

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING CREDENTIALS 2023



BRANDS

Commercial Sponsorship & Partnership Marketing Experts



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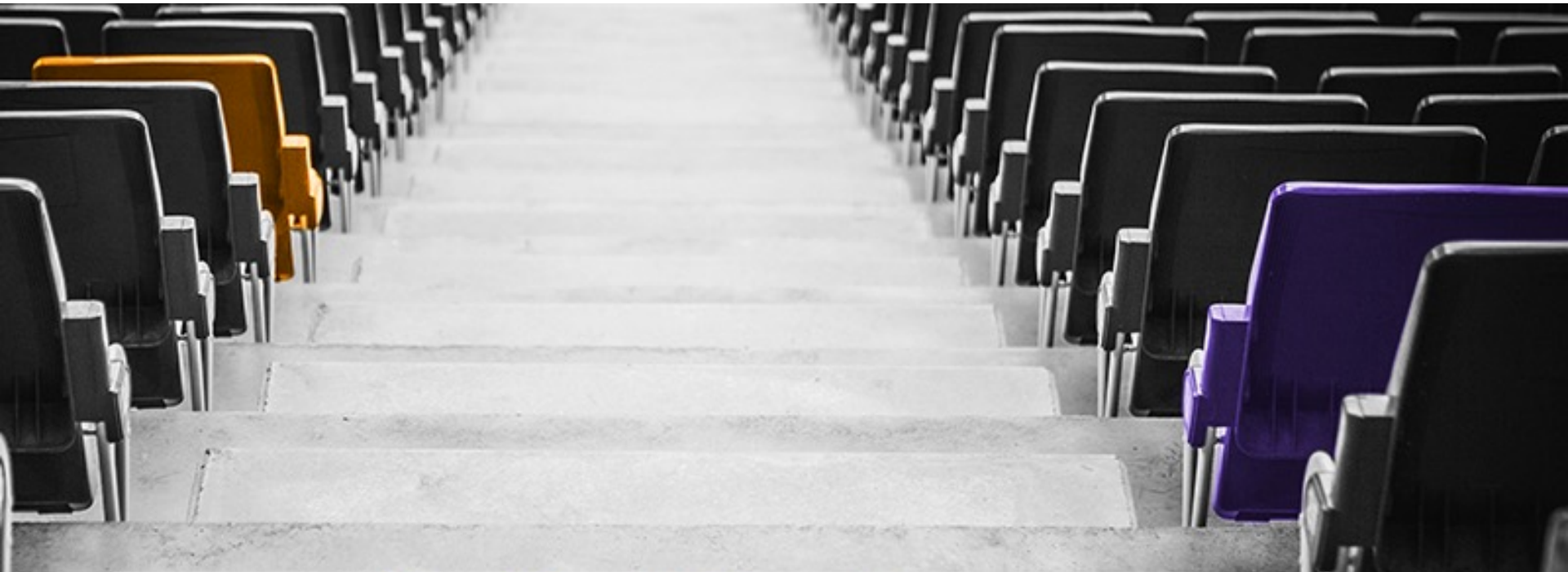
INTRODUCING

- WHO WE ARE
- SENIOR TEAM
- OUR CLIENTS

SERVICES

- R&D / STRATEGY
- SELECTING
- ACTIVATION
- MEASUREMENT

COMMERCIALS



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INTRODUCING

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WHO WE ARE

PURPLE TANGERINE...

