

# IEG's 27th Annual Sponsorship Conference

March 21–24, 2010 | Chicago

Produced by IEG, LLC, publisher of *IEG Sponsorship Report*®



unbound

unb und





**Sponsors, rightsholders and consumers are all coming unbound from the confines of traditional roles.** Brands are not merely sponsors but increasingly the creators, curators and distributors of entertainment. Fan communities are not just supporters of a team, cause or property but powerful social networks that can affect change for good and forever. And live events are now shared productions with the people who alter and spread versions of their own across devices of their choosing. The unbound landscape favors expressions over impressions and delivers platforms for the new products, services and applications people actually want. What's it all mean? We are in far bigger terrain as **sponsorship becomes open source, fulfilling not just a marketing function but a significant role in driving business.**

*Unbound* is your blueprint for growing when markets are contracting and growing even more when they are not. Join 1,200 engaged delegates from around the world in Chicago March 21–24, 2010 and experience the convergence of the industry's most powerful ideas and most profitable network. Strategies crystallize, inspiration flies, partnerships hatch. **Register Now.**

---

Read more about *Unbound* and register at [www.IEG2010.com](http://www.IEG2010.com) or call 800.834.4850

# Hear Innovators, Influencers, Change Agents, Thought Leaders and Icons who Inform and Inspire

**AAA's** Matthew Haas reveals the hidden value in local deals

**AT&T's** Tim McGhee prescribes a fast course of reinvention as the antidote for budget cuts

**AT&T's** Hestia Lei and Digital Kitchen's Don McNeil untether sponsorship content from marketing and create a new revenue stream

**Bacardi's** Giles Woodyer shows what's possible when push, awareness and reach are replaced by pull, credit and relevance

**BIC's** Jamie Kistner proves sponsorship's edge with youth and at retail

**Frito-Lay's** Rudy Wilson wins big with innovation and participation

**General Motors'** Steve Tihanyi reinvents the role of partnerships for a company in transition

**Green Mountain Coffee Roasters'** Michael Dupee links corporate profits to advocacy and social justice

**Hasbro's** Karen Davis and Allison & Partners' Scott Pansky meld philanthropy and marketing

**IEG's** Lesa Ukman on thriving in a world where traditional boundaries have collapsed

**Milwaukee Journal's** Dave Wise revamps media partnerships

- **American Academy of Family Physicians'** Craig Doane; **AIGA**—The Professional Assn. for Design's Rose Adkins; **Career Sports'** Mark Lazarus; **Chicago Bears'** Chris Hibbs; **Essence Music Festival's** Joy Collins; **Harlem Ambassadors'** Dale Moss; **Houston CVB's** Michael Heckman; **Rethink Breast Cancer's** Alison Gordon; **Skip Barber's** Charles Kim; and **TriplePundit's** Ryan Mickle.
- **IEG Sessions.** Many delegates say these solution-rich talks are alone worth the price of admission. Larry Albus, Jim Andrews, Bill Chipps, Stacey Goldberg, Vinu Joseph, Rebecca Joslin, Diane Knoepke, Dan Kowitz, Mark Ordning, Emily Rogers and IEG CEO Laren Ukman prepare you for the year ahead

## **Beam Global Spirits & Wine's**

Antonio Portillo powers performance with emotion

**BMO's** Sandy Bourne counters the critics, linking sponsorship directly to customer acquisition and retention

**Charles Schwab's** Teri Felix creates a whole bigger than the sum of its parts

**Clorox's** Drew McGowan makes the case for expanding partnerships in times of contraction

**Fender Musical Instruments'** Richard McDonald balances heritage with innovation and endorsements with authenticity

**Performance Research's** Jed Pearsall and Bill Doyle on what consumers really think about partnership

**QuikTrip's** Chris Cadieux and Blueview's Dan Winders share their model for screening digital opportunities

**Skandia's** Niklas Birgetz replaces short-term tactics with long-term strategies

**Sprint Nextel's** Bob Stohrer walks the talk, building partnerships for the age of screens, social media, customer control and user-generated everything

**State Farm's** Todd Fischer raises the bar, linking sponsorship directly to consumer behavior

**Stihl's** Roger Phelps slays misconceptions around B2B partnerships

## Sponsors In Residence

More than 40 active sponsors meet with delegates each morning. Register by Feb. 24 to lock in your one-on-one.

