

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING CREDENTIALS 2026



RIGHTS HOLDERS

Commercial Sponsorship & Partnership Marketing Experts



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 - SELL
 - MANAGE, ACTIVATE, MEASURE

COMMERCIALS



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INTRODUCING

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WHO WE ARE

PURPLE TANGERINE...

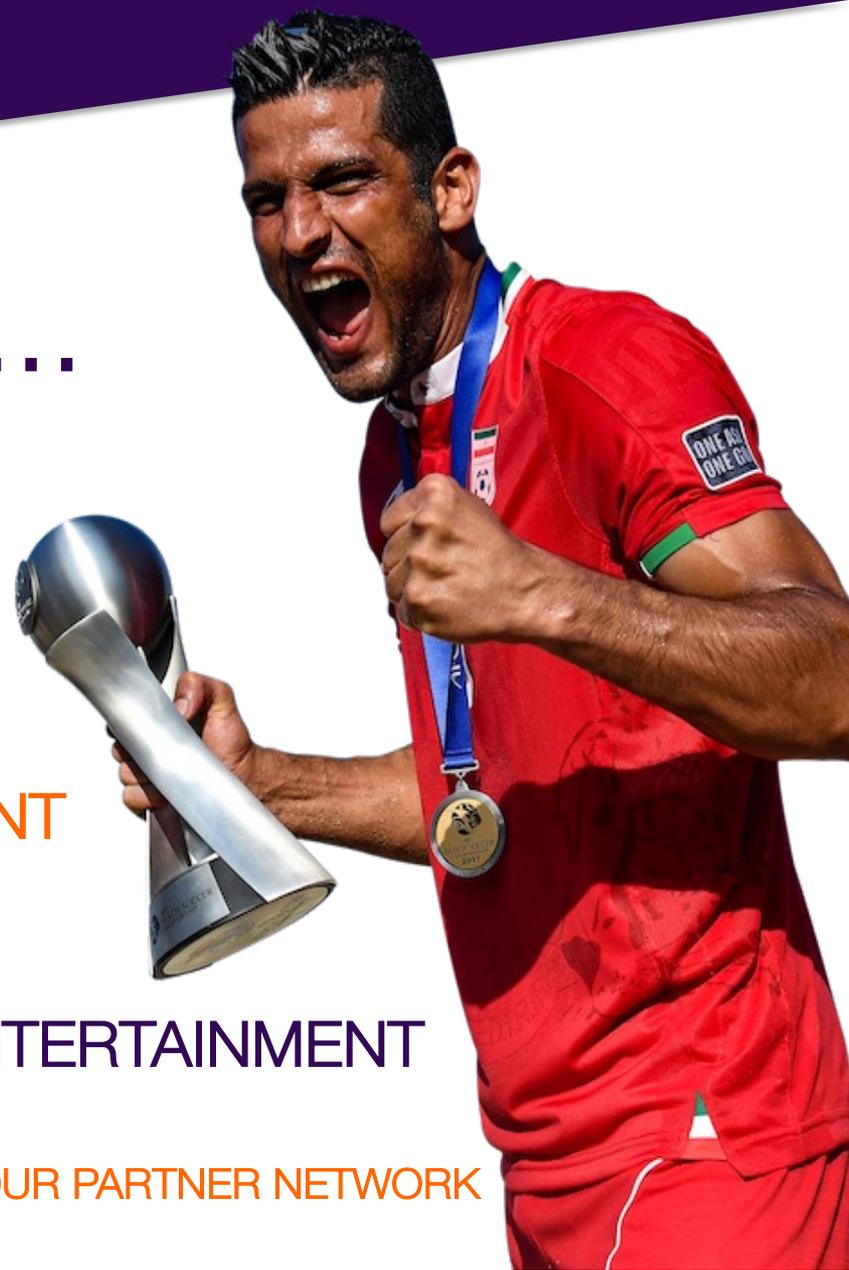
CREATIVE BOUTIQUE AGENCY

OFFERING INSIGHT, STRATEGY,
SALES, ACTIVATION & MANAGEMENT

TO THE BUSINESS OF SPORT & ENTERTAINMENT

DELIVERING PROJECTS AROUND THE WORLD VIA OUR PARTNER NETWORK

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WHO WE ARE

2000

Established

BRANDS & RIGHTS HOLDERS

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/>



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: RIGHTS HOLDER SPORTS



THE SPONSORSHIP EXPERTS
WWW.PAULPOOLE.CO.TH



Brands Hatch



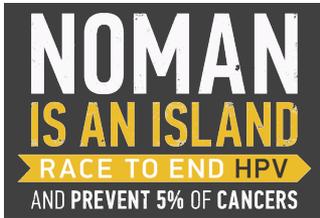
COMMONWEALTH GAMES
ENGLAND



WORLD INTERCONTINENTAL
FUTSAL CUP
THAILAND 2019



LAGUNA
PHUKET
MARATHON

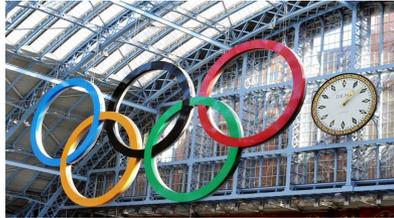


ASEAN
BASKETBALL LEAGUE

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OUR CLIENTS: RIGHTS HOLDER ARTS / EVENTS



St Pancras
INTERNATIONAL



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OUR CLIENTS: RIGHTS HOLDER VENUES



St Pancras
INTERNATIONAL



Brands Hatch



White Hart Lane, THFC



SSE Hydro, Glasgow



The O2, London



Barclaycard British Summer Time, London