CREATIVE BOUTIQUE AGENCY

OFFERING INSIGHT, STRATEGY,
SALES, ACTIVATION & MANAGEMENT

TO THE BUSINESS OF SPORT & ENTERTAINMENT

DELIVERING PROJECTS AROUND THE WORLD VIA OUR PARTNER NETWORK

Commercial Sponsorship & Partnership Marketing Experts



WHO WE ARE

BRANDS & RIGHTS HOLDERS

2000

Established

Fully comprehensive commercial sponsorship and partnership marketing service for both brands & rights holders

UN GLOBAL GOALS & ESG

Support UN SDGs and ESG (Environmental, Social and Governance) Principals to give sponsorship campaigns real purpose

EXPERIENCE

All Sectors: Sports, Arts, Music, Charity & Education

TEAM

10 x Senior Consultants / Practitioners
Passionate About Sponsorship

GLOBAL REACH

UK Based with a network of senior marketing / sales professionals around the world including: Americas, ASEAN and China

IDENTIFY & ENGAGE

We help brands identify and engage with their customers / fans and drive their sales targets

NETWORK

ASEAN - THE SPONSORSHIP EXPERTS (Bangkok)
CHINA - EAST WEST PR (Beijing)
AMERICAS - LEVERAGE AGENCY (NYC)



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PURPLE TANGERINE SENIOR TEAM



NIGEL JONES – DIRECTOR

Nigel is founder and Managing Director of Purple Tangerine. He has 25+ years experience in creative marketing and sports representation. Nigel has worked with leading brands including: P&G; adidas; Mars; Motorola; Kellogg's; Bausch & Lomb; EA Sports; PepsiCo/Walkers; and Disney.

He has held senior positions with the world's largest advertising and public relations businesses including Saatchi & Saatchi and WPP and specialises in: Representation; Commercial Sponsorship; Sports Marketing; Brand Marketing; Public Relations; and Digital & Social Marketing. He is a graduate of the London School of Economics.

<https://www.linkedin.com/in/purpletangerine/>



OMAR KHAN – HEAD OF SPORT

Omar has 25 years experience both agency and client side where he was Global Head of Sponsorship at Lyca Mobile running international sponsorship campaigns in many markets. He has advised and executed programmes for: Lehman Brothers, Bet 365, Cockspur Rum, Northern Trust, Pepsi and Kingfisher Beer.

He is a commercial ambassador to the Professional Cricketers Association, Chairman of Football for Peace, Owner of the Telegraph Sports Book Awards and NED to Purple Tangerine for the last 10 years.

<https://www.linkedin.com/in/therealomarkhan/>



THERESA SIMON – ARTS

Theresa has over 20 years experience in the arts world working with: The Wallace Collection, Sir John Soane's Museum, Waddesdon Manor, The National Trust, Arts Council England, Art on the Underground and the launches of the Hong Kong Art Fair and the London Festival of Architecture.

<https://www.linkedin.com/in/theresa-simon-1406463/>



MATTHEW YEOMANS – SUSTAINABILITY

Matthew is a veteran sustainable marketing strategist and consultant and author of the book Trust Inc. - How Business Gains Respect in a Social Media Age, published by Routledge.

He created the Social Media Sustainability Index that studied the way more than 500 Fortune 500 and FTSE 100 companies communicate their sustainability work using social media.

Matthew has advised some of the world's biggest companies including Nike, BASF, Lloyds Banking Group, PwC and HSBC on social media and sustainability strategy, content and reputation issues. Matthew has taught journalism and digital media at Cardiff University and New York University.

<https://www.linkedin.com/in/matthewyeomans/>

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PURPLE TANGERINE SENIOR TEAM



GARETH MOORE – RESEARCH

Gareth has consulted with Purple Tangerine since 2010. He has over 25 years experience in sponsorship, delivering comprehensive, cohesive and actionable business and commercial strategies and execution to companies in the sports and technology industries who are looking to implement a programme of change.

His experience includes heading up the London office of Sport+Markt and Chief Revenue Officer at Kantar Media.

<https://www.linkedin.com/in/gareth-moore-a609041/>



ANTHONY BURR - ACTIVATION

Anthony Burr is a Public Relations expert who specialises in Publicity, Media & Crisis Management and Story Brokering.