**Accenture**, Steve Leland

**Allstate**, Pam Hollander and Karen Uhler

**ASICS**, Bill Logee

**AutoTrader.com**, Carol Ashby

**Bank of America**, Tim Hadzima

**Barefoot Wine**, Erica Brandler

**BlueCross BlueShield**, Terry Keigher

**BMO Financial Group**, Joanna Marcovici

**BMW Canada**, Stephen Lester

**Canadian National Railway**, Carole Michelucci

**Coca-Cola**

**Gatorade**, Scott Paddock

**Harris Bank**, Gillian Fraser

**ING Financial**, Adam Ragsdale

**Liberty Mutual**, Mary Keough-Anderson

**Mercedes-Benz**, Lisa Holladay

**MillerCoors**, Tom Crawford

**Principal Financial**, Christine Riedel-King

**Sharp Electronics**, Judah Zeigler

**Southwest Airlines**, Sally Harbeson

**Stanley Works**, Ted Lund

# Your IEG Experience

## A Conference You Will Use, Not Just Attend

*Unbound* – IEG’s 27th annual conference on sports, arts, events, entertainment, nonprofit, cause and affinity marketing – is the original unconference. No dog-and-pony shows, no sales pitches from the podium. From Sunday through Wednesday, you will be immersed in strategic innovation, sophisticated, real-world training and the unconventional that inspires. Whether you are a sponsor, rightsholder or agency, public or private, local or global, IEG is your best investment in growth.

## Don’t take our word for it.

Follow the money, read the reviews, see who attends:

- IEG sells out every year. Before we announced any speakers, nearly half the 1,200 spots were already sold
- More than 65 percent of attendees are alumni
- A full 98 percent of attendees said the 2009 IEG Conference delivered everything promised
- And 97 percent said they made contacts that would help them in the future
- Read the reviews for yourself and see which companies were at the 2009 conference: [www.IEG2010.com](http://www.IEG2010.com)

Pre-conference Seminar:

## Good for Business: Nonprofit Partnerships that Build Social and Financial Value (\$399)

The convergence of consumer activism, corporate social responsibility and strategic philanthropy is creating newer and better opportunities to build financial, social and human capital. This pre-conference seminar guides companies and nonprofits on profitably harnessing the power of each other’s assets. Complete information with speakers and topics at [www.IEG2010.com](http://www.IEG2010.com)

## Your registration includes:

- Admission to all sessions and receptions Sunday, March 21 through Wednesday, March 24
- Conference Workbook with session notes and speaker documentation and Delegate Roster with full contact details
- Access to password-protected area on IEG’s Web site with all session takeaways, handouts and editorial coverage
- Receptions Sunday, Monday and Tuesday nights
- Special-interest networking luncheons Monday and Tuesday
- Membership in industry-specific Special Interest Groups (SIGs) and access to group activities
- Continental breakfast Monday through Wednesday
- Multiple learning formats including keynotes and presentations, interactive workshops and tutorials, and small-group round tables
- Customized agendas each day for sponsors, properties and agencies

## Conference Hotel

Held at the landmark Hilton Chicago, 720 South Michigan Ave., we have reserved a block of rooms at preferential rates – singles: \$199 per night (military: \$163). Rooms go fast, so book early. Call the Hilton at 312.922.4400 and request IEG’s Conference rate or visit [www.IEG2010.com](http://www.IEG2010.com) and click the “Travel & Hotel” link.

# Unbound Agenda at a Glance

## Sunday

11 am – 4 pm

4:30 – 5:30 pm

5:30 pm

## Monday

7:30 – 9:45 am

10 – 10:45 am

11 – Noon

12:15 – 2:45 pm

3 – 5:15 pm

7 pm

## Tuesday

7:30 – 9:45 am

10 – 11 am

11:15 – 12:15 pm

12:30 – 2:30 pm

2:45 – 5 pm

5:30 pm

## Wednesday

7:30 – 9:45 am

10 – 11 am

11:15 – 12:15 pm

12:30 – 1:15 pm

## March 21

Pre-conference Seminar (\$399)  
Good for Business: Nonprofit Partnerships that Build Social and Financial Value

Early Bird Conference Workshops (select 1 of 3)

Opening Reception

## March 22

Breakfast, Sponsors In Residence, Tutorials & Round Tables (select 2 of 20)

Keynote

Presentations (select 1 of 4)

Lunch and Keynote

Workshops (select 2 of 8)

Reception

## March 23

Breakfast, Sponsors In Residence, Tutorials & Round Tables (select 2 of 20)

Presentations (select 1 of 4)

Presentations (select 1 of 4)

Lunch and Keynote

Workshops (select 2 of 8)

Reception

## March 24

Breakfast, Sponsors In Residence, Tutorials & Round Tables (select 2 of 20)

Presentations (select 1 of 4)

Presentations (select 1 of 4)

Plenary Session

## Agenda

Schedule is subject to change.