Sky at The O2



Silverstone Race Track, UK



Thames Clippers, London



Thomond Park, Ireland



CityBike Scheme, Liverpool



SSE Arena, London



London Chess Classic, UK

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OUR CLIENTS: RIGHTS HOLDERS TALENT



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RIGHTS HOLDER – CLIENTS ASIA



WORLD INTERCONTINENTAL
FUTSAL CUP



LaGuna
PHUKET
MARATHON



THE SPONSORSHIP EXPERTS
WWW.PAULPOOLE.CO.TH



BRIGHTON COLLEGE
INTERNATIONAL SCHOOL
BANGKOK



ASEAN
BASKETBALL LEAGUE

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OUR CLIENTS - BRANDS

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



FEVER-TREE



EST'D 1884
FINE GOLDEN RUM
BARBADOS



LEHMAN BROTHERS

ARBUTHNOT LATHAM
Private Bankers
Since 1833



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OUR APPROACH

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OUR APPROACH

THE SPONSORSHIP PLAYBOOK

Our approach is based around building a bespoke Sponsorship Playbook. The benefits of this method are it provides a:

- Focused approach to sponsorship
- Step-by-step process to source, secure & deliver great sponsorship
- Set of tools to help:
 - UNDERSTAND & STRUCTURE THE OFFER
 - SOURCE SPONSORS & PARTNERS
 - ACTIVATE THE PARTNERSHIPS SO SPONSORS BENEFIT
 - EVALUATE THE SUCCESS OF THE SPONSORSHIPS, THE RESULTS OF WHICH CAN BE USED TO NEGOTIATE FURTHER CONTRACTS FOR FUTURE EVENTS
- Consistent narrative
- Process can be replicated for other sponsorship opportunities



