1980-2005, Germany, per diem



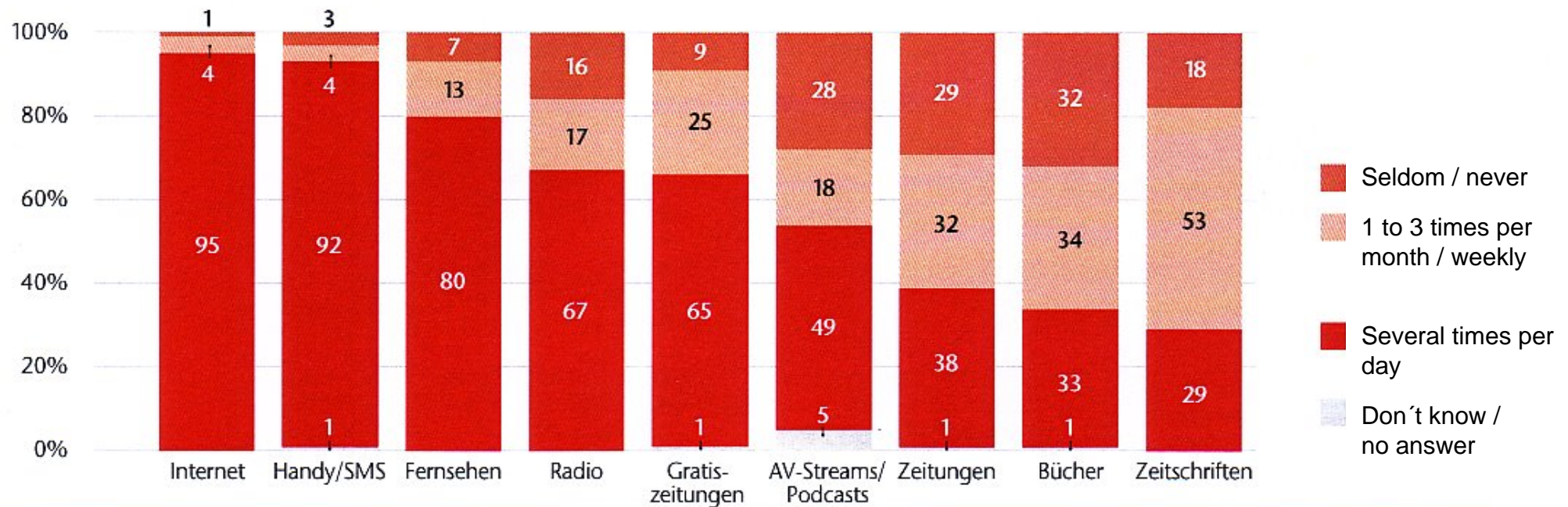
Source:
ARD/ZDF long-term study
mass-communication
2007

→ Daily media use is increasing



II) Media use: Youth and media in Switzerland

Frequency of use

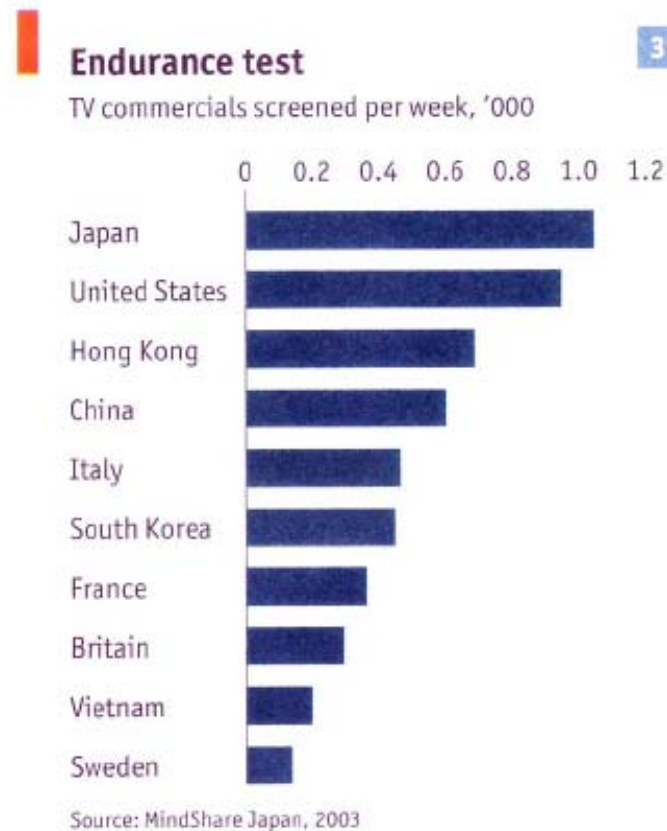


Source: Link Institut / WEMF, n= 500,
Adolescent persons 15-20J



II) Advertisement international

Weekly number
of spots
(in thousand)



→ A global phenomenon, sensory overload is increasing



II) Consumers opinion on advertisements

Country	too much advertisements	advertising is amusing	advertising is informative
Österreich	61,8	58,6	81,1
Belgien	74,2	54,9	81,2
Dänemark	73,8	51,7	79,2
Finnland	58,6	57,8	88,1
Frankreich	79,6	57,8	59,4
Deutschland	78,2	30,5	53,6
Großbritannien	54,1	72,7	74,1
Griechenland	82,5	62,1	66,7
Italien	84,7	28,8	33,5
Portugal	66,4	70,0	76,8
Spanien	91,7	46,2	50,7
Schweden	74,4	52,7	69,6
Schweiz	68,0	55,7	69,1
Bulgarien	60,2	61,9	76,1
Kroatien	61,3	56,7	75,6
Tschechische Republik	72,0	23,5	45,8
Polen	80,9	67,0	72,4
Rumänien	61,5	62,9	81,1
Russland	85,2	35,7	61,0
Slowakische Republik	65,4	31,6	45,1
Slowenien	57,2	70,9	86,5

Quelle:
GfK, Nürnberg 2004

Ø = 71,03

Ø = 52,84

Ø = 67,94



II) Sensory Overload: Distraction

Attention, please

4

What else were you doing when you last...?, %

	watched TV	listened to the radio	read a newspaper	used the internet	talked on the phone
watched TV	*	9	38	17	54
listened to the radio	13	*	21	16	30
read a newspaper	43	21	*	2	14
used the internet	20	17	2	*	19
talked on the phone	57	25	14	18	*

Source: Forrester Research, North American users, 2004

→ Advertising-cognition is decreasing



II) Globalization and the internet

- Internationalization and globalization lead to a wider range of products in the markets.
 - As true innovations are scarce, more products are alike and do not differ from the other.
 - The internet raises the number and transparency of available offers too.
- **Differentiation of brands and offerings increasingly through emotional arguments.**



II) Decreasing credibility

	D	CH	USA	WEU	TEU
Advertising people	28%	31%	25%	27%	32%
bankers	72%	77%	63%	49%	50%
Charity organizations	48%	66%	61%	54%	56%
Civil servants	49%	75%	64%	50%	50%
Clergy	74%	59%	71%	55%	58%
Doctors	88%	87%	80%	84%	83%
Environment	61%	68%	60%	61%	61%
Firemen	97%	95%	93%	94%	91%
Journalists	35%	30%	42%	34%	36%
Judges	77%	74%	66%	62%	61%
Lawyers	69%	58%	38%	51%	48%
Managers	15%	25%	34%	28%	33%
Market researchers	64%	68%	50%	57%	61%
Marketeers	35%	53%	29%	36%	39%
Policemen	85%	83%	73%	75%	69%
Politicians	10%	21%	22%	13%	14%
Postmen	81%	91%	85%	81%	76%
Teachers	83%	82%	81%	79%	82%
The army	75%	65%	83%	73%	73%
Trade unions	48%	59%	41%	43%	44%
AVERAGE	60%	63%	58%	55%	56%

GFK Trust Index 2008



II) Summary: Why new communication instruments?

1. Media use is increasing.
2. The number of advertisements is increasing.
3. Also on a global level, sensory overload is increasing.
4. The advertising-reception is decreasing.
5. The technical development leads to a further reduction of advertising-reception.
6. Differentiation of brands and offerings increasingly through emotional arguments.
7. Credibility is hard to communicate through advertising.



III) Sponsorships and content-driven communication



III) Definition Sponsorship (the act of sponsoring)

Summing up, the communication instrument of sponsoring can be defined as followed:

„Planning, organization, realization and monitoring of all activities ...

- ... That involve supply of money, material expenses, services or know-how by companies or institutions ...
- ... To promote persons and/or organizations in the areas of sport, culture, social issues, environment and/or associated with the media ...
- ... To simultaneously reach the goals of the business-communication.“

Source: Bruhn, Manfred: Sponsoring als Instrument der Markenartikelwerbung,
in: Markenartikel, 49. Jg., Nr. 5, S. 190-198.



III) Definition Sponsoring

The communication instrument sponsoring transports the message to the target group as an element of an editorial content.

With its functional principles, sponsoring is closer to public relations than to the instruments of classical advertisement.

Sponsoring is a “cross-section instrument” that can be used in all media / communication instruments!

The roots of sponsoring*:

The payment of a radio- or TV-program in order to receive advertisement in return.