A former newspaper and television journalist with The Sunday Times, Daily Express and Sky Sports he has represented some of the world's leading brands and personalities. These include sporting legends Wayne Rooney and Joe Calzaghe and media powerhouses such as Bauer Media, Universal Music (Decca) and Sony. In addition, he continues to work with some of the UK's leading politicians, health companies and media houses.
<https://www.linkedin.com/in/anthonyburr/>



BRUCE HAYWARD – RESEARCH

Bruce is a consultant, leading the insight, strategic and evaluation needs on behalf of Purple Tangerine and it's clients. His goal is to identify how rights holders can maximise their assets, creating strong, long term partnerships.

Bruce has over 10 years experience evaluating global sponsorship properties. Bruce has previously worked for world leading agencies including Wasserman Media Group, AEG and IMG.

<https://www.linkedin.com/in/brucehayward360/>



ISOBEL CAMIER – PR

Isobel is ex Head of Communications & Partnerships at Williams F1 where she directed a team of 20 within the marketing department. She oversaw the company's communications strategy and partnership management including: global brand PR, Formula 1 PR, corporate communications, partnership management, crisis management, internal communications, investor relations, digital output and driver & partnership contracts. Isobel runs her own PR agency and is a Purple Tangerine consultant. She has over 10 year experience in PR agencies, including six years at Clarion Communications (WPP), where she was Associate Director.

<https://www.linkedin.com/in/isobel-camier-1b8a021b/>

OUR CLIENTS - BRANDS

WE HAVE CONSULTED AND ADVISED MANY BRANDS OVER THE YEARS INCLUDING:



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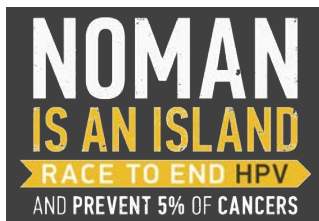


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OUR CLIENTS: RIGHTS HOLDER SPORTS



BrandsHatch



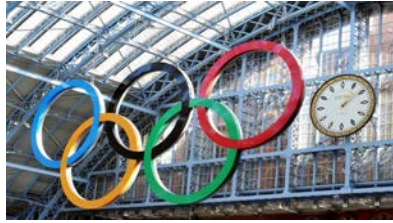
ASEAN
BASKETBALL LEAGUE

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OUR CLIENTS: RIGHTS HOLDER ARTS / EVENTS



St Pancras
INTERNATIONAL



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SERVICES

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THE SPONSORSHIP PLAYBOOK

Our approach is based around building a bespoke Sponsorship Playbook...

- Focused approach to sponsorship
- A process and set of tools that helps decision making, activation and evaluation
- Ensures you invest in sponsorship for the right reasons
- Step-by-step guide to help you deliver great sponsorship
- Consistent narrative
- Process can be replicated in all markets
- An evolving process...