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OUR APPROACH

PLAYBOOK

STRATEGY

PHASE 1 - STRATEGY DEVELOPMENT

2 - 3 MONTHS

SELL

PHASE 2 - SALES CAMPAIGN

6 - 12 MONTHS

MANAGEMENT

PHASE 3 - SPONSOR MANAGEMENT

ON-GOING



OUR APPROACH

Overall Approach & Delivery Schedule

PHASE 1 STRATEGY DEVELOPMENT

INITIAL WORKSHOPS
RESEARCH – AUDIT /
BENCHMARK

SPONSORSHIP
STRUCTURING &
PACKAGING
UN SDG STRATEGY

SPONSORSHIP
EVALUATION REPORT /
PRICING

SALES MATERIALS
SALES PLAN
PR / ACTIVATION
STRATEGY

2 – 3 months

PHASE 2 SALES CAMPAIGN

APPROACH TARGETS

KEY MEETINGS WITH
POTENTIAL
SPONSORS

NEGOTIATE DEALS
SPONSORSHIP
CONTRACTS

PR SUPPORT
CAMPAIGN

6 -12 months

PHASE 3 SPONSOR MANAGEMENT & MEASUREMENT

ACTIVATION
PLAYBOOK – PR,
ADVERTISING, SOCIAL
ENSURE RIGHTS
ACTIVATED

ON-GOING LIAISON /
MANAGEMENT OF
SPONSORS

MEASUREMENT
/ FULFILMENT

RENEGOTIATE
CONTRACTS

On-going

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PHASE 1
R&D /
STRATEGY

PHASE 1 – STRUCTURING & PACKAGING

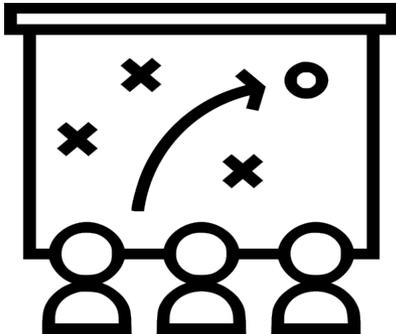
SPONSORSHIP STRATEGY RIGHTS STRUCTURING, PACKAGING & PRICING...

We identify the best way to attract sponsors / partners through packaging the main propositions into straightforward, easy to understand offers to be presented to target brands.

Our approach ensures that your sponsorship and partnership opportunity is priced in line with other market opportunities.

We work with our clients to develop packages to suit differing levels of needs, including: Title and Presenting Sponsors... Co-Sponsors... Official Suppliers... Media Partners... Supporters

We develop comprehensive rights packages, including: Title Rights... Branding & Broadcast Rights... Media / Social Media Rights... Experiential Rights... Hospitality and Networking Rights... Data Rights... Merchandising & Licensing Rights



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PHASE 1 – UN SDG 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.

PHASE 1 – SPONSORSHIP EVALUATION REPORT

RIGHTS EVALUATION

Purple Tangerine offers rights holders assistance in understanding the extent and potential value of their sponsorship and commercial assets

Our Sponsorship Evaluation Report assists you in determining the true value for all the major sponsorship assets of your rights property. Specifically, our evaluation overview can:

Exterior Exposure	Onsite Exposure	Advertising	Database
CRM Programmes	Media Coverage	Promotions & Privileges	Experiential
Hospitality	Image Association	Internet	Publishing & Collateral

USE EVALUATION TO DETERMINE PRICE

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

TELEVISION BROADCASTS - SUMMARY BY EXPOSURE ELEMENT

Exposure Element	Impressions	Value
Graphic Exposure	16,330,964	£35,897
Signage Exposure		
Static Perimeter Board (center)	1,732,498,556	£1,482,818
Static Perimeter Board (corner)	616,475,732	£527,650
Static Perimeter Board (goal line)	211,669,730	£140,698
Rotating Perimeter Board	1,316,060,679	£874,886
Level Two Dressing	123,988,426	£68,930
North/South Box Dressing	62,475,761	£34,745
Pitch Side Emergency Gates	49,952,089	£27,783
Interview Backdrops	12,371,369	£40,826
Audio Mentions	78,132,732	£171,766
Totals	4,219,956,038	£3,405,999

INTANGIBLE

NAMING ASSOCIATION
BRAND ASSOCIATION

TANGIBLE

HOSPITALITY & TICKETS
VISIBILITY

PHASE 1 – SALES MATERIALS



SALES COLLATERAL PRODUCTION

It is critical that rights holders seeking sponsors and partners offer packages that are presented in a way that is attractive to potential sponsors and partners and that meet their business objectives.

We develop sales materials outlining the different rights packages on offer, in on-line and off-line formats - video, pdfs, brochures, presentations, websites. See examples of some of our PDF and Video work at <https://www.purpletangerine.com/our-services/sponsorship-rights-holders/>



See example Team England example of a .pdf as a guide of what to expect www.purpletangerine.com/downloads/TeamEngland.pdf

See video examples <https://www.purpletangerine.com/galleries-and-videos/videos/>



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PHASE 2
SALES

PHASE 2 – SALES PROCESS & TARGETS

SALES PROCESS & TARGETS...

Our sales team will identify target companies to be approached with the objective of securing meetings

Once meetings are secured we will present the sponsorship opportunities and negotiate heads of terms if there is an interest

We use the latest Salesforce software (www.salesforce.com), which can provide up to the second reports on sales activity

All sales activity is saved on our Salesforce database and reports can analyse data to estimate how much money will be raised and timescales

The database has over 30,000 contacts across the globe ranging from CEOs and Chairmen to Marketing & Sponsorship Directors



PHASE 2 – SALES PROCESS & TARGETS

CONTRACT AND NEGOTIATION

Our legal experts will handle all the 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

The Commercial Terms, Heads of Terms, Intellectual Property Rights and use in Territories are just some of the areas that need to be considered. These would be finalised by your legal department



PHASE 2 – OTHER REVENUE STREAMS

COMMERCIALISATION

Realise additional income over and above traditional sponsorship revenues.