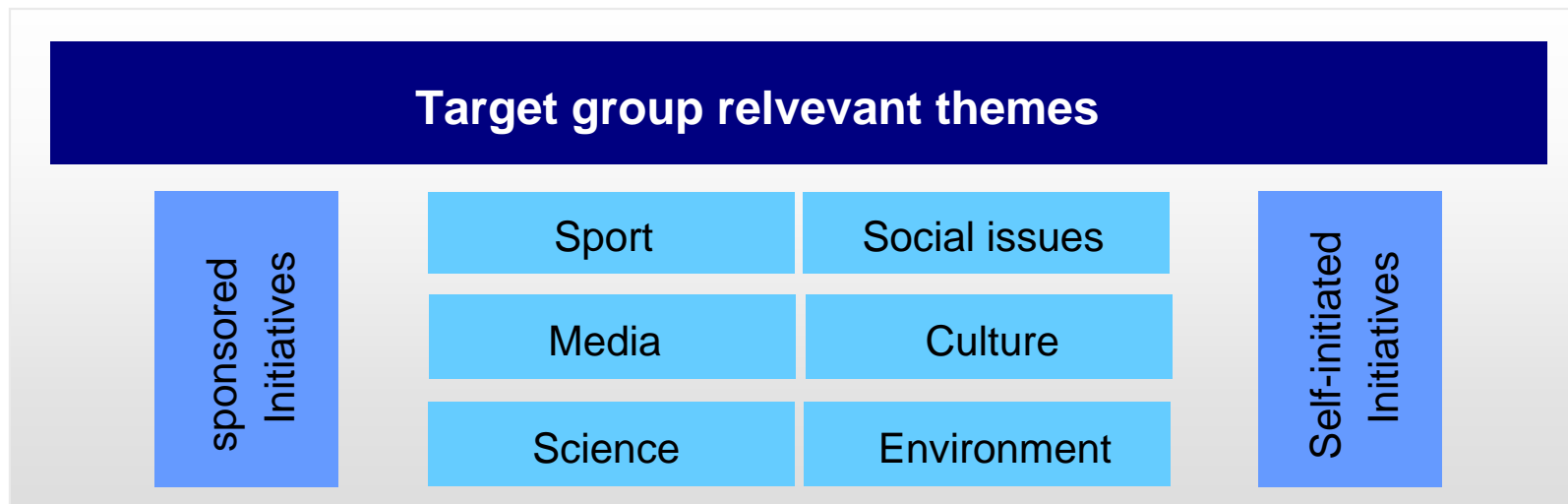
* Oxford Advanced Learner's Dictionary of Current English



III) Sponsorship vs. content-driven communication

The operating principle is the same.

The difference is that sponsoring only comprises the “purchase” of an existing product while content-driven communication also includes self-initiated measures (e.g. Red Bull Air Races).





III) The „raison d’ être“ of sponsorship

Institutions

- Cost efficient and effective communication tool
 - > awareness and sales,
 - > interaction, emotion and trust
- Discreet form of communication
- Reaction to the sensory overload provoked by “media plurality”
- Communication via target group relevant content makes milieu-/living environment-segmentation easier
- Higher authenticity and trustworthiness

At events, also consumers without intensive media use can be reached.

Media

- Co-financing of events/content
- Establishment of new forms of advertisement



III) Basic requirements

- Congruency
 - Theme / theme-interest of the target group
 - Performance profile / communication goals
 - Image values of the sponsee / values and target-image of the company/product/sponsor
- Logical parentheses between theme/engagement and company/product
- Integrated thinking + acting of the company
- Actuality
- Credibility



III) Sponsorship = trading and commitment of immaterial rights

Possible Sponsorships

- Single events or projects
- Series of events
- Teams
- Single personalities
- buildings, also temporary
- Institutions

Possible rights

- Naming rights
- Advertising rights (*agree reach!*)
 - TV-rights
 - Rights for presence on boards or other on-site presence
 - Portal-/IT-rights
 - Media rights (print, mobile, etc.)
- Hospitality-rights
- Promotion-rights
- Licensing-rights
- Merchandising-rights



III) Sponsoring – Strengths

in view of professional communications

- Usable in all areas of business-communication
- Usable in all steps of market-communication
 - > awareness > knowledge > trial > recommendation > interaction
- Consistent message
- Emotionalizing brands
- Effect- and cost-efficient
- Potential to build trust



III) Sponsoring – weaknesses in view of professional communications

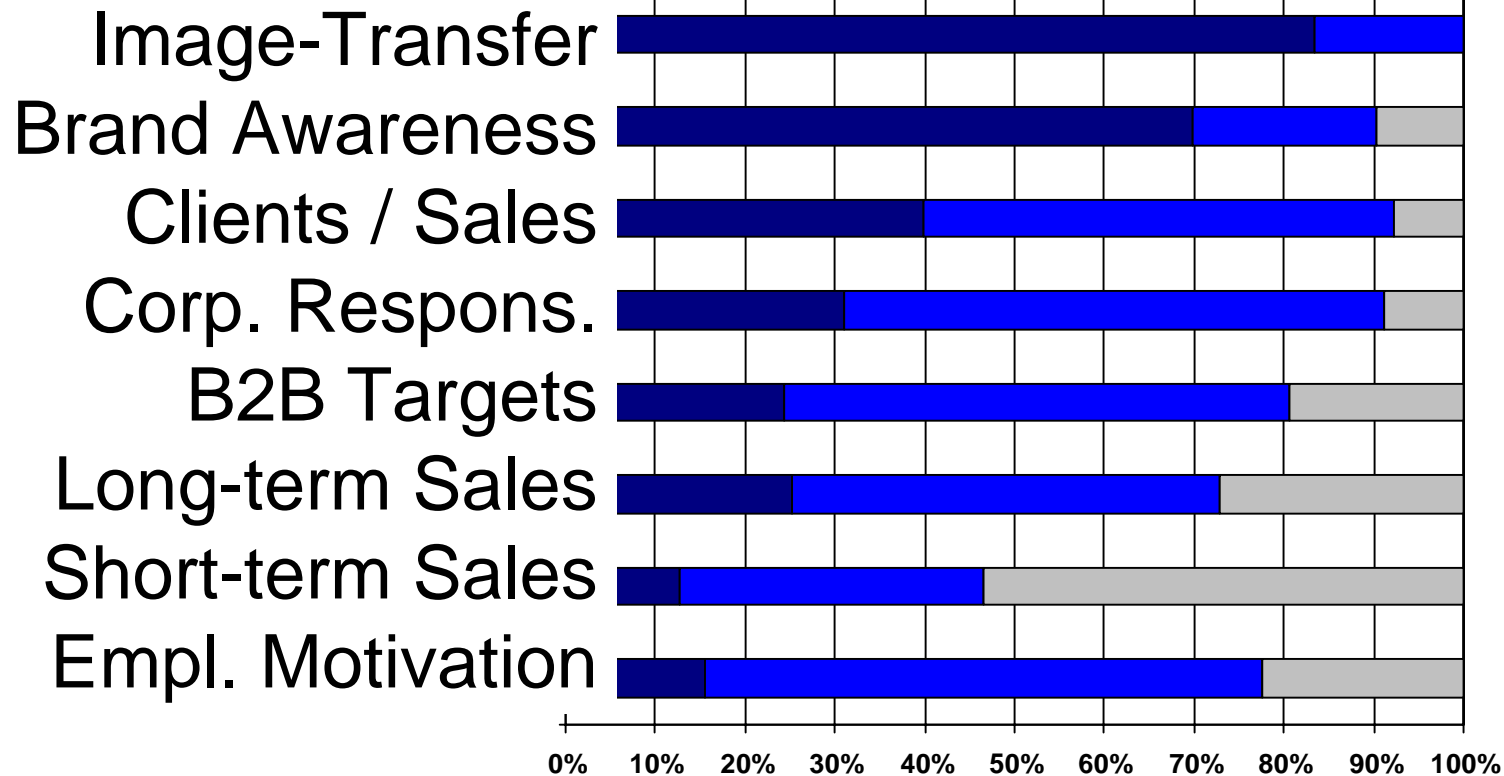
- Complex planning and organization
- Usually aiming mid- to long-term
- „Overcrowded“ in some areas / cases
- „Logic-link“ requires intensive analysis
- Needs understanding of integrated communications



III) Goals companies address with sponsorships (D / CH 2009)

- » Primarily image- und awareness goals
- » Sales (Retention & Acquisition) and CR are increasing