PLAYBOOK



AUDIT



BENCHMARK



CREATE – SAM



DEAL MAKING



EXECUTE



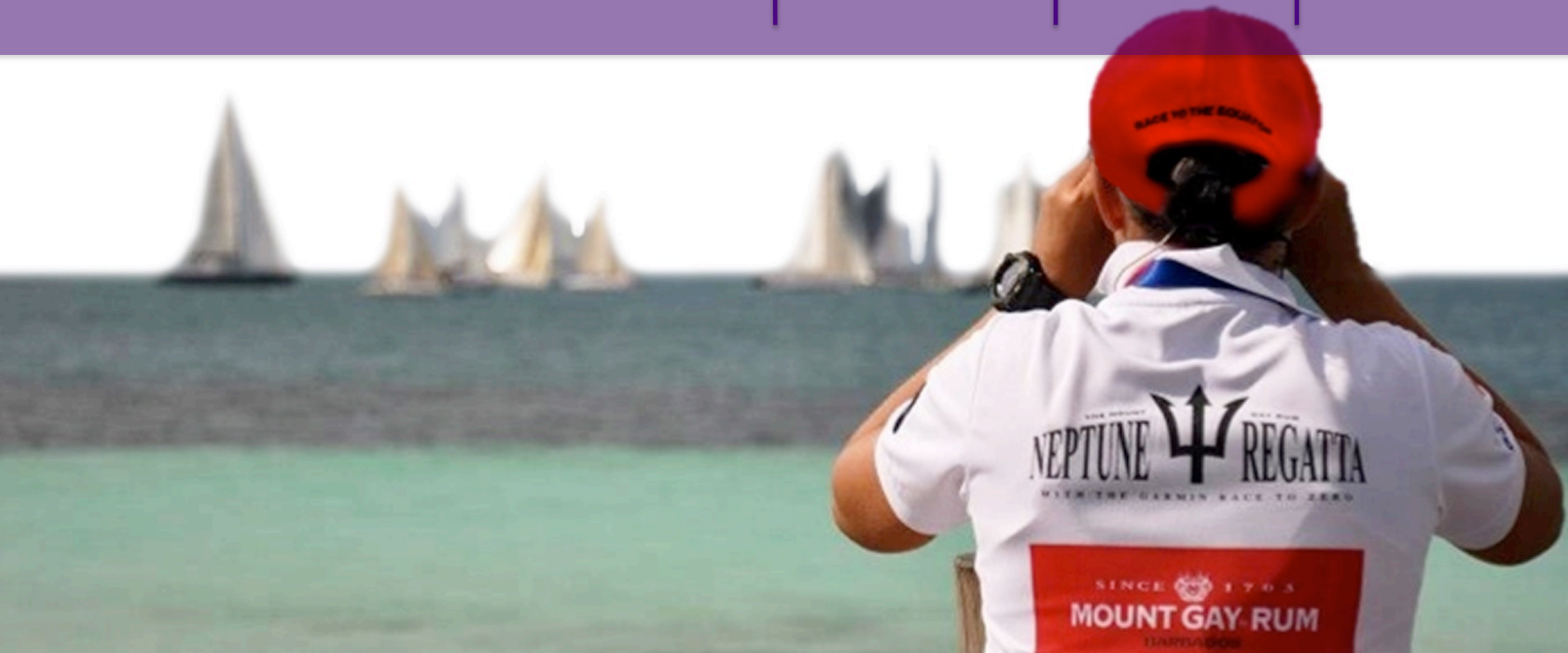
FULFILL

R&D / STRATEGY - SELECTION FRAMEWORK

SELECTION
PROCESS

ACTIVATE

MEASURE



PLAYBOOK

R&D / STRATEGY - SELECTION FRAMEWORK

SELECTION PROCESS

ACTIVATE

MEASURE

AUDIT

Sponsorship's Role
Key Objectives
KPIs
Effectiveness of
existing, past or
planned sponsorships



BENCHMARK

Primary / Secondary
Research
Identify best fit areas and
platforms
What platforms are available
Analysis of competitor activity



CREATE – SAM

Finalise Strategy using
Sponsorship Assessment
Matrix
Set Objectives / KPIs
Finalise Target Areas
Finalise Platforms



DEAL MAKING

Proactive search using
SAM to identify and
approach appropriate
available opportunities
Manage incoming
approaches and existing
properties
Filter process
Select properties
Negotiation & contracting



EXECUTE

Create Activation Plan
Implement Plan



FULFILL

Police delivery of
contracted rights
through the Fulfillment
Index
KPIs
Partner Review



R&D / STRATEGY



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OUR APPROACH

Initial Workshop/s to unpack...

- Who is your target audience?
- What are your target markets?
- What do you want to achieve – client entertainment, brand awareness, market penetration, data capture, brand purpose, etc. ?
- Defining KPIs - what has worked well in the past?
- What are the best platforms (sponsorships) to achieve your goals?
- How do you measure effectiveness?
- How are your sponsorships currently managed?
- Are you getting the best price for the rights you buy?

AGREEING THE SELECTION FRAMEWORK

Our unique Sponsorship Assessment Matrix SAM™ is a central part of our approach to defining sponsorship strategy. This is summarised in the ABC of sponsorship strategy...



