SPONSOR PROFILE

UBS EXPANDS ARTS INVOLVEMENT, ROLLS ON WITH FORMULA ONE

Swiss bank uses motorsports and the arts to amplify brand presence and engage clients and prospects.

Reflecting the rebound in the financial services industry, UBS AG has significantly expanded its sponsorship portfolio over the past few years.

The Swiss banking giant in 2012 expanded its long-running involvement in the arts with a five-year partnership with the Solomon R. Guggenheim Foundation and the Guggenheim UBS Map Global Art Initiative.

As part of the initiative, the two organizations are working with artists, curators and educators from three regions—Latin America, South and Southeast Asia and the Middle East and North Africa—to organize exhibitions that highlight art from each geographic area.

UBS and Guggenheim next week will open the first exhibition—No Country: Contemporary Art for South and Southeast Asia—at the Guggenheim Museum in New York City. The exhibition will run from Feb. 22 to May 22 before moving to other markets.

In addition to the arts, UBS in 2010 added a second platform to its global sponsorship portfolio: Formula One. Like the arts, the financial services giant uses the partnership to amplify its brand presence and engage clients and prospects.

IEG SR spoke with Björn Wäspe, managing director, global head of sponsorship, about UBS's global sponsorship strategy, how motorsports stack up against the arts, rumors of UBS dropping Formula One, and other topics.

Below are edited excerpts from the conversation.

On the Formula One program
We entered Formula One in September 2010. We had cut back on advertising and sponsorship during the financial crisis, and we wanted to make a quick impact on the marketplace. Formula One provides a large amount of television exposure, and it was an opportunity to help the brand very quickly.
In addition to providing broad reach, Formula One also appeals to our target audience of high net-worth individuals and C-level executives. We felt like Formula One was the right place to be.

**On the new Guggenheim partnership**

Formula One is like a big media spend. It’s a brand exposure machine. It’s televised globally and it creates a lot of frequency, both in terms of brand awareness and hospitality.

In addition to Formula One, we want to have programs that provide a story that we can tell. We don’t want to just be a sponsor; we want to be an enabler.

We wanted to leverage our long history in contemporary arts with our own program. The Guggenheim shared our spirit about creating something in a meaningful way.

**How UBS approaches regional sponsorships**

If a territory like Asia or the Middle East wants to approach sponsorship, we show them what they can get out of our two global platforms. That’s important. Formula One is a global property, but it is executed in local markets. If that’s not sufficient, we consult them on finding the right property.

In the past we gave them thematic platforms to look for, which is something we have moved away from. We gave them some parameters on what types of events they could sponsor and what types of events they couldn’t sponsor.

A property has to support our brand values and provide first-class hospitality platforms, but we don’t say you can only sponsor this or that type of property. Events have different impact around the world.

**On UBS’s evolving sponsorship strategy**

In the past, we only looked at long-term partnerships. Long-term partnerships are important, but we also go after more opportunistic opportunities as well. That’s something we stayed away from in the past.

For example, in Switzerland we’re sponsoring Qin, the terracotta warrior exhibition from China. That’s not a mid-term or a long-term partnership, but it is an excellent opportunity. We felt like we should sponsor it because people will love it.

Direct business is also much more important. In the past we focused on brand positioning and hospitality. Those are still important, but today it’s also important that we generate business.
On rumors that UBS is re-evaluating Formula One
If you don’t constantly review a partnership—especially one the size of Formula One—you’re not a sponsorship professional. We review every sponsorship on a regular basis. That’s something that’s always on our radar. But such commitments are for the long term, and we look forward to the new season.

Source
UBS AG, Tel: 41-44-234-1111
ACTIVATION

ATLANTA TRACK CLUB LAUNCHES ACTIVATION CONTEST

Race producer uses contest to incent new activation programs.

Knowing that activation is critical to sponsorship success, the Atlanta Track Club is giving partners an incentive to activate their ties.

The race organizer has launched a sponsor activation contest around the AJC Peachtree Road Race that dangles a $5,000 rights fee credit to the winning partner.

ATC created the contest to encourage activation programs that reach three audience segments: employees, the community and customers. A sponsor that has activated the race strictly for marketing purposes now has a reason to activate with employees and/or the community.

“We want sponsors to take a broader approach and activate not just for marketing, but to engage employees and the community,” said Kevin Kimbell, ATC’s director of development, who created the contest.

In addition to broadening the scope of sponsor activation, the promotion will give the July 4th event incremental exposure through sponsor marketing initiatives and drive participation in the race’s training program, he added.

ATC will determine the winner based on the level of activation across the three audiences. The track club will assign a weight to each category so that every sponsor has an opportunity to win.