■ vorrangig ■ auch noch ■ gar nicht



Basis: 148 companies:
Marketing-decider in D / 116
und CH / 32

Questionnaire to sponsoring
structures 05/09, FASPO / SWA
/ BDI / Sportfive

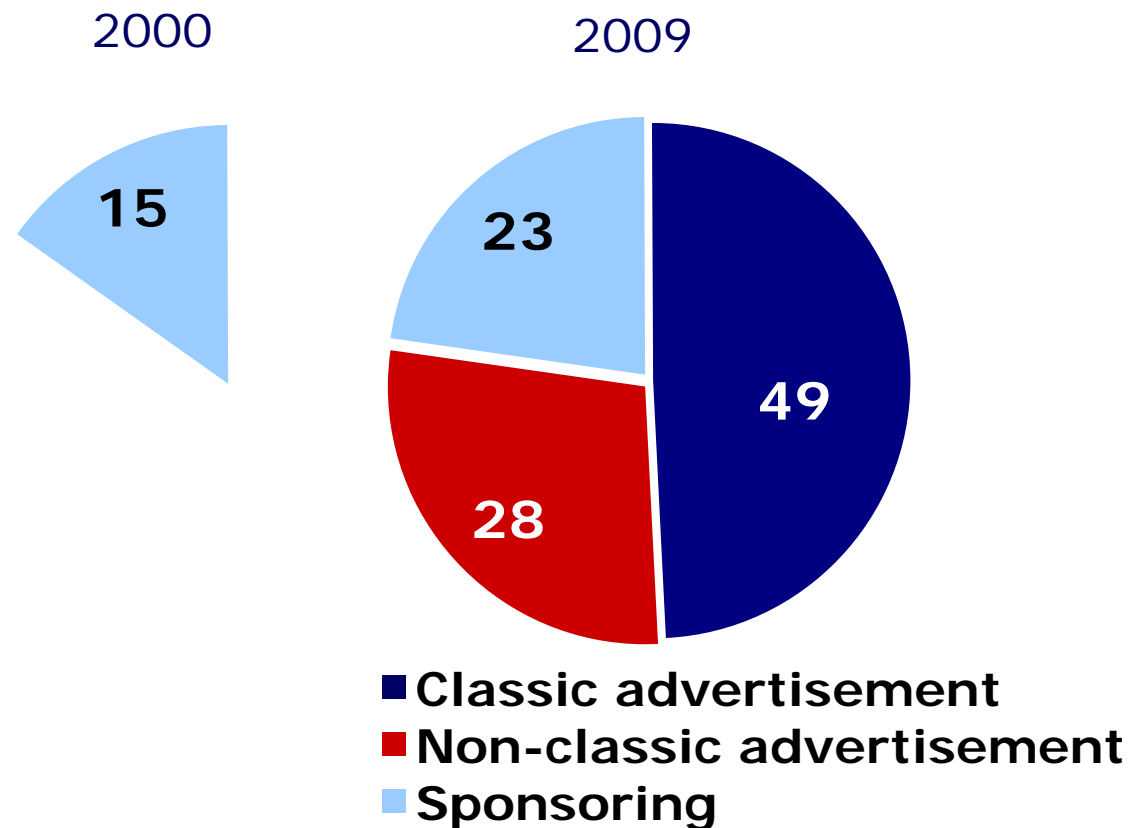


IV) Status of the sponsorship market



IV) Sponsoring as an element of the market-communication

Average communication expenditures of total budgets (D)

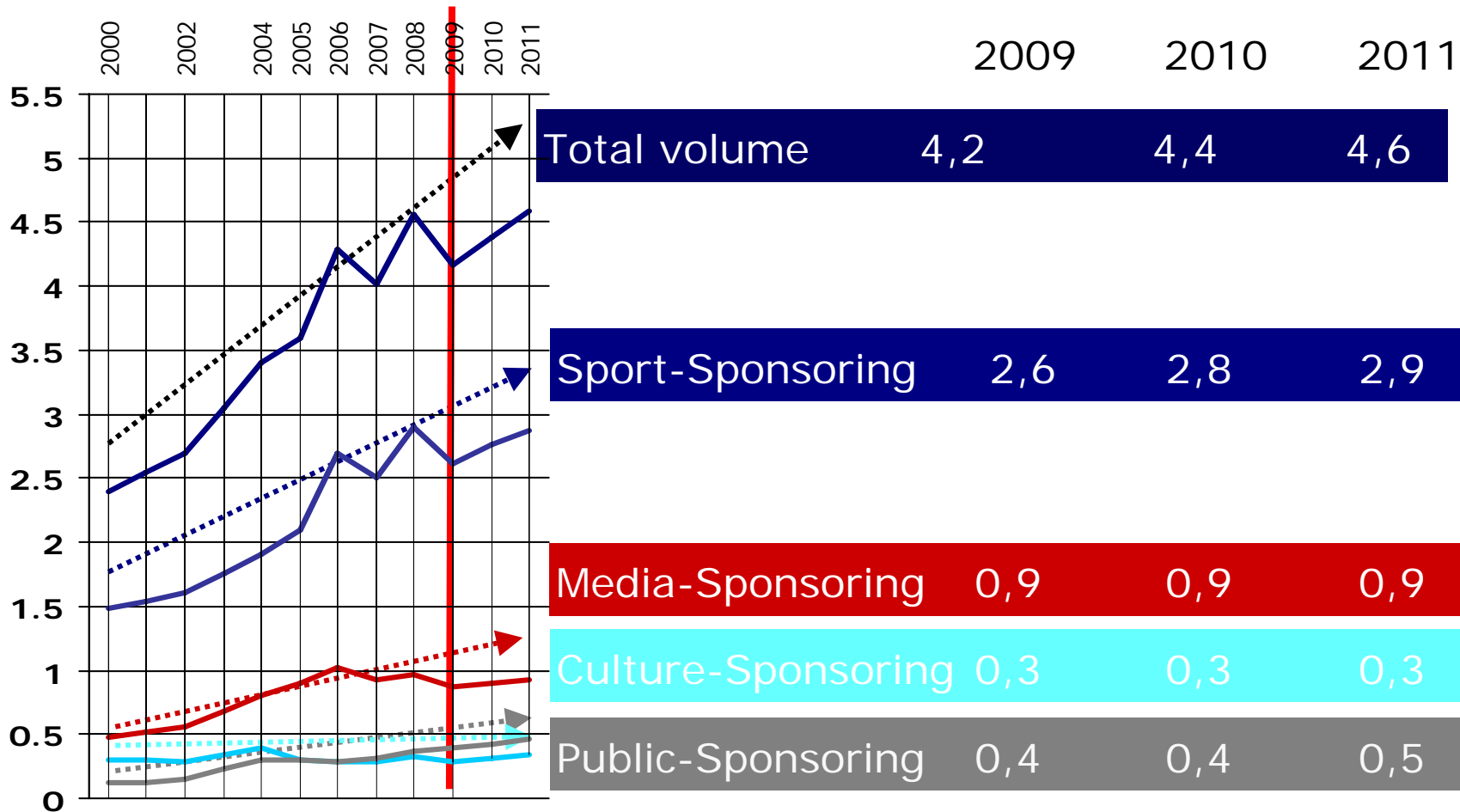


Average share in %
Target group: Advertiser
Basis: All

Source: Sponsor Visions 2009



IV) Sponsoring-Volume: 2002-2011 (D)