R&D /
STRATEGY



AUDIT

- Sponsorship's Role
- Key Objectives
- KPIs
- Effectiveness of the existing, past or planned sponsorships

Why? Enables clients to rationalise and refocus current activities



BENCHMARK

- Primary / Secondary Research
- Identify best fit areas and platforms
- What platforms are available
- Analysis of competitor activity

Why? Gain competitive edge
With knowledge of the market



CREATE

- SAM™ to objectively determine your platform and exploitation plan
- Scientific and objective approach minimising subjectivity in the sponsorship decision process

Why? Minimises subjectivity in Sponsorship decision process
Is central to any PLAYBOOK created

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AGREEING THE SELECTION FRAMEWORK

R&D /
STRATEGY

Sponsorship Assessment Matrix SAM™

Sponsorship Criteria – Random Examples	Priority	Worst Sponsorship	Ideal Sponsorship
Target – C-suite FTSE250 - Bullseye	1	N/A	High
Fit With Brand Purpose	2	N/A	High
Client Entertainment	3	N/A	High
Media & Promotionally Friendly	4	N/A	High
Build Credibility & Kudos	5	N/A	High
Opportunity to Promote Services	6	N/A	High
Supports Experiential Marketing Teams	7	N/A	High
Premium Property	8	N/A	High
Internal Communications Friendly	9	N/A	High
Long Term Plan	10	N/A	N/A
Totals		0 %	100%

BEST FIT

We identify the sponsorship criteria

Criteria are ranked and given an order of importance... *the higher the ranking the higher the weighting i.e. if an important criteria scores low this has a bigger affect on the end result compared to a lower criteria scoring low*

Sponsorship opportunities are then evaluated against the criteria

The definitions of these scores are pre agreed with the client to build in objectivity

All opportunities score on the continuum between 0% and 100% allowing us to make an objective choice

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AGREEING THE SELECTION FRAMEWORK

R&D /
STRATEGY

BRAND PURPOSE & UN GLOBAL GOALS & ESG
(ENVIRONMENTAL, SOCIAL, GOVERNANCE)

By including UN Global Goals / Sustainability in campaigns companies drive the agenda that every business will have to follow to be successful - creating a powerful business and communications narrative based around the UN SDGs and Sustainability.

TYING YOUR BRAND TO SOCIETY

A growing number of brands and rights holders are aligning their sponsorship and marketing activity with the UN Global Goals thereby “Tying Their Brand To Society”.

AUTHENTICITY, TRANSPARENCY, ETHICITY

Businesses become more attractive propositions to customers, investors and employees who expect them to be authentic, transparent and ethical.

ALIGNING WITH GLOBAL GOALS

Hundreds of large companies are fully committed to the SDGs including: adidas, Aviva, Barclay's, Black Rock, Danone, HSBC, McDonald's, Nestle, Nike, Pepsico, Puma, Sky and Unilever... to name a few. The goals will create an estimated \$11 trillion in value for the companies that get their priorities right and communicate their work effectively to investors, consumers and governments...



17 GOALS

The 17 Sustainable Development Goals were adopted by the United Nations in 2015. They cover a list of 169 sustainable development targets to achieve by 2030.

193 COUNTRIES

Supported by 193 countries.

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AGREEING THE SELECTION FRAMEWORK

BRAND PURPOSE & UN GLOBAL GOALS & ESG (ENVIRONMENTAL, SOCIAL, GOVERNANCE)



BOOTS & WOMEN'S FOOTBALL - EQUALITY

Raising young female self-esteem has become a major societal goal in recent years – embraced by leading female consumer brands like Always and Dove. Studies shows that girls often experience a massive drop in confidence and self-esteem in their teenage years.

Boots believes football can help, with its landmark three-year partnerships with the five football associations of the British Isles.



