

# COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING CREDENTIALS 2026



BRANDS

Commercial Sponsorship & Partnership Marketing Experts



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INTRODUCING

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WHO WE ARE

# PURPLE TANGERINE...

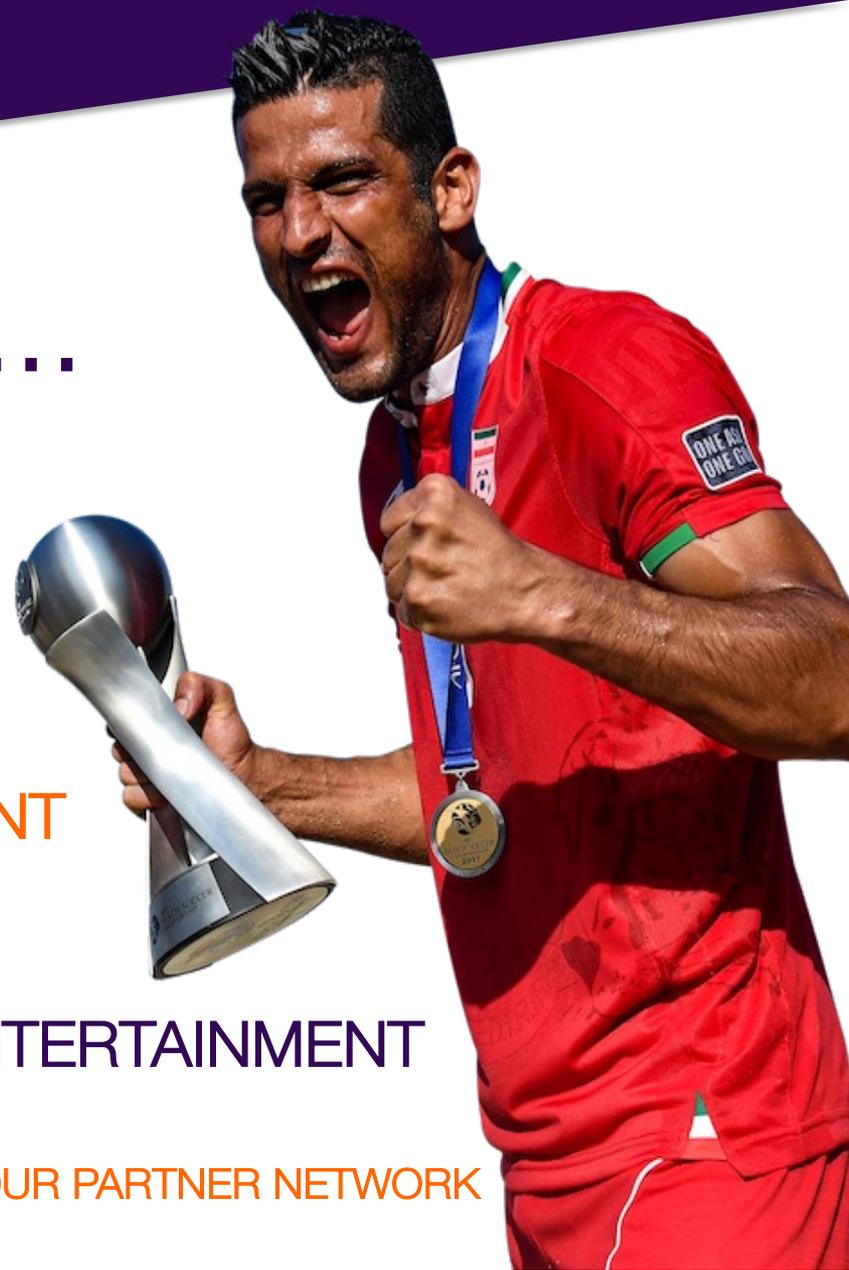
CREATIVE BOUTIQUE AGENCY

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

**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

## IDENTIFY & ENGAGE

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

## BRANDS & RIGHTS HOLDERS

## 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

## 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/>



**HEATHER STEWART-JONES – EDUCATION**

Heather heads up the educational marketing business. Creating client campaigns within schools. She has many years of experience working with clients including: Wild In Art; L'Oreal; and Oral B..

<https://www.linkedin.com/in/heather-stewart-jones-b2865114/>

# PURPLE TANGERINE SENIOR TEAM



**PAUL POOLE – ASIA**

Paul is an independent marketing consultant with over 20 year's experience of international brand marketing. Paul consults for a number of the world's leading brands, agencies and cultural organisations. He is based in Bangkok, South East Asia where he heads up Paul Poole (South East Asia) Co., Ltd. (PP(SEA)CL).

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



**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/>

# OUR CLIENTS - BRANDS

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



FEVER-TREE



ARBUETHNOT LATHAM  
*Private Bankers*  
Since 1833



LEHMAN BROTHERS



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# OUR CLIENTS: RIGHTS HOLDER SPORTS



THE SPONSORSHIP EXPERTS  
WWW.PAULPOOLE.CO.TH



Brands Hatch



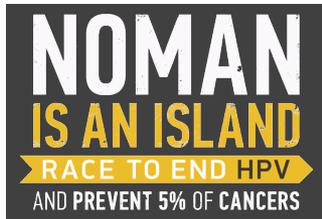
COMMONWEALTH GAMES  
ENGLAND



WORLD INTERCONTINENTAL  
FUTSAL CUP  
THAILAND 2019



LAGUNA  
PHUKET  
MARATHON

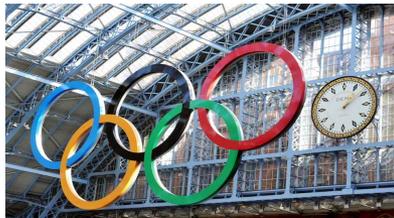


ASEAN  
BASKETBALL LEAGUE

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# OUR CLIENTS: RIGHTS HOLDER ARTS / EVENTS