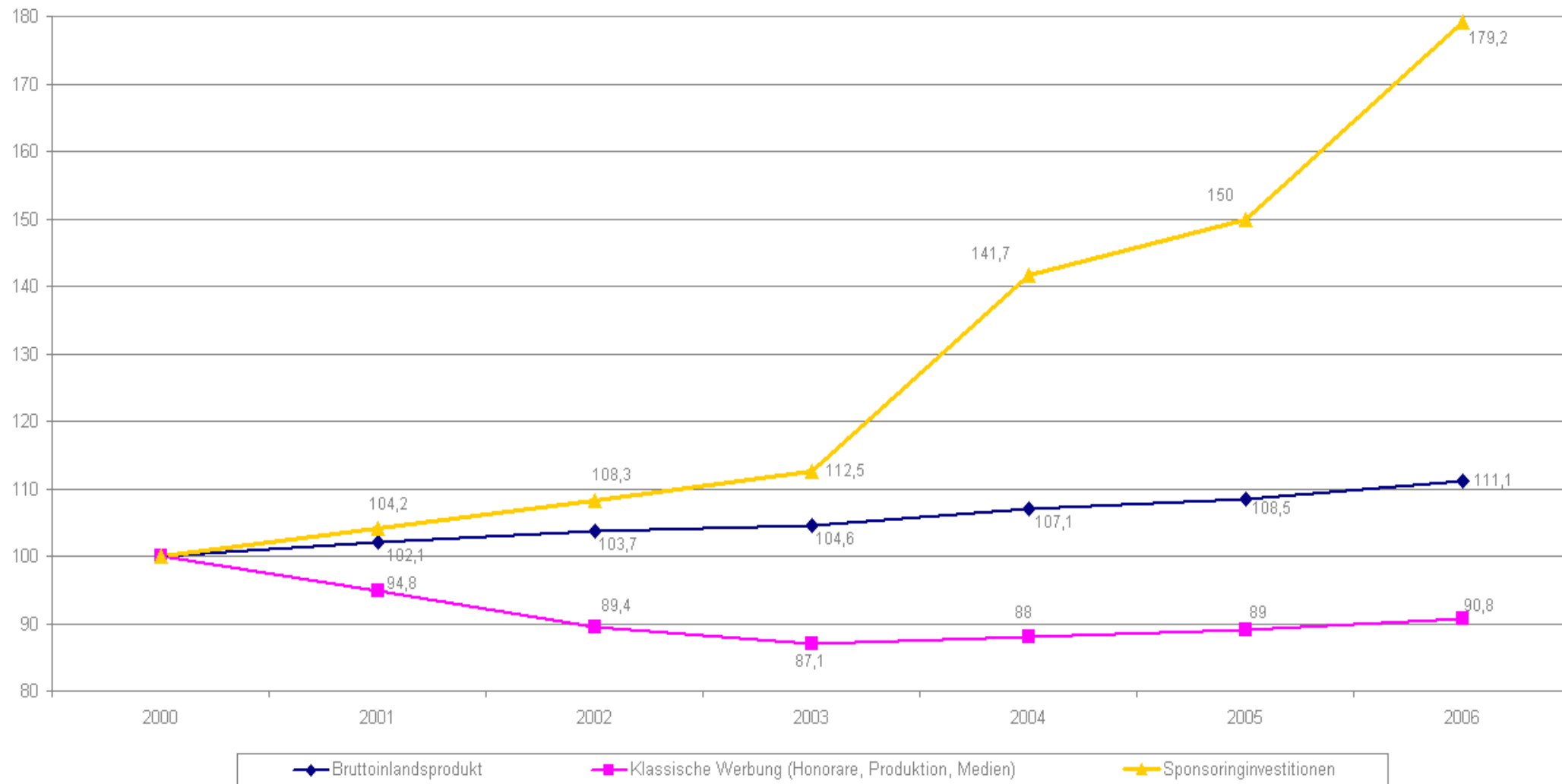


Roundet average in Mrd. EURO
Zielgruppe: Advertiser/Agencies
Basis: All

Source: Sponsor Visions 2009



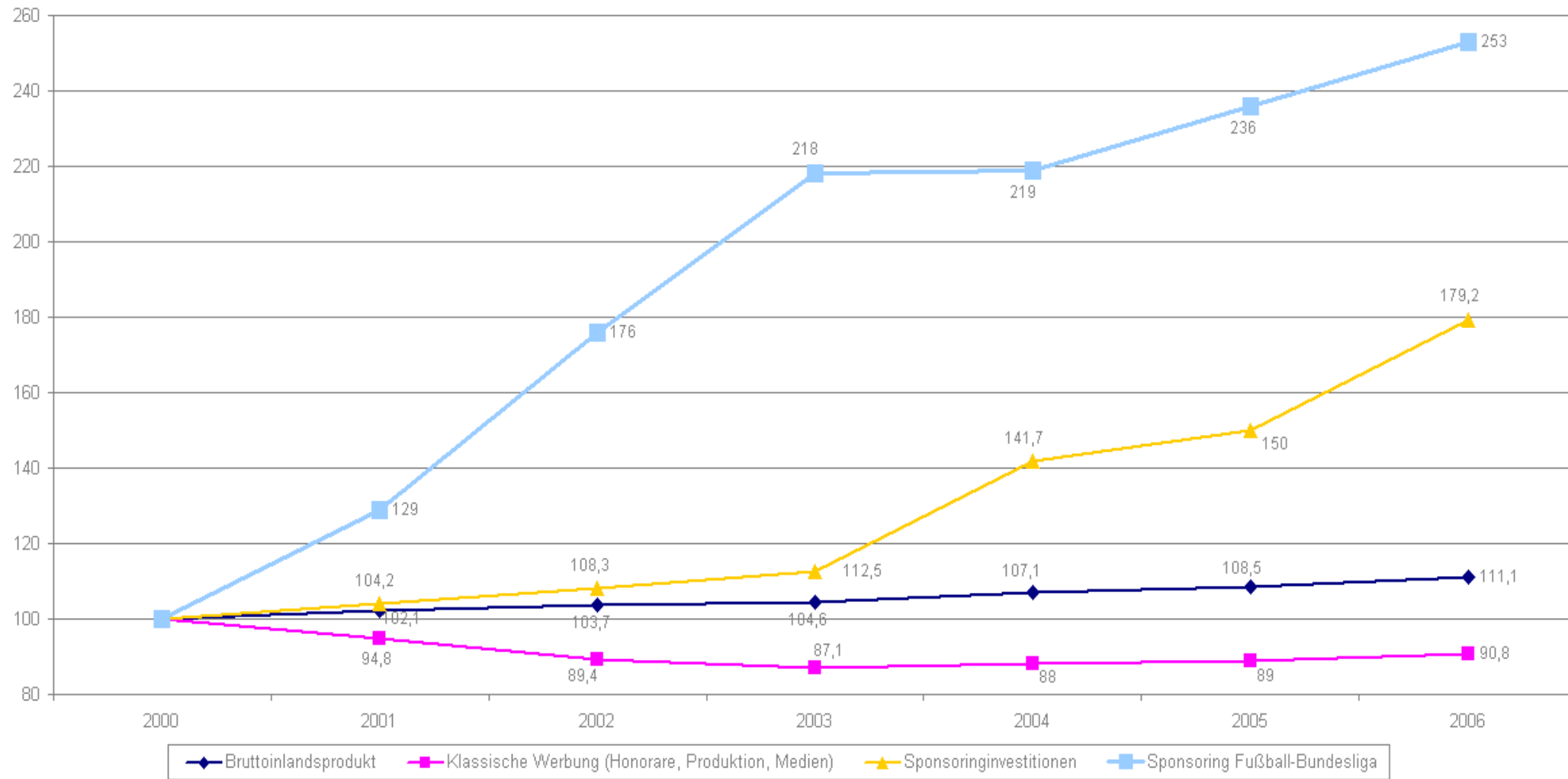
IV) Sponsoring growth Germany



Source: ZAW Jahrbuch der Werbung, Sponsor Visions, DFL, S.5



IV. Sponsoring growth Germany

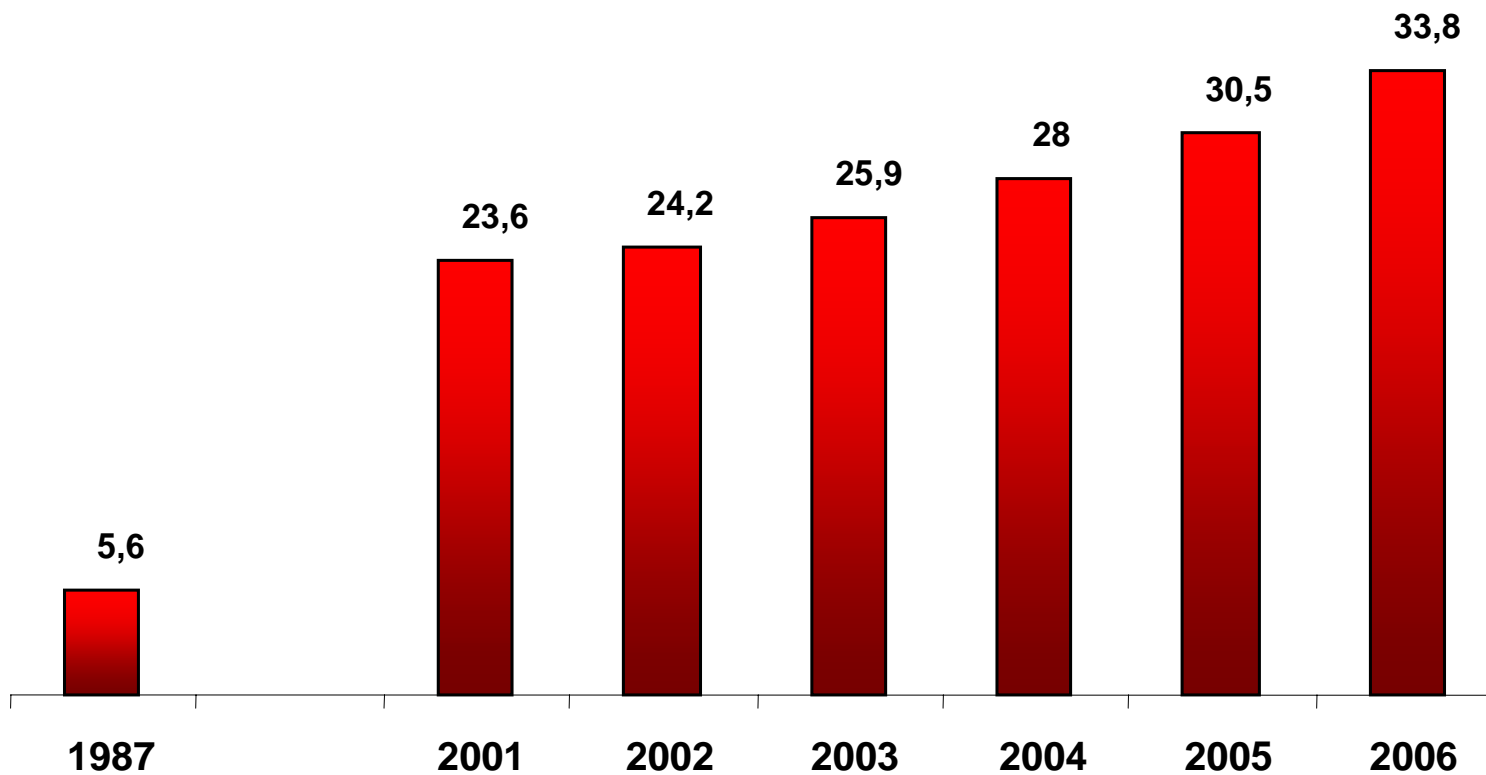


Source: ZAW Jahrbuch der Werbung, Sponsor Visions, DFL, S.5



IV) Worldwide Sponsoring-Investments