### Sunday, March 21

11 am–4 pm

**Pre-conference Seminar**

\$399 for *Unbound*  
attendees

**Good for Business: Nonprofit Partnerships that Build Social and Financial Value**

Dan Kowitz, Vice President, and Stacey Goldberg, Senior Project Director, *IEG Sponsorship Consulting*; Karen Davis, Vice President of Community Relations, *Hasbro, Inc.*, and Scott Pansky, Partner, *Allison & Partners*

The convergence of consumer activism, corporate social responsibility and strategic philanthropy is creating newer and better opportunities to build financial, social and human capital. Consumer values continue to evolve. Whether around the environment, feeding the hungry or supporting institutions and events in their communities, consumers expect companies to invest time and money in providing greater access to and financial support for initiatives that are important to them. However, for both companies and nonprofit organizations, it can no longer be strictly about making a donation and marketing around it. There needs to be greater purpose to partnerships and authenticity is the key.

4:30–5:30 pm

**Early-bird Conference Workshops**

Select one of two

◆ **Using Sponsorship to Convert Prospects to Buyers**

Vinu Joseph, Vice President, and Larry Albus, Senior Consultant, *IEG Sponsorship Consulting*

This session will examine the topic from the perspective of B2B products and services, high ticket consumer products and services, and fast-moving consumer goods. It will address using research to identify what prospects are interested in and where the emotion is around those interests, as well as how to earn credit for being a sponsor and ensuring you have the right offers. Finally, it

will look at different ways to measuring success, from determining ability to attract new targets, to impacting various parts of the purchase funnel.

◆ **State of Sponsorship: Where the Industry Stands and What That Means for You**

Emily Rogers, President, *IEG Sponsorship Consulting* and Jim Andrews, Senior Vice President, *IEG, LLC*

Sponsors and properties face unprecedented changes due to economic conditions, changing consumer values, etc. As a precursor to the

conference discussions that lie ahead, two of IEG's senior leadership give you the lay of the land, including what issues and trends are most important, and give you the first look at findings from the 2010 IEG/Performance Research Sponsorship Decision-maker Survey.

5:30 pm

**Opening Reception**

You never get a second chance to make a first impression. We'll supply the party and the people you need to network with. You bring your fresh ideas, witty repartee and business cards.

# Monday, March 22

## 7:30–8:30 am Breakfast

Those old cereal commercials left out an important “part of a nutritious breakfast”: networking! You will get a great start on your minimum daily requirement of schmoozing along with fueling up and planning your day.

## 8:30–9:45 am Sponsors In Residence, Tutorials & Round Tables

Each morning offers a range of sessions addressing specific topics. Those seeking participatory small-group interaction may choose two of 20 round-table discussions led by industry veterans. Concurrently, lecture-style learning is offered through a choice of tutorials. In addition, Sponsors In Residence meetings also take place at this time. These one-on-ones with corporate decision-makers are available to those who register for the conference by February 24.

## 10–10:45 am Opening Remarks

### Sponsorship Unbound

Lesa Ukman, Chairman, *IEG, LLC*

Unbound takes sponsorship out of the realm of marketing and into the world of business. Hear how your partnerships can be used to deliver against more meaningful objectives, such as increased market share, loyalty and shareholder value and learn how to tap into the heretofore untapped power of partnerships to rebound first.

## 11 am–Noon Featured Presentations

Select one of four

### Creating a Values-driven Company and a Conscientiously Profitable Business Model

Michael Dupee, Vice President of Corporate Social Responsibility, *Green Mountain Coffee Roasters, Inc.*

For many companies, corporate social responsibility is an add-on, something they feel they have to do because it has become expected and they want to avoid negative publicity. That is clearly not the case at GMCR, where Dupee and his colleagues have created a company that authentically uses business to achieve a higher purpose, as well as deliver returns to stakeholders. He will discuss the importance of corporate responsibility in addition to the real challenges in communicating its objectives to disparate constituencies.

### More Sponsorships In More Places: How AT&T Earns Maximum Return From Its Diverse Portfolio

Tim McGhee, Executive Director of Corporate Sponsorships, *AT&T Inc.*

Already one of the largest sponsors in the U.S., AT&T has continued to add deals as it targets specific markets such as youth and Latinos. Hear how this industry leader negotiates the right assets and benefits and how it derives monetary value from direct business and out of the impact sponsorship has on thoughts and feelings about the brand.

### The Rewards of Expanding in a Time of Contraction

Drew McGowan, Senior Group Manager, PR and Sponsorships, *The Clorox Co.*

McGowan offers a candid look at what drove the company’s latest brand deals—including ties for Kingsford and KC Masterpiece with Keith Urban, and Brita with the Sundance Film Festival—and how they are activated locally, at retail, and through online and other channels.