ATC will judge the contest based on the following metrics:

**Employee participation (30 percent)**
- Participation in AJC Peachtree Road Race
- Participation in AJC Peachtree Road Race training program
- Family participation in Peachtree Jr. race
- Employee hospitality (creativity, festiveness, etc.)
- Creative employee element that encourages participation and engagement
Community (40 percent)
- Employee fundraising
- Employee volunteerism
- Creative community initiative (cheer zones, best sign contest, etc.)

Customer (30 percent)
Marketing initiatives that take place between Jan.1st and July 31st including—but not limited—to the following:
- Social media initiatives
- Use of marketing assets to promote event (outside of partner agreement)
- Use of ATC membership message in marketing plan

ATC staff will determine the winning sponsor, said Kimbell, noting that some metrics will be easy to track (number of employee participants, fundraising initiatives, etc.) while others will be more subjective (creative hospitality programs, etc.).

The contest is open to companies in the race’s top two sponsor categories, said Kimbell, noting that most lower-level sponsors do not have adequate resources to compete in the promotion. The race has roughly 18 sponsors in the top two categories.

The contest has already received positive feedback from sponsors.

“They love the fact there are multiple aspects to the contest. It’s not just about marketing programs, but engaging employees and the community.”

The value of incremental marketing exposure from sponsor promotions and other benefits will greatly exceed the $5,000 credit, said Kimbell.

“It will make our event better and engage employees to the point where we will make an impact on health and wellness and improve lives. That’s worth well more than $5,000.”

Source
Atlanta Track Club: 404/231-9064

RACE ACTIVATION CONTEST LETTER

Below, the Atlanta Track Club introduces the AJC Peachtree Road Race activation contest in a letter to sponsors:

Dear partner,

On behalf of the Atlanta Truck Club (ATC), thank you for your support, enthusiasm, and contribution to making our signature event, the AJC Peachtree Road Race, one of the best sporting events in the world. With 60,000 registered participants, the AJC Peachtree Road Race continues to be the largest 10K running event in the world. The buzz around the race starts in January when the T-shirt contest and lottery are announced and continues through July. Over 200,000 spectators and 60,000 participants make the AJC Peachtree Road Race the largest single-day event in Atlanta. Your support enables the Atlanta Track Club to continue to pursue its year-round mission to inspire and engage the community to achieve health and fitness through running.

As an organization, we are continually trying to improve the AJC Peachtree Road Race, including the participants and spectators overall experience. Our partners have played a significant role in helping to make the overall experience better for our participants. In order to raise the bar and encourage our partners to play an even larger role in improving the event experience we decided to implement a contest. The purpose of the contest is to inspire our partners to take full advantage of their partnerships of the Atlanta Track Club and our signature event, the AJC Peachtree Road Race.

We are excited to officially announce the 2013 AJC Peachtree Road Race Activation Contest. We recognize that each of our partners has different objectives. Therefore, we created a contest that should give all our partners a chance to compete and win while achieving their business objectives. The partner that wins the overall activation contest receives a $5,000 credit back on their partnership fee. Furthermore, besides the VIP opportunities outlined in our agreement, the Atlanta Track Club is happy to provide a VIP experience that you can present to an employee (plus guest) that participates in the training program and the event. Good luck and thanks again for partnering with us in 2013!

Sincerely,

Kevin Kimbell
Director, Business Development
UNILEVER SERVES UP SPONSORSHIP IN ICE CREAM OFFENSIVE

Consumer goods giant uses music and film festivals as the springboard for new product launches.

Sponsorship is playing a major role in Unilever’s effort to become the dominate player in the U.S. ice cream market.

Looking to overtake category leader Nestlé, Unilever over the past two years has tapped its vast global product portfolio to introduce new single-serving products on U.S. shores.

And sponsorship is serving as a launch pad for the new products.

Case in point: Unilever has partnered with Southern California’s Coachella Valley Music and Arts Festival to promote Fruttare, a line of frozen fruit bars originally marketed in Pakistan. The consumer goods giant is slated to launch the product in May, the month after the April 12-21 music fest.

Unilever will use Coachella to generate a pre-launch buzz among celebrities and other influentials. Fruttare is targeted at Millennials, a demographic that prefers healthy snacks and eats 35 percent of meals as snacks, Alfie Vivian, vice president at Unilever Ice Cream & Beverages, told USA Today last month.

The Coachella sponsorship appears to replicate Unilever’s U.S launch strategy for the Magnum ice cream brand. The company in 2011 sponsored the Tribeca Film Festival as the launch pad for the super-premium single-serve ice cream bar.