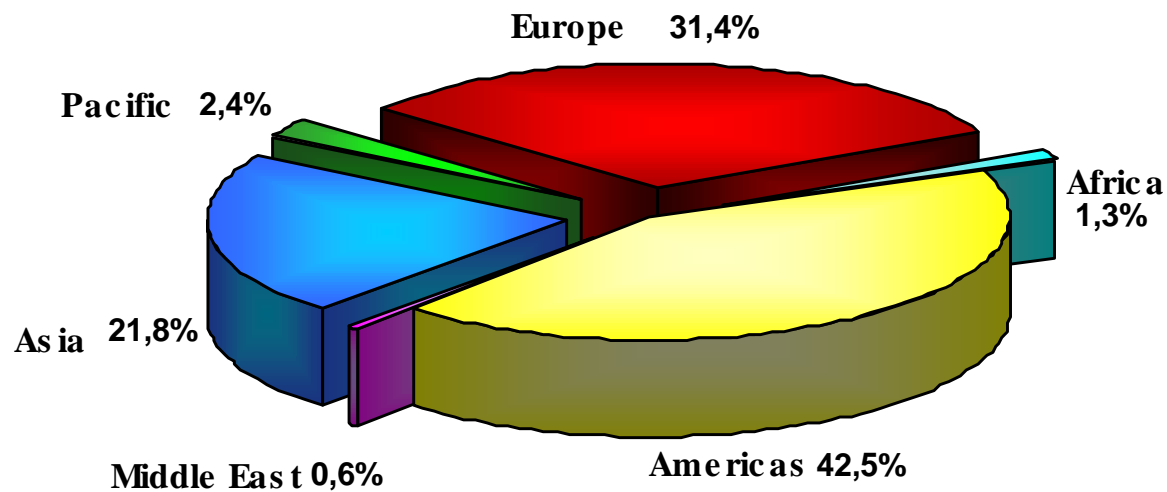
Global expenditure for sponsoring rights in Mia. US-Dollar, 1987-2006



Source: IEG



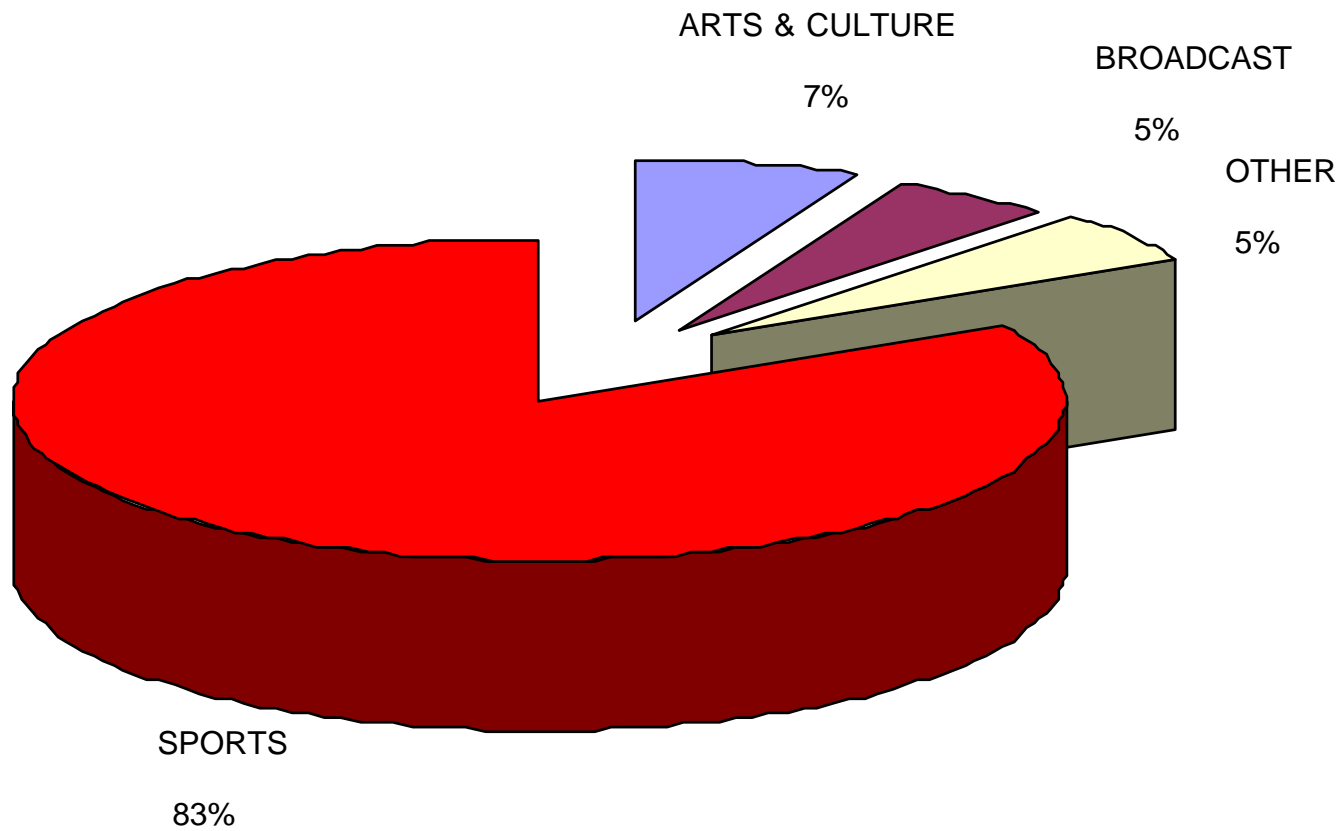
IV) Worldwide Sponsoring-Investments in regions



Source: The World Sponsorship Monitor (TWSM), 2004



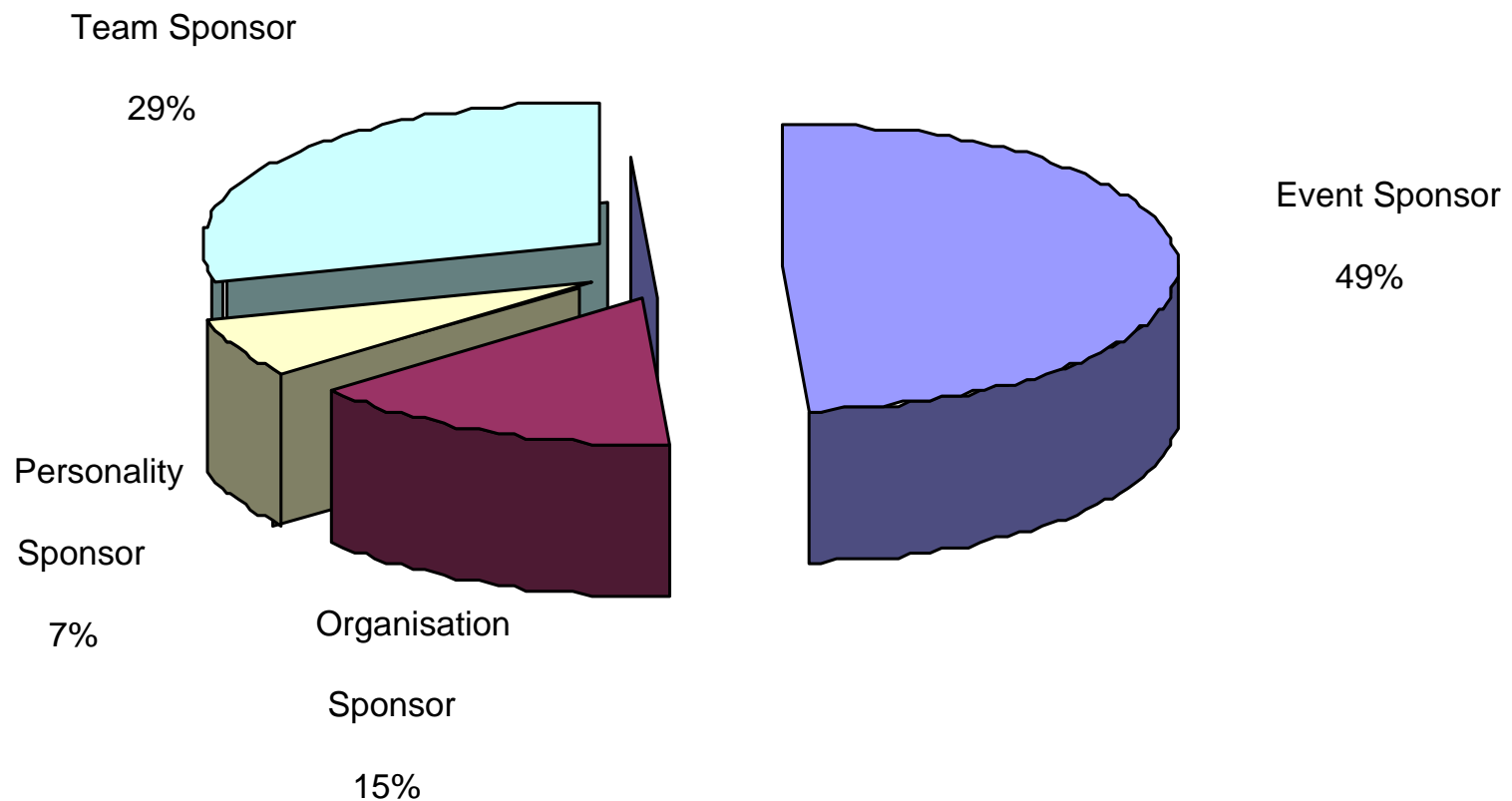
IV) Worldwide Sponsoring-Investment-Issues



Source: The World Sponsorship Monitor (TWSM), 2004



IV) In which categories do brands invest?