**StPancras**  
INTERNATIONAL



BRIGHTON COLLEGE  
INTERNATIONAL SCHOOL  
BANGKOK



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# SERVICES

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# BRANDS – SERVICES

## 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



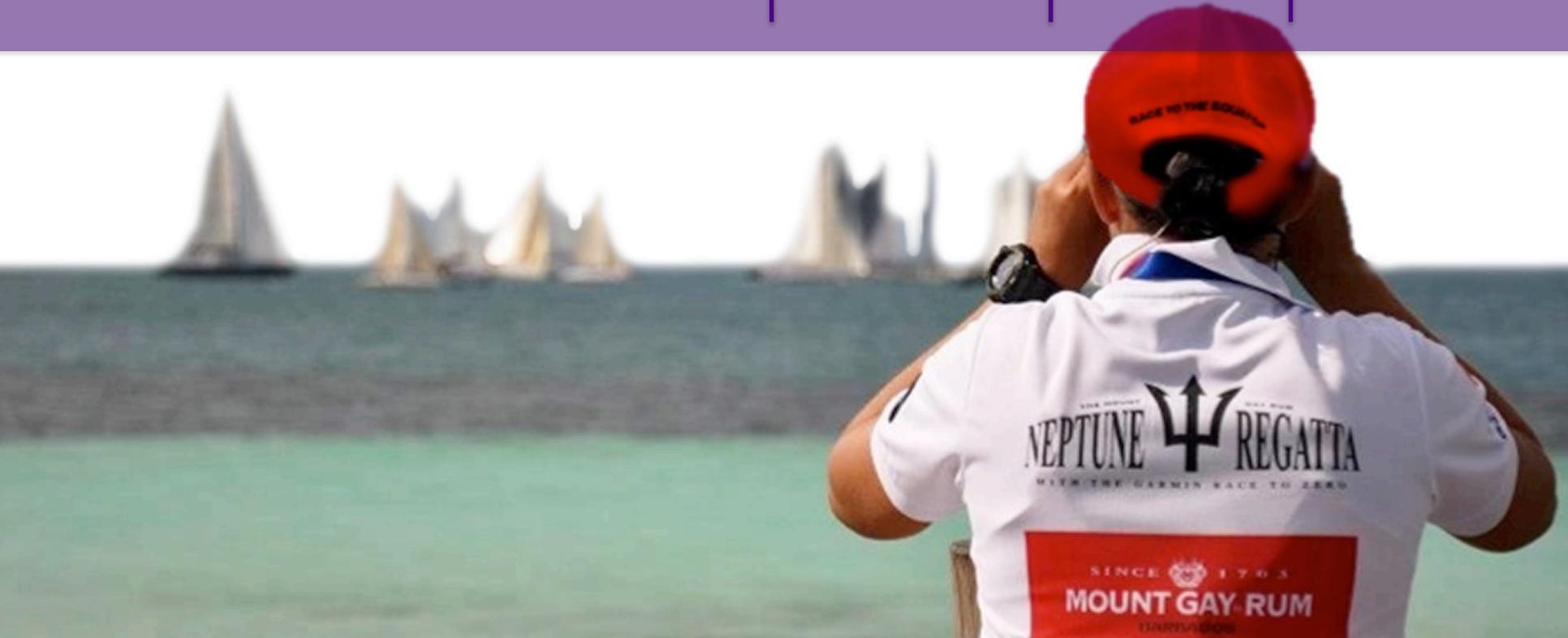
FULFILL

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...



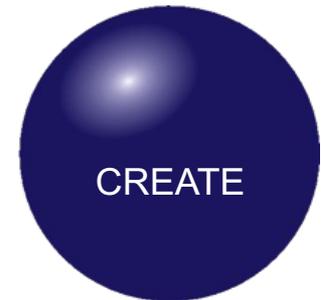
- Sponsorship's Role
- Key Objectives
- KPIs
- Effectiveness of the existing, past or planned sponsorships

Why? Enables clients to rationalise and refocus current activities



- 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



- 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

# AGREEING THE SELECTION FRAMEWORK



## 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 & Promotional 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%



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



## 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.

# 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.



NatWest



### 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

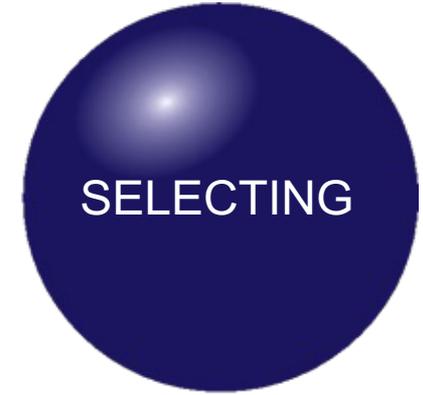
Proactive search using SAM to identify and approach appropriate available opportunities

Creating bespoke opportunities...

### MANAGING REQUESTS

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

Standard responses / personal call backs



# 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



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	
<b>Totals</b>	<b>68%</b>	<b>72%</b>	<b>100%</b>	



# 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 3<sup>rd</sup> party partner selection if needed
- Selection of 3<sup>rd</sup> 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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