Commercialisation includes, but is not limited to:

Advertising - Traditional & LED Boards, TV Screens

Catering - Food, Beverages, Ice Cream, Sweets, Vending Machines

Customer Care - Toilets, Showers, Car Valet Services, Vehicle Breakdown

Services, Creches, Children's Play Areas

Payments - Cash Machines, Cashless Payments Systems

Technology Provision - Wi-Fi, Event Apps, Mobile Charging Point

LICENSING & MERCHANDISING

We advise, support and help implement licensing strategies.

Our consultants have the experience, capabilities and reach to monetise IP through outstanding relationships with key decision makers at all levels of the industry.



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PHASE 2 – PR SUPPORT

MARKETING COMMUNICATIONS

We execute holistic programmes of media relations to build your sponsorship and partnership opportunity and brand presence via a PR programme across consumer, business, sponsorship and marketing media.



The Telegraph

METRO

London Evening Standard

THE SUNDAY TIMES

THE Sun

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A dark blue circle with a slight gradient and a small white highlight at the top, containing the text "PHASE 3 MANAGEMENT & MEASUREMENT" in white, uppercase, sans-serif font.

PHASE 3
MANAGEMENT
& MEASUREMENT

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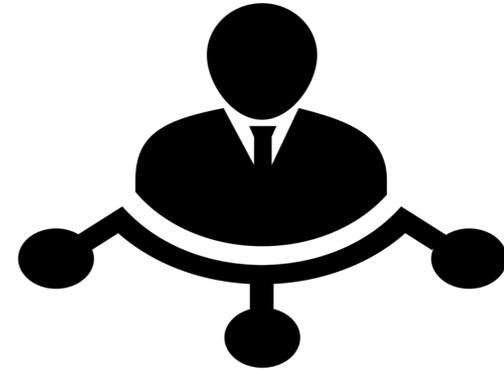


PHASE 3 – SPONSOR MANAGEMENT

SPONSOR MANAGEMENT

It is critical that sponsors and partners know what is going on and feel involved and central to the sponsorship and partnership.

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



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PHASE 3 - MEASUREMENT & FULFILMENT

FULFILMENT INDEX

- We police the delivery of contracted rights through our Fulfilment Index. For example, use of marques/symbols
- A Fulfilment Index of 100% means the rights were fully delivered i.e. the sponsor received what it paid for
- Under 100% it did not receive what it 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