### Stirred, Not Shaken: Delivering On the Brand Experience and Adding Consumer Value Through Sponsorship

Giles Woodyer, Vice President, Brand Managing Director, *House of Bombay, Bacardi U.S.A., Inc.*

Whether it is sponsorships of Miami’s American Airlines Arena and the Sony Ericsson Open, or innovative music partnerships with Groove Armada and B-Live, Bacardi has separated itself from the pack when it comes to turning consumers into fans of its brands by tapping their interests and passions. The company’s success stems from knowledge that it is not just about what you sponsor, but how you sponsor that makes the difference in connecting with consumers.

## 12:15–2:15 pm Lunch & Keynote

### Tuned In, Turned On and Deeply Engaged: Fender’s Secrets to Building Brand Relevance, Meaning and Value

Richard McDonald, Senior Vice President of Global Marketing, *Fender Musical Instruments Corp.*

Fender’s audience—including iconic rock hall of famers, fledgling indies and weekend wannabes—is creative, influential and keenly aware that the brand on their instrument says as much about them as they do about the brand. Hear how Fender uses partnerships with bands, music festivals and fundraisers such as Kids Who Rock to meet its market’s demand for relevancy, authenticity and edge, while concurrently delivering the arena-rock sized overlays its national dealer network desires.

Monday agenda continued on next page

2:45–3:45 pm

and

4–5 pm

**Workshops**

Select two of ten; each lasts one hour and then repeats.

♦ **Assessing Opportunities for Digital Activation**

Chris Cadieux, Promotions and Events Manager, QuikTrip Corp., and Dan Winders, Principal, BlueView Cadieux—who oversees sponsorship and event marketing for the c-store chain—and interactive agency head Winders will share the model they have developed for evaluating digital opportunities against objectives and how they use the model in connection with QuikTrip's many sports, venue and music sponsorships.

♦ **Is CSR Any of Your Business?**

Niklas Birgetz, Head of Sponsorship, Skandia Insurance Co. Ltd.

The Swedish insurer has instituted an "Ideas for Life" responsibility initiative that tackles significant societal issues such as youth self-esteem and child pornography, and involves employees as ambassadors for such corporate projects. Birgetz will demonstrate the program's positive impact on the company's reputation, both internally and externally.

♦ **Making Customers Fans and Fans Customers**

Mark Lazarus, President, Media and Marketing, Career Sports & Entertainment

In a crowded marketplace, well-executed sponsorships and content deals can still yield strong results, but they must be more creative, relevant and entertaining, says Lazarus, former president of Turner Entertainment Group. Using both B2B and B2C case studies, you will see how to turn customers into fans of your partnerships and fans into your customers.

♦ **Innovating to Grow in a Down Economy**

Joy Collins, General Manager, Essence Communications Inc.

Nine months prior to the 15th anniversary of the renowned Essence Music Festival, Collins determined the event's partnership model was broken. Hear how

her revamp headed off catastrophe and enabled the festival to exceed goals. Key takeaways include how to retain current partners and how to take advantage of a tough economy to build attendance and revenue.

♦ **Taking Established Sponsorship Programs to the Next Level**

Chris Hibbs, Senior Director of Sales & Marketing, Chicago Bears

From developing new sponsor categories to creating new turnkey activation programs to including ROI measurement in sponsorship packages, Hibbs is on the forefront of advanced sponsorship sales and renewal strategies.

♦ **Time to Get Creative: Repositioning Your Sponsorship Opportunity to Attract New Dollars**

Rose Adkins, Director of Strategic Alliances, AIGA-The Professional Assn. for Design

This session will look at how properties can venture out from their current platforms and reposition their programs to attract new partners and persuade current sponsors to commit to multi-year contracts. It also will address when discounting is appropriate and when it is not; how to develop realistic budgets; and how you can secure money from different divisions within the same company. This interactive workshop will help properties determine which steps will best drive corporations to them.

♦ **Top Sponsorship Strategies for Associations**

Diane Knoepke, Vice President, IEG Sponsorship Consulting

Join the following panelists in a discussion of the critical issues facing those charged with growing cash and non-dues revenue for associations: Craig Doane, Vice President, Corporate Development, American Academy of Family Physicians; Michael Heckman,

Executive Director, Corporate Partnerships, Greater Houston Convention & Visitors Bureau; Ronald Skinner, Assistant Executive Director, Assn. of School Business Officials Int'l.