Source: TWSM, 2006 (Anzahl von Abschlüssen 2005)



V) Sport sponsoring from a communication perspective, e.g. a Swiss perspective



V) Sports interest, media sports CH

2007 % wo- ave-
Total men rage

Fussball	40.5	37	44
Tennis	26.2	60	50
Alpiner Skisport	23.0	56	51
Eishockey	12.7	30	42
Motorsport (inkl. Formel 1, Motorrad)	10.5	25	45
Radsport	5.2	30	56
Leichtathletik	5.1	59	48
Eislaufen	4.3	89	55
Kampfsport (inkl. Boxen)	3.6	27	46
Segeln	3.0	49	47
Nordischer Skisport	2.5	44	59
Pferdesport	2.3	75	53
Kunstturnen	2.3	75	55
Schwimmsport	2.0	74	43
Volleyball, Beachvolleyball	1.9	65	41
Basketball	1.5	26	29
Handball	1.5	42	38
Tanzsport	1.4	83	45
Snowboard	1.0	52	25

Anmerkung: Anzahl Befragte: 3427. Die genaue Frage lautete:
«Für welche Sportarten interessieren Sie sich am meisten?». Es konnten bis zu drei Lieblingssportarten angegeben werden. Aufgeführt sind alle Sportarten, die mindestens von einem Prozent der Befragten genannt wurden.

Sport Observatorium Schweiz 2008

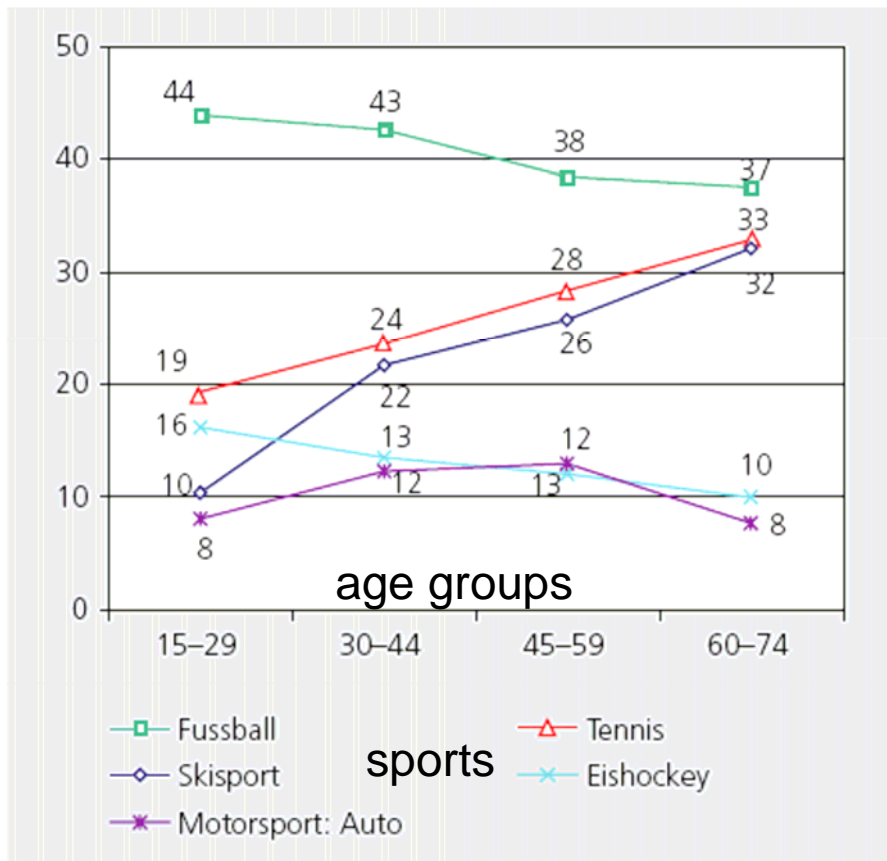
2008/2009 MA Sponsoring, n = 11'000

women
men
total

MA Sponsoring, Schweiz, 2009



V) Sports interest by age group / via medias, CH



Anmerkung: Anzahl Befragte: 3427; 15-29: 609; 30-44: 1042;
45-59: 950; 60-74: 826.

BASPO 2007



V) Sports interest, active sports CH

T 5.1 Die beliebtesten Sportarten in der Schweiz

	Sportartenpräferenzen der Sportler					Nennung insgesamt (in %; inkl. sporadische Aktivität der Nichtsportler)
	Nennung (in Prozent der CH-Bevölkerung)	Veränderung 2000–2008	Häufigkeit der Ausübung (durchschnittl. Anzahl Tage pro Jahr)	Durchschnittsalter (in Jahren)	Frauenanteil (in %)	
Radfahren, Mountainbike	35.0	+3.2	45	45	46	42.1
Wandern, Walking, Bergwandern	33.7	+11.1	40	50	57	42.3
Schwimmen	25.4	−0.9	30	44	60	31.7
Skifahren (Pisten), Carven	21.7	+3.8	10	44	48	26.6
Jogging, Laufen, Waldlauf	16.8	−0.8	52	40	44	17.6
Fitnesstraining, Aerobics	14.0	+2.5	90	43	61	14.1
Turnen, Gymnastik	11.7	−5.3	50	53	67	11.9
Fussball, Streetsoccer	6.9	−2.2	50	30	9	7.5
Snowboard	4.7	+0.8	10	26	45	5.2
Tennis	4.4	−2.0	32	42	40	4.8
Skilanglauf	3.9	−0.4	10	50	49	4.5
Tai Chi, Qi Gong, Yoga	3.8	+2.4	48	49	84	3.9
Tanzen, Jazztanz	3.7	+1.3	45	38	80	3.9
Krafttraining, Bodybuilding	3.4	+0.5	90	39	45	3.5
Inline-Skating, Rollschuhlaufen	3.4	−2.1	20	34	52	3.8
Volleyball, Beachvolleyball	3.3	−0.7	40	33	49	3.4
Badminton	2.7	+0.5	30	34	41	3.0
Ski-, Snowboardtouren, Schneeschuh	2.5	+1.4	10	49	52	2.7
Kampfsportarten/Selbstverteidigung	1.9	+0.3	90	32	29	1.9
Unihockey, Landhockey, Rollhockey	1.7	−0.2	45	27	23	1.8
Reiten, Pferdesport	1.7	−0.8	90	36	84	1.8
Klettern, Bergsteigen	1.6	−0.1	20	37	32	1.7
Basketball, Streetball	1.6	−1.2	40	25	17	1.7
Golf	1.2	+0.1	30	51	33	1.2
Squash	1.2	+0.2	25	34	28	1.3
Schiessen	1.1	+0.1	45	47	17	1.1
Eishockey	0.9	−0.2	45	30	1	1.0
Segeln	0.8	−0.1	20	45	31	0.9
Leichtathletik	0.7	−1.1	45	30	32	0.7
Handball	0.7	−0.1	90	25	21	0.7





V) Sports interest of non-active population CH

... What they exercise

T 6.2: Sport- und Bewegungsformen, die von den Nichtsportlern hier und da ausgeübt werden

	in Prozent aller Nicht- sportler	Durch- schnitts- alter in Jahren	Frauen- anteil (in %)
Wandern, Walking, Bergwandern	31.6	51	53
Radfahren, Mountainbike	26.4	44	49
Schwimmen	23.2	44	62
Skifahren (Pisten), Carven	18.0	40	45
Jogging, Laufen, Waldlauf	3.0	37	65
Fussball	2.2	31	10
Skilanglauf	2.1	53	36
Snowboard	1.8	24	63
Inline-Skating, Rollschuhlaufen	1.5	34	44
Tennis	1.3	47	36
Badminton	1.1	34	23

Anmerkung: Anzahl Befragte: 2431. Es sind alle Sportarten aufgeführt, die von mindestens 1% der Nichtsportler (n=25) hier und da betrieben werden.