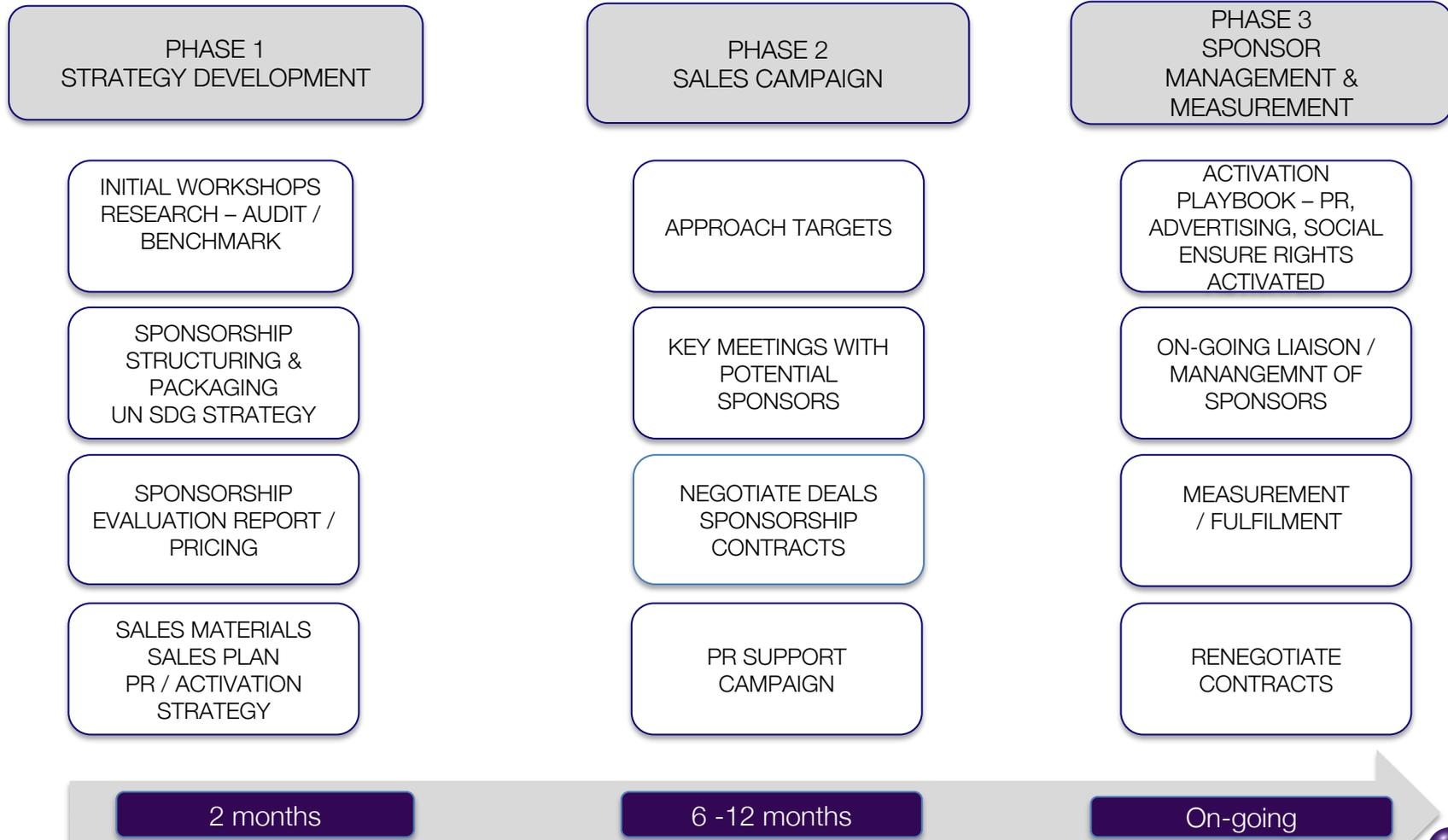
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Executive Summary

Overall Approach & Delivery Schedule



TIMELINE & GUIDELINE BUDGET

Notes
 All costs exclude VAT @ 20%
 Account running fees @10% of fees
 Fees & Expenses – See Next Slide

Stage	Activity	Our Fees	Timing
<p>PHASE 1 STRATEGY DEVELOPMENT – GLOBALLY & PER MARKET</p>	<p>INITIAL WORKSHOP (x1) RESEARCH – AUDIT / BENCHMARK</p> <p>SPONSORSHIP STRUCTURING & PACKAGING UN SDG STRATEGY</p> <p>SALES PLAN</p> <p>PR / ACTIVATION STRATEGY</p> <p>SPONSORSHIP EVALUATION REPORT / PRICING</p> <p>SALES MATERIALS – PDF & VIDEO</p>	 <p>£tbd</p> <p>£tbd</p> <p>£tbd</p>	<p>2 months</p>
<p>PHASE 2 SALES CAMPAIGN GLOBALLY & PER MARKET</p>	<p>APPROACH TARGETS</p> <p>KEY MEETINGS WITH POTENTIAL SPONSORS</p> <p>NEGOTIATE DEALS SPONSORSHIP CONTRACTS</p> <p>PR SUPPORT CAMPAIGN</p>	 <p>£tbd per market per month 20% commission on income raised</p> <p>£tbd per market per month</p>	<p>Minimum 6 months</p>
<p>PHASE 3 SPONSOR MANAGEMENT PER MARKET</p>	<p>ACTIVATION PLAYBOOK</p> <p>ON-GOING LIAISON / MANAGEMENT OF SPONSORS</p> <p>MEASUREMENT / FULFILMENT</p> <p>RENEGOTIATE CONTRACTS</p>	 <p>£tbd</p> <p>£tbd per market per month</p>	<p>On-going</p>

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

THE PURPLE TANGERINE LIMITED
NIGEL JONES
DIRECTOR

+ 44 (0)7980 213 122
www.purpletangerine.com

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