♦ **How A Small Property Maintains Value and Relevancy In Today's Marketplace**

Alison Gordon, Vice President, Strategy, Marketing and Communications, Rethink Breast Cancer

Eight years after its launch earned it public buzz and sponsor attention, Canada's Rethink Breast Cancer faces a new sponsorship environment. Hear from co-founder Gordon—a highly rated speaker by past conference attendees—how the cause has adapted its approach, including such strategies as engaging sponsor employees and creating new sponsorable programs that have expanded its base of prospective partners.

♦ **New Media Sponsorship Models for New Times**

Dave Wise, Marketing Director, Milwaukee Journal Sentinel

As print media companies face unprecedented challenges, newspapers and others continue to find value in sponsorship. Hear from one print exec how his publication is offering a new revenue-sharing model that benefits rightsholders, advertisers and the paper.

♦ **Sweet Spot: The Intersection of Sponsorship and Social Media**

Lesia Ukman, Chairman, IEG, LLC

The digital revolution has created unprecedented opportunities for sponsors and rightsholders. Digital technologies can be harnessed to reach new markets and audiences, deepen fan experiences, increase promotional windows, distribute content in fresh ways and more. You will get the best and brightest strategies for promoting sponsorship online and on mobile.

7 pm

**Reception**

Sponsorship's not-to-be-missed annual social gathering provides an unparalleled opportunity to get to know your industry peers in a fun, relaxed environment. Unwind, mix and mingle with friends old and new.

# Tuesday, March 23

## 7:30–8:30 am Breakfast

Those old cereal commercials left out an important “part of a nutritious breakfast”: networking! You will get a great start on your minimum daily requirement of schmoozing along with fueling up and planning your day.

## 8:30–9:45 am Sponsors In Residence, Tutorials & Round Tables

Each morning offers a range of sessions addressing specific topics. Those seeking participatory small-group interaction may choose two of 20 round-table discussions led by industry veterans. Concurrently, lecture-style learning is offered through a choice of tutorials. In addition, Sponsors In Residence meetings also take place at this time. These one-on-ones with corporate decision-makers are available to those who register for the conference by February 24.

## 10–11 am Featured Presentations

Select one of four

### Power of Blue: How BMO’s Activation Platform Pays Off By Extending Customer Service Focus to Sponsorship

Sandy Bourne, Vice President, Corporate Advertising, Merchandising, Sponsorships & Events, *BMO Financial Group*

Recognizing that power has moved to the people, BMO introduced the Power of Blue activation platform to provide special treatment for the bank’s customers at sponsored properties. Thus it is turning deals as diverse as the Calgary Stampede, SkateCanada, Maple Leaf Sports & Entertainment and Toronto FC into higher performing assets that enable the bank to increase customer value and steal share from competitors.

### Small Budget, Big Authenticity: How To Do More with Less

Antonio Portillo, Senior Brand Manager, Sauza Tequilas, *Beam Global Spirits & Wine, Inc.*

Beam’s Tequila 100 Anos brand’s involvement with norteno music—including a partnership with the band Los Rieleros del Norte and up-and-coming acts to create the 100 Years of Mexican Music Tribute Series—eschews large numbers for large affinity. An example of the true power of sponsorship—to connect with people through their passions—the brand’s sponsorship has resonated and engaged consumers as well as provided value to trade partners in the form of on-premise accounts who hosted concerts.

### 20 Sponsorship Success Stories in 60 Minutes

Peter Bentzon, Commercial Director, *The Royal Danish Theatre*

Inspired by the best sessions he has attended at past IEG conferences, Bentzon will share specifics on how the theater—which includes opera, ballet, drama and a symphony orchestra—has increased sponsorship revenue 50 percent this year, including examples of innovative packaging, proving value for money and delivering ROI. He assures attendees will leave with actionable, practical ideas to implement for their own programs.

### Using Participation, Innovation and Social Media to Build the Value of Your Partnerships

Rudy Wilson, Director of Marketing, Doritos, *Frito-Lay North America, Inc.*

Wilson’s leading-edge strategies for growing brands include marrying the reach of digital, the power of participation and the pull of entertainment. He introduced consumer-generated advertising at the 2007 Super Bowl and activated Doritos’ Xbox partnership with the first consumer-generated arcade game promotion. His latest: equipping bags of Doritos Late Night with augmented reality technology that offered 3-D virtual performances by blink-182 and Big Boi.