Sport Observatorium
Schweiz, 2008

... what they would like to exercise

T 6.3: Sportarten und Bewegungsformen, welche die Nichtsportler zukünftig gerne betreiben würden

	in Prozent aller Nicht- sportler	Frauenan- teil (in %)
Fitnessstraining, Aerobics	7.2	63
Schwimmen	7.1	68
Radfahren, Mountainbike	6.5	37
Wandern, Walking, Bergwandern	4.9	65
Jogging, Laufen, Waldlauf	4.0	53
Skifahren (Pisten), Carven	3.5	37
Turnen, Gymnastik	3.4	69
Tennis	3.0	45
Kampfsportarten/Selbstverteidigung	2.1	45
Tanzen, Jazztanz	2.0	80
sonstige Sportarten	1.7	29
Badminton	1.5	81
Fussball, Streetsoccer	1.5	21
Volleyball, Beachvolleyball	1.2	76
Tai Chi, Qi Gong, Yoga	1.2	69
Skilanglauf	1.0	59



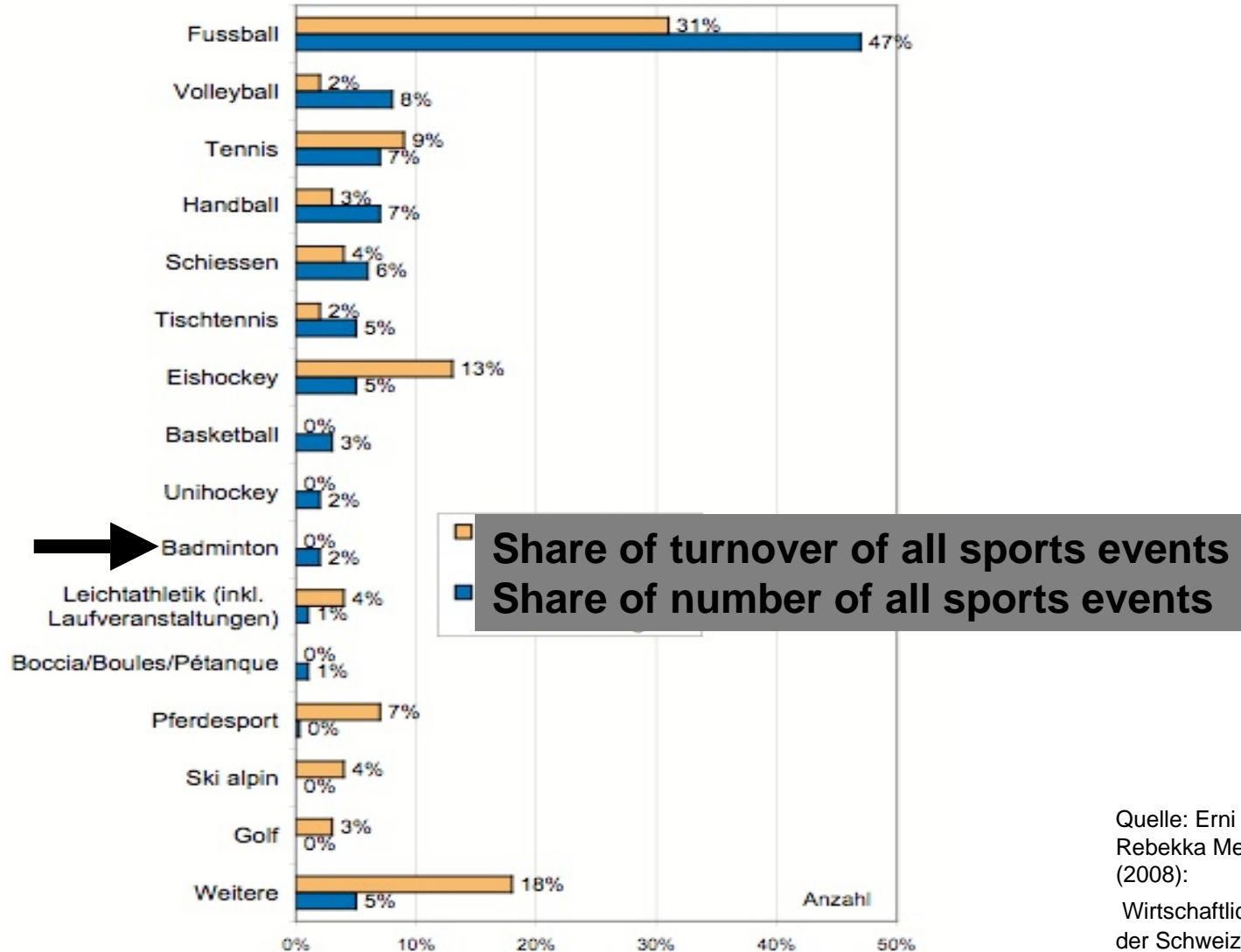
V) Sports interest, active sports, children 10-14y CH

T 5.1: Sportaktivitäten der Kinder im Alter von 10 bis 14 Jahren

	Sportaktivitäten der sportlich aktiven Kinder				Nennungen insgesamt (in %; inkl. sporadische Aktivitäten der Nichtsportler)
	Sport im engeren Sinne (Nennungen in Prozent aller Kinder)	Sportaktivitäten (Nennung in Prozent aller Kinder)	Häufigkeit der Ausübung (mittlere Anzahl Tage pro Jahr)	Mädchenanteil (in Prozent)	
Radfahren, Mountainbike	22.9	58.0	100	47	63.9
Schwimmen	19.2	53.2	40	52	57.8
Fussball, Streetsoccer	32.2	50.5	90	30	54.8
Skifahren (Pisten), Carven	9.2	38.3	12	49	41.0
Wandern, Walking, Bergwandern	3.7	17.6	14	53	18.8
Turnen, Gymnastik	17.3	17.3	45	69	17.5
Jogging, Laufen, Waldlauf	8.0	12.7	45	55	13.1
Unihockey, Landhockey, Rollhockey	8.5	11.9	45	19	12.1
Snowboard	3.1	11.2	14	40	11.9
Inline-Skating, Rollschuhlaufen	3.8	8.9	45	66	9.8
Tanzen, Jazztanz	7.8	8.4	45	90	8.4
Reiten, Pferdesport	6.8	7.7	45	94	7.8
Tennis	5.9	7.3	45	32	7.6
Kampfsportarten/Selbstverteidigung	6.7	7.3	45	39	7.3
Basketball, Streetball	3.7	6.7	46	25	6.9
Volleyball, Beachvolleyball	4.8	6.3	45	73	6.6
Leichtathletik	5.4	5.8	45	53	5.8
Badminton	2.7	4.8	45	55	5.0
Eislaufen	2.1	4.8	12	49	5.2
Skilanglauf	0.9	3.9	10	47	4.3
Handball	3.0	3.7	50	33	3.8
Tischtennis	1.4	3.5	49	20	3.6



V) Sports interest, sports events CH



Quelle: Erni Baumann, Claudia, Philippe Linder, Rebekka Mehr, Jürg Stettler und Christian Stofer (2008):

Wirtschaftliche Bedeutung der Sportveranstaltungen in der Schweiz. Magglingen: BASPO



V) Market research

Market research is a powerful tool!

Sources:

- Government, e.g. statistics bureau
- Publishing and other media corporations
- Advertising and sponsoring associations
- Universities
- Producers of equipment



V) Brands in Sports

A brand is a symbol with which the addressee associates certain things, e.g.

- a capacity (product or service category)
- Values (modern versus old fashioned)
- Trustworthiness
- ...

A brand does only live in the conscious of the addressees > it needs to be known

A brand differentiates a certain offer from competing offers

In inspiring trust and/or other relevant emotional and/or functional criteria, it does help consumers to reduce complexity > eases decisions

Yes,  is a brand, competing against other brands



for awareness, trust and sympathy and active sportspeople, fans as well as sponsorships



VI) Sponsorship acquisition



VI) How to detect and address a potential sponsorship partner?

Acquisition process

- Research potential institutions – desk research and existing contacts within badminton-family, research persons to address
- First information > based on one or two key arguments (market research), 2 pages max.
- Follow up personally, by phone
- Arrange a personal meeting > listen > find out about precise needs
- Develop a ‚tailor made‘ concept
- Use existing partners as reference
- Create cooperation marketing opportunities (e.g. cars & tires & insurance)



VI) How to detect and address a potential sponsorship partner?

Prerequisites for establishing a sound partnership

- Trustworthiness / credibility of of the partnership
- Match of the target groups
- Partners should have a concise strategy
- Willing to communicate a partnership
- Compatible with existing sponsors



VI) How to detect and address a potential sponsorship partner?

In regard to formats

The potential sponsors should address the format, which suits its targets most

- Senior / junior
- Female / male
- Single event / event series
- Federation / clubs



VI) Sponsorship 'products' to offer

Possible Sponsorships

- Single events or projects
- Series of events
- Teams
- Single personalities
- buildings, also temporary
- Institutions

Possible rights

- Naming rights
- Advertising rights (*agree reach!*)
 - TV-rights
 - Rights for presence on boards or other on-site presence
 - Portal-/IT-rights
 - Media rights (print, mobile, etc.)
- Hospitality-rights
- Promotion-rights
- Licensing-rights
- Merchandising-rights



VII) Arguments for winning sponsors



VII) Focus the communication needs <> Badminton

- Internal communication
 - Agreement- and coordination-function, integration and motivation
- Financial communication
 - Confidence building and expectations towards the financial markets
- Public relations
 - Establishment of communication- and legitimation-potential
- Market-communication (acquisition, support and sales)
 - Conviction- and persuasion-function

Conclusion: professional communication pursuits multiple objectives. This implies multiple chances for the use of sponsorships.