NATWEST NO BOUNDARIES – DIVERSITY, EQUALITY & INCLUSION

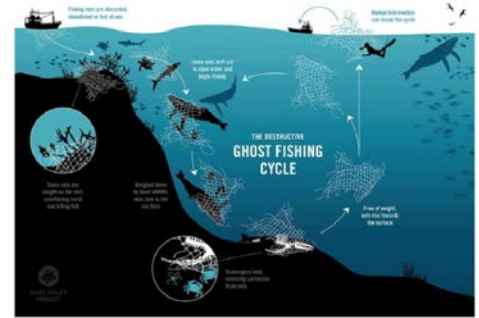
#NoBoundaries - a partnership with NatWest and the England and Wales Cricket Board (ECB) focuses on the message that there are no boundaries for anyone, anywhere, to play and enjoy cricket.



Real Betis Balompié

FOOTBALL & OFFSETTING

Real Betis, the two-time Copa del Rey Champions joined the UK's Forest Green Rovers by signing up to the UN's Climate Neutral Now - committing to reduce its greenhouse gas emissions and compensate unavoidable emissions through carbon offsetting.



VOLLEYBALL – CIRCULAR ECONOMY

Volleyball is helping tackle ocean plastic pollution via the Good Net Project - a sustainability partnership between FIVB (Federation Internationale de Volleyball) and the Ghost Fishing Foundation to help remove ghost netting from our oceans.

Ghost nets are lost, abandoned or discarded fishing nets and are the most harmful kind of marine waste as sea creatures such as turtles, whales, dolphins.

Each year 640,000 tons of fishing gear is left in the oceans and an estimated 70 large whales get entangled in ghost nets off the west coast of the United States.

Ghost Fishing works with local groups of divers and salvage companies, to successfully remove ghost nets from seas and oceans around the world up-cycling them into volleyball nets for local communities - a good implementation of circular economy thinking.



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AGREEING THE SELECTION FRAMEWORK



R&D /
STRATEGY

Our research is carried out by expert consultants all with over 20 years experience in large research agencies.

Each research brief is bespoke and is tailored to meet the desired outcomes. Typically this would include:

QUANTITATIVE RESEARCH

Market Analysis & Segmentation - Geographic, Demographic, Psychographic, Behaviouristic
Target Audience Profiling
Brand & Message Tracking Studies
Brand Positioning
Media Relations Coverage
Competitive Analysis
Rights Fulfillment

QUALITATIVE RESEARCH

Focus Group Analysis
In-depth Interviews

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SELECT



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SELECTING THE RIGHT SPONSORSHIP

SELECTING SPONSORSHIP PLATFORMS

SOURCING NEW OPPORTUNITIES

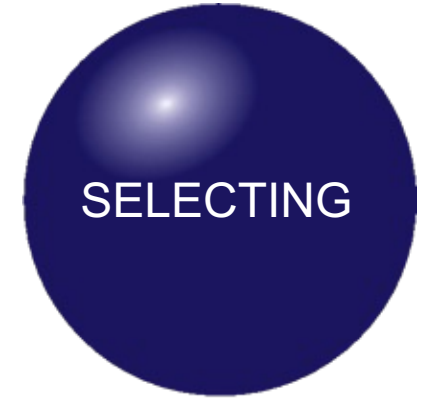
Proactive search using SAM to identify and approach appropriate available opportunities

Creating bespoke opportunities...

MANAGING REQUESTS

Manage incoming approaches and existing properties – review all opportunities against Strategy / SAM

Standard responses / personal call backs



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SELECTING THE RIGHT SPONSORSHIP

SELECTING SPONSORSHIP PLATFORMS

IDENTIFICATION OF BEST FIT OPPORTUNITIES

Dealing with approaches against Strategy / SAM criteria – managing responses – not of interest / of interest

Select properties in line with Strategy / SAM

SELECTING

Sponsorship Criteria by priority	Opportunity 1 e.g. Wimbledon	Opportunity 2 e.g. Cowes Week	Opportunity 3 e.g. Chelsea FC	Etc.
Target 24 – 35s	Medium High	High	High	
ABC1s	High	High	High	
Hospitality	High	High	High	
Trade Relations	High	Medium Low	High	
Internal Opportunities	Medium Low	Medium Low	High	
Totals	68%	72%	100%	



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SELECTING THE RIGHT SPONSORSHIP