**Tuesday agenda continued on next page**

# Tuesday, March 23

## 11:15–12:15 pm Featured Presentations

Select one of four

### Don't Do It If You Can't Measure It

Phil Clement, Chief Global Marketing and Communications Officer, *Aon Corp.*

Aon became a major global sponsorship player with the signing of just one deal—jersey sponsorship with perennial soccer powerhouse Manchester United. The company is no neophyte when it comes to how it plans to execute, activate and measure the results of the sponsorship. As Clement will discuss, the multimillion-dollar deal will be scrutinized for Return on Marketing Investment, including revenue capture from clients and prospects entertained at events.

### Focusing On What Matters: What Consumers Say, What They Mean and What You Should Do

Jed Pearsall, President, and Bill Doyle, Vice President, *Performance Research*  
From knowing what to ask to interpreting the answers, the importance of getting sponsorship-related market research right has never been greater for sponsors or properties. This session from the cofounders of Performance Research navigates you through this potential mine field and shares the company's latest findings regarding sponsorship acceptance, backlash and impact on attitudes and behavior.

### Serious Fun: How Virgin Mobile Earns Emotional Equity and Actual Sales from Britney, Freestylers and Lady Gaga

Bob Stohrer, VP of Marketing/Sprint Prepaid Group, *Sprint Nextel Corp.*  
Virgin Mobile's decision to make this year's Virgin Mobile Festival free to music lovers was a testament to the brand's ability to use the medium to achieve what no other form of marketing can—to deliver a truly relevant experience to consumers and earn unprecedented brand affinity in return. Stohrer will show how Virgin Mobile uses sponsorship to provide incentives for becoming a customer through once-in-a-lifetime access and exclusive content, as well as to support meaningful cause-related tie-ins.

### Sponsorship Integration: Creating a Whole Greater than the Sum of Its Parts

Teri Felix, Senior Vice President, Marketing Communications, *The Charles Schwab Corp.*  
The investment management and brokerage firm's "Talk to Chuck" campaign hit the mark in terms of communicating Schwab's personalized approach to working with individual investors. The challenge for the company was: Could it meld this new message platform into its longtime national sponsorships in a way that would enhance both the campaign and the partnerships? Felix will show how Schwab is doing just that, with positive results. The company's sponsorship portfolio includes a 12-year-old deal with the U.S. Ski and Snowboarding Assn., and a 13-year official relationship with the PGA Tour and Champions Tour, including the Charles Schwab Cup season-long points competition on the senior circuit.

## 12:30–2:30 pm Lunch & Keynote

### Amplified Sound: Shifting Your Focus from Awareness to Credit

Frank Cooper, Senior Vice President, Chief Consumer Engagement Officer, *PepsiCo Americas Beverages*

## 3–4 pm and 4:15–5:15 pm Workshops

Select two of nine; each lasts one hour and then repeats.

### ◆ Essential Strategies for Achieving Multiple Objectives and Maximizing the Value of Your Partnerships

Matthew Haas, Account Management Team Leader, *Marketing, AAA Mid-Atlantic*

The AAA club is a model sponsor in its ability to get the most out of its local sports deals. From successful cross-promotions with cosponsors to co-branding initiatives with teams, Haas will demonstrate how AAA has increased acceptance among younger consumers, generated leads and driven new memberships.

### ◆ Measuring and Maximizing ROI

Lesa Ukman, Chairman, *IEG, LLC*

Learn how to stop measuring outputs and using media equivalencies as a proxy for ROI and start measuring what matters: outcomes tied to your investment objectives.

### ◆ Planning and Executing an Integrated, Multi-channel Leveraging Program

Richard Moore, CEO, *Capitalize Ltd.*

Moore will showcase Puma's activation of the

Volvo Ocean Race: The shoe and apparel brand identified the race as the ideal global platform to engage a new audience with Puma's first ever range of sailing and lifestyle apparel. The campaign had an instant impact on brand awareness, preference and propensity to purchase. The success was so great that one day's sales in Boston became the highest of any store in Puma history.

**Tuesday workshops continued on next page**

## Tuesday, March 23

3–4 pm

and

4:15–5:15 pm

**Workshops continued**

Select two of nine; each lasts one hour and then repeats.

• **The Integrated Sale**

Charlie Besser, President and CEO; Dave Curran, Vice President, Director of Sales; and Dan Jones, Vice President, Events, *Intersport*

The leadership team at Intersport takes you behind the scenes of how they put together partnerships involving properties, sponsors, broadcasters and others, ensuring delivery of maximum value to everyone involved.

• **Jump-starting Your Sponsorship Program with Budget-relieving In-kind Sponsorship**

Dale Moss, President/Executive Producer, *Harlem Ambassadors*

Perfect for properties with newer sponsorship programs or having difficulty meeting cash revenue goals, Moss will detail how his organization got the ball rolling with \$50,000 worth of product and service commitments in just a few months—delivering budget relief that is just as good as cash.