¹⁾ Thomas Dyllick / Arnt Meyer (2004)



VII) Sponsorships – how to create value

Media coverage > provide photos, video/broadcasts, reports, commentaries, ... > build sound relationships with media, help them to make Badminton known and 'sexy'

Attendance at events > bring more people into the halls or bring the event to the people ... e.g. into the inner cities

Memberships > cooperate with schools and/or institutions

CRM > build a database with a clusters (socio-demography./interest..) and addressable members (e.mail, mobile, postal address)

Interaction > offer sponsors dialogue-oriented tools, e.g. newsletter with embedded links

Internet > build your community, e.g. training plans and schedules online, community news, cooperation with media

Mobile Phones > are becoming the key communication instrument of the youth



VII) Sponsorships – how to create value

- | | |
|------------------------|---|
| Media Cooperation | > are key to solving a multitude of problems > awareness, attendance at events, sponsors.... |
| Marketing Cooperations | <ul style="list-style-type: none">> inspire cooperation among your sponsors/partners> create cooperations with other entertainment brands, e.g. in the field of culture> press conference to present team at museum / theater / pop-concert... |
| Foster your talents | <ul style="list-style-type: none">> assure that you have photo/video material of top-players> help them to become media-savvy > training how to give interviews etc., advice how to present/dress/behave... |
| Win testimonials | <ul style="list-style-type: none">> have renowned personalities play Badminton> stars from TV/culture/other sports ... and make sure the media covers it |



VII) Sponsorships – how to keep sponsors happy

Communicate > talk to them on a regular basis, communicate on more than one level > president to president, sponsorship manager to sponsorship manager

Emotionalize > make them participate > actively, e.g. with events at the institution, at events

Reporting > provide them, on a regular basis, with a report on what you did deliver in a given period of time, report ahead of their budgeting seasons

Ideas > supply them with ideas how to improve the performance of their sponsorships, bring them into contact with other sponsors ... be a source of inspiration

Loyalty > keep away from their competitors (as long as they are your partners) do not comment on them when they are in trouble



Market communication related arguments



VII) Marketing Communication related targets & arguments

Awareness

in the media, at events, towards members

Image

in associating with the federation, club, event, sportsmen/women

Client retention

via media / e.g. newsletter, at events / e.g. hospitality

Client acquisition / sales/ product promotions

at events / members

>> up to date CRM*-tools for member management

*Customer Relationship Management



Public Relations / Investor Relations resp. Corporate Responsibility related arguments



VII) PR / IR and Corporate Responsibility (CR)

In principle same targets as with marketing communication

- awareness, image, platform for personal communication > hospitality plus

Corporate Responsibility > engaging with and for society in a way which exceeds the standards set forth by laws, in regard to social and environmental issues, e.g.

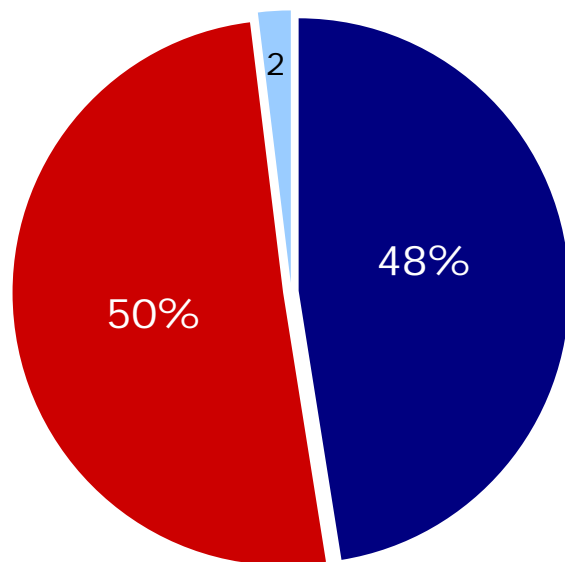
- youth > education, fitness
- society > integration
- elder > fitness



VII) Sponsoring vs. CR <=> leverage existing partnerships

- » Gradual transition from Sponsoring to CR
- » Little strategic orientation

CSR-program existing?



■ Yes ■ No ■ No answer

CSR-program started based on an existing sponsorship

24%

CSR-program integrated in field of sport-sponsorship

52%

CSR-program integrated in field of culture-sponsorship

47%

CSR-program integrated in field of public-sponsorship

71%

Budget allocation from Sponsoring-budget to CSR-program

24%

Short-term trend: 0%

Long-term trend: 100%

Source: Sponsor Visions 2009,
Deutschland, Marketingentscheider



VII) CR – which issue to address > e.g. obesity of children

Finnland	13 %
Deutschland	15 %
Frankreich	18 %
England	22 %
Spanien	30 %
Griechenland	31 %
Malta	35 %
Italien	36 %
 USA	 30+%

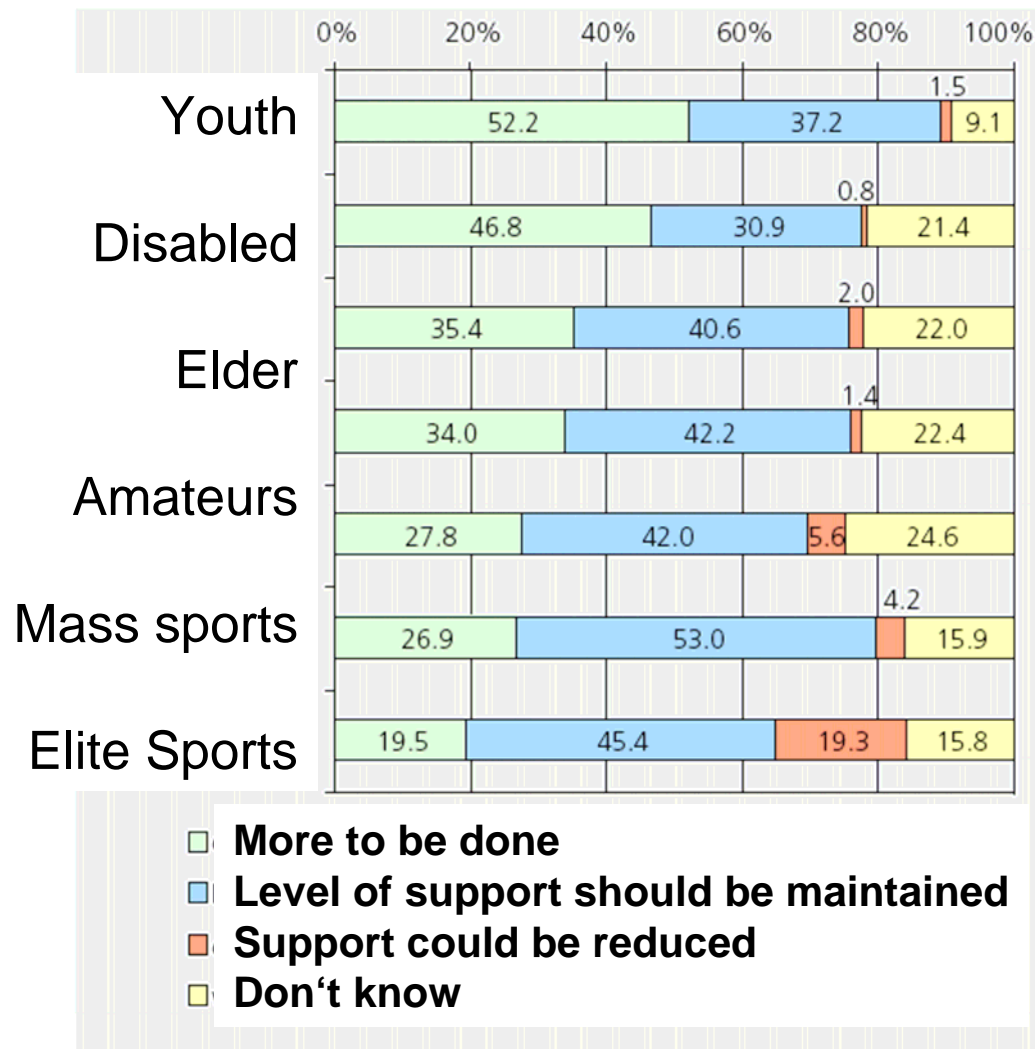
Consequences of obesity:

- Health (sugar („Alterszucker“), heart, orthopedic, cancer....)
- Social
- Economic

IOTF, Obesity in Europe



VII) Which issues should be supported in sports, CH



Note: Number of interviewees, n=10262

Source: Federal authority of sport, 2008



Internal communication related arguments



Internal communication needs & the respective arguments

- Fitness
 - Regular training sessions @ institution
- Cohesion
 - Team-building events, sportive and mental training
- Motivation
 - Invitation to national/international events... Olympics...
 - Programs for families and kids
 - Speeches @ institution
 - Participation @ institutions events
-



VIII) Conclusions

- The sponsoring market is a very professional one
- Badminton is one brand competing against other brands
- Market research is a powerful tool, allowing you to optimize your product as well as to detect which institutions could potentially be addressed for generating sponsorships
- When addressing a potential sponsor, keep in mind that institutions have more than one field of communication needs
- Look at sponsors as partners > focus their needs, be responsive and keep in touch
- Cooperations are key > with the media, among sponsors



Finally

Your questions, please....?!



Thank you for your interest!

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