Unilever activated the film fest with designer Karl Lagerfeld, who directed three Magnum-inspired films starring actress Rachel Bilson. Unilever premiered the films at Tribeca and later posted the content on Magnum’s Facebook page.

Unilever also sampled the ice cream bars to festival attendees prior to the product’s official launch.

Magnum credits the sponsorship with generating 157,000 Facebook fans and more than 33,000 followers on the brand’s Twitter feed, earning the brand a PRWeek Award in the Best Use of Social Media/Digital category.
Unilever also generated 5 percent trial and 32.1 percent repeat, exceeding expectations for 3.5 percent and 30 percent, respectively, according to the publication.

Not surprisingly, Magnum renewed the sponsorship for the 2012 festival.

Other Unilever ice cream brands include Ben & Jerry’s (“Ben & Jerry’s Scoops Up New Music Festival Sponsorship “07.25.11) and Heartbrand, the latter of which includes the Cornetto, Solero, Vienetta and Carte d’Or brands.

Source
Unilever N.V., Tel: 31-10-217-4000

THE TOP TEN PLAYERS IN THE U.S. FROZEN NOVELTY CATEGORY

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>DOLLAR SALES</th>
<th>YEAR-OVER-YEAR DOLLAR SALES GROWTH</th>
<th>DOLLAR SHARE</th>
</tr>
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<tbody>
<tr>
<td>Dreyers</td>
<td>$1 billion</td>
<td>(0.32%)</td>
<td>27.9%</td>
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<tr>
<td>Good Humor/Breyers</td>
<td>$742 million</td>
<td>(1.64%)</td>
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<tr>
<td>Private Label</td>
<td>$465 million</td>
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<tr>
<td>Wells Diary</td>
<td>$415 million</td>
<td>5.22%</td>
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<td>Mars</td>
<td>$165 million</td>
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<td>Unilever</td>
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<td>Blue Bell Creameries</td>
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<td>J&amp;J Snack Foods</td>
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<tr>
<td>Ziegenfelder Ice Cream Co.</td>
<td>$50 million</td>
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<tr>
<td>Prairie Farms</td>
<td>$44 million</td>
<td>(1.11%)</td>
<td>1.21%</td>
</tr>
</tbody>
</table>

Total U.S. sales in supermarkets, drugstores, mass market retailers, military commissaries and select club & dollar retail chains in the 52 weeks ending Feb. 5, 2013, per SymphonyIRI Group, a Chicago-based market research firm.
SELLING

BEST PRACTICE: LEVERAGING MEDIA PARTNERS TO SECURE NEW SPONSORS

In addition to accessing media support, properties can leverage media partners to secure new sponsors.

Properties prospecting for new sponsors frequently overlook one valuable source: media partners.

With advertisers placing more focus on marketing platforms that extend beyond a printed page or radio spot, newspapers, radio stations and other media companies are increasingly looking for one-on-one marketing inventory that can be bundled into advertising packages.

The Marine Corps Marathon in 2012 worked with a Cumulus radio station to secure an auto sponsor for the MCM Event Series, a series of four running events held near Marine Corps Base Quantico.

The radio station sales team identified a local Scion dealer, one of the station’s existing advertisers and a company with a significant military sales program.

MCM organizers provided the sales rep several sponsorship packages to offer the dealer. The packages were priced at a reduced “partner” rate to incentivize Scion to work with the radio station.

“The packages offered the station the opportunity to bring new inventory and special event visibility to an advertiser at a rate that wasn’t available anywhere else,” said Marc Goldman, MCM’s sponsorship/marketing manager.

While MCM provided the package at a discount, the race organizer was able to access a sponsor it did not previously have a relationship with, said Goldman.

“It is always beneficial when you can turn your media partners into an auxiliary sponsorship sales force.”

Source
Marine Corps Marathon, Tel: 800/786-8762
ABOUT IEG

IEG leads the way in sponsorship solutions. With over 30 years providing insights, evaluation, and guidance, our teams bring unparalleled perspective and proven methodology to every challenge.

We partner with top brands and properties to create fresh strategies, evaluate opportunities and maximize results. Our clients redefine what’s possible, exceed expectations and achieve lasting impact.

A unit of WPP’s GroupM, IEG is connected to specialty sibling communications companies in media, digital and activation. GroupM is the leading global media investment management operation that also serves as parent company to WPP media agencies including Maxus, MEC, MediaCom, and Mindshare.

For more information about IEG and the sponsorship industry, please visit www.sponsorship.com or call 800/834-4850 (outside the U.S. and Canada, 312/944-1727).