• **10 Things You Must Do To Successfully Sell Sponsorship**

Charles Kim, Vice President, OEM Events and Corporate Partnerships, *Skip Barber Racing School LLC*

Kim brings nearly 20 years of experience as both a sponsor (Ford Motor Co.) and property to offer practical advice for large and small properties. Essential information for both those starting out and pros in need of a refresher

• **Driving Revenue with Sponsored Content**

Hestia Lee, Assistant Vice President, Member Marketing, *AT&T U-verse* and Don McNeil, President, *Digital Kitchen*

Content is king for AT&T as it offers consumers U-verse TV, broadband Internet and wireless products. Sponsorships must provide exclusive content that the company can distribute across those screens. Hear how AT&T's new models for leveraging content from sponsorship earns long-term residual returns.

• **Sponsors Unbound: Straight from the Decision-makers Panel Discussion**

Scott Paddock, Director of Sports Marketing, *Gatorade*; Facilitator: Michael Aisner, CEO, *The MDA Company*

A unique opportunity to put questions directly to and receive feedback from some of the most active sponsors in a range of categories. In addition to audience queries, moderator Aisner asks the tough questions and doesn't let panelists get away with "corporate-speak" answers.

• **Tapping Social Media to Engage Stakeholders**

Ryan Mickle, *TriplePundit*

Mickle is one of the clearest voices advocating for companies simply to do the right thing and achieve a higher purpose. He is developing groundbreaking ways for companies to turn corporate social responsibility into a conversation with consumers online based on his expertise in social media. Learn how to develop the right tools and platforms for building community and creating the right incentives to keep members engaged.

5:30 pm

**Reception**

Relax, rendezvous and reflect with your colleagues on what you have learned the last two days and finalize your plans for a night out on the toddlin' town.

## Wednesday, March 24

7:30–8:30 am

**Breakfast**

Those old cereal commercials left out an important "part of a nutritious breakfast": networking! You will get a great start on your minimum daily requirement of schmoozing along with fueling up and planning your day.

8:30–9:45 am

**Sponsors In Residence, Tutorials & Round Tables**

Each morning offers a range of sessions addressing specific topics. Those seeking participatory small-group interaction may choose two of 20 round-table discussions led by industry veterans. Concurrently, lecture-style learning is offered through a choice of tutorials. In addition, Sponsors In Residence meetings also take place at this time. These one-on-ones with corporate decision-makers are available to those who register for the conference by February 24.

**Wednesday agenda continued on next page**

# Wednesday, March 24

## 10–11 am Featured Presentations

Select one of three

### How State Farm Makes the Connection between Sponsorship and Consumer Behavior

Todd Fischer, Manager, National Sponsorships, *State Farm Insurance Cos.*

Fischer is responsible for directing State Farm's sponsorship and event marketing efforts across sports, entertainment, lifestyle and multi-cultural platforms. This includes strategic planning, negotiation and activation of relationships such as the MLB, NCAA, NFL, LPGA, LeBron James and over 150 deals with pro and college sports teams, as well as target-specific initiatives including the State Farm Bayou Classic, Live Nation music programming and CONCACAF. Discover what the company's sponsorships provide that other media does not and how to align your approach for a world where consumers are as likely to create media as they are to consume it.

### Razor's Edge: Using Sponsorship to Drive Image, Loyalty and Sales

Jamie Kistner, Brand Manager-Shavers, *BIC Consumer Products USA Inc.*

Seeking to position its products as relevant and valuable to young men, BIC expanded its portfolio in '09 to include Major League Gaming on behalf of its BIC Comfort 3 Advance shaver. The deal grants rights and content to use as a platform for engaging with the demographic and at the same time driving product sales at retail. BIC brings the relationship to life by offering valuable game credits, as well as tips and free entry into tournaments, providing significant value and enhancing the consumer experience.

### Where Sponsorship Fits in the Mix for a Company in Transition

Steve Tihanyi, General Director, Media Operations, Marketing Services and Branded Entertainment, *General Motors Co.*

The new General Motors is a vastly different company from its predecessor but with the same needs to promote and sell its vehicles and support its dealers. Tihanyi explores how sponsorship decisions are now made given reduced marketing budgets and other constraints.

## 11:15–12:15 pm Featured Presentations

Select one of three

### Rising Above The Crowd of Cookie-cutter Sponsorships

Toby Hester, Head of Football, *Castrol*

As a partner with some of the most popular sporting events in the world, including the FIFA World Cup and UEFA soccer championships, Castrol is no stranger to clutter and competing voices. Find out how industry vet Hester is tweaking the company's activation programs to ensure a connection with fans.