DEAL MAKING

NEGOTIATE WITH RIGHTS HOLDERS

Create “Negotiation Check List”

Help clients negotiate with property rights holders to maximise entitlements for minimum fee

Approach rights holders on your behalf

Set upper and lower limits to sponsorship value – balanced against rights holder asking price

Apply economic principles to the sponsorship negotiation

CONTRACT AND NEGOTIATION

Our senior team and legal experts will handle contractual and rights negotiation

This can vary from interpreting the contract to working up a formal contract, ensuring international law and local jurisdiction is acknowledged

Commercial Terms, Heads of Terms, Intellectual Property Rights and use in Territories are just some of the areas that need to be considered



SELECTING



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ACTIVATE



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ACTIVATION SERVICES OVERVIEW

RIGHTS MANAGEMENT & IMPLEMENTATION

- Central point of co-ordination and management of assets and rights
- Key interface with rights holder
- Create core Sponsorship Activation Team
- Budgeting and budget management

STRATEGY, PLANNING, CREATIVE

- Immersion days with Rights Holder/Client Agency – learn brainstorm, get to know each other
- Activation planning days
- Plan content creation/video/photography/celebrities
- Selection of third party suppliers e.g. event management support, print, digital content
- Build action plans and critical path with roles and responsibilities



ACTIVATION SERVICES OVERVIEW

ACTIVATION & DELIVERY

- Event management, brand experiences, experiential
- Hospitality planning
- Communications & PR programs – story telling, PR, publicity, media training & crisis management
- Content creation - film & production, advertisements & commercial show-reels, photo-shoots – delivery across digital and social
- Influencer & talent management
- Licensing and merchandising strategy and implementation

SPONSOR MANAGEMENT

- Manage sponsors and partners ensuring systems are in place throughout the lifecycle
 - daily contact and monthly meetings;
- Contract Review - six month activity review; and Contract Renewal - re-negotiation to enhance, renew, retract contract



ACTIVATION – A FEW EXAMPLES



SAVOY



ISUZU



ARBUTHNOT LATHAM
Private Bankers
Since 1833



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MEASUREMENT



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MEASUREMENT SERVICES OVERVIEW

FULFILMENT INDEX

- We police the delivery of contracted rights through our Fulfilment Index. For example, in camera signage, personal appearances, use of marques/symbols
- A Fulfilment Index of 100% means the rights were fully delivered i.e. you received what you paid for
- Under 100% you did not receive what you paid for
- Over 100% the rights holder delivered more than was contracted
- Sponsors can compare what they paid for against what they received
- Benchmark to judge rights holders delivery and agencies performance
- Tool for renegotiating contracts

RESEARCH SERVICES

- Tracking of agreed Sponsorship KPIs
- Media evaluation 3rd party partner selection if needed
- Selection of 3rd party research partner if bespoke research needed to track ROI
- Sponsorship Performance Analysis



COMMERCIALS

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COMMERCIALS

Each client campaign we implement is bespoke. Following a brief, we provide a fully-costed proposal covering our commercials which are a mixture of fees, commissions and expenses and are as follows:

Fees

For our time covering:

- Sponsorship Strategy Development & Finalisation
- Brainstorming Days
- Research and Development
- Sourcing of Sponsorship Opportunities
- Negotiation & Finalisation Of Agreements
- Campaign Activation / Sponsorship Management
- Campaign Measurement
- On-going Sponsorship Consultancy

Commission

We charge commission on the sponsorship rights fee of deals successfully contracted

Administration Expenses

Covering office running, telephone, travel within South East England – based on 10% of Fees

Third Party Expenses

Any third party expenses will be agreed in advance and incur a handling charge of 20%. These include: UK wide travel, international travel; hotels; third party expenses such as legal, photography, external research, media monitoring services etc.

Payment Terms

Fees & Administration Expenses - monthly in advance / Third Party Expenses - by the end of the month in which they are incurred

VAT

VAT at 20% is due on all sums

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CONTACT

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