### Slaying Misconceptions Around B2B Sponsorships

Roger Phelps, Promotional Communications Manager, *STIHL Inc.*

The outdoor power equipment company blends concern for the environment into its B2B relationships, proving that cause marketing is not simply the domain of B2C. STIHL's sponsorships include Aspen Ski Co., Int'l Society of Arboriculture, National FFA, Professional Landcare Network (PLANET) and the National Assn. of State Park Directors, as well as the STIHL Timbersports Series on espn2.

### Why American Express Is Committed to Sponsorship In the Battle for Brand Loyalty

Jessica Igoe, Director of Global Sponsorship Marketing, *American Express Co.*

The company's global sponsorship marketing department focuses on five types of properties: fashion, film, music, golf and tennis. Deals include Mercedes-Benz Fashion Week, Tribeca Film Festival, GRAMMY Museum, and both the USGA and USTA U.S. Opens. Igoe will show how American Express strengthens brand loyalty among cardmembers by enriching attendee experiences.

## 12:30–1:15 pm Plenary Session

### Unbound Wrap Up

Lesa Ukman, Chairman, and Jim Andrews, Senior Vice President, *IEG, LLC*

A wrap-up of the major themes, ideas and trends emanating from the conference. Ukman and Andrews will help you focus on the important ideas, strategies and tactics to take back to the office, share with your colleagues and begin implementing right away.

# Register Now

## Delegates are accepted on a first-come basis.

For instant enrollment by credit card, register online at [www.IEG2010.com](http://www.IEG2010.com) or call 800.834.4850 (outside the U.S. and Canada, 1+312.944.1727).

You may also register by:

**Fax:** 312.944.1897; **Email:** [ieg@sponsorship.com](mailto:ieg@sponsorship.com); or

**Mail:** IEG, LLC, 14498 Collections Center Drive, Chicago, Illinois 60693 U.S.A.

## Unbound Conference rates

- \$1,695 for one registration (\$1,895 after Feb.1)
- \$1,495 each for 2 to 5 registrations (\$1,695 after Feb.1)
- \$1,295 each for 6 or more registrations (\$1,495 after Feb.1)

## Sunday Pre-conference Seminar

- \$599 per person
- \$399 for *Unbound* attendees

Prices quoted in U.S. dollars. Customers outside the U.S., please pay by credit card or call for other options. For three or more delegates, please copy this form or enroll online, [www.IEG2010.com](http://www.IEG2010.com).

**Enclosed is my check payable to IEG, LLC**

**Charge the following:**

Visa    MasterCard    AmEx    Discover

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address, Suite \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

City, State, Zip, Country \_\_\_\_\_ Email Address \_\_\_\_\_

The deposit of checks and credit cards are automated processes and do not constitute acceptance of the order. IEG, LLC reserves the right to refuse admission and refund registrations. Customers and their organizations agree to receive IEG account information and offers via all methods of contact until

they notify IEG to discontinue such communications. You may notify IEG at any time by mail, phone, email or fax. Calls may be recorded for training or quality assessment. Read about our Corporate Social Responsibility policies at [www.sponsorship.com/codeofconduct](http://www.sponsorship.com/codeofconduct).

Credit card number \_\_\_\_\_

Expiration date \_\_\_\_\_

Print name exactly as it appears on card \_\_\_\_\_

Purchase card code (if applicable) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Cancellation:** Full refund will be sent for written cancellations postmarked by March 5, 2010. The Conference Workbook plus 50 percent refund sent for written cancellations postmarked between March 6 and March 12, 2010. No refunds on registrations or cancellations made after March 12, 2010.

Read more about *Unbound* and register at [www.IEG2010.com](http://www.IEG2010.com) or call 800.834.4850

Comments from IEG Conference delegates attest to the kind of experience you can expect:

**“Attending IEG with clients broadens horizons and opens doors for new initiatives and new media.”**

*Marge Navolio, mediaedge:cia*

**“I left exhausted but rich in ideas, contacts and actionable next steps.”**

*Dick Schmidt, Boy Scouts of America*

**“The best networking in the business.”**

*Betty Noreen Ippolito, Live Nation*

**“The place to go to get your finger on the pulse of what’s now and what’s next.”**

*Barbara Matthews, USA Today*

**“IEG shows us what to add, subtract and change to keep our offerings fresh, compelling and ahead of the curve.”**

*Ramsey Baker, U.S. Figure Skating Assn.*

**“A skill-building, horizon-broadening, career-enhancing experience.”**

*Juan Berjon, CIE Mexico*

