

RESEARCH

SPONSORSHIP PROPERTY EVALUATION 2024

Create Saleable Packages
Understand The Market Value Of Your Assets



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RESEARCH SERVICES

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

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

- Position your rights property against other similar properties
- Independently quantify and offer transparency to your proposal
- Identify your USP assets
- Help you negotiate the best price for your sponsorship property

Our evaluation reports enable you to understand what assets you have that are of real value to potential partners. We identify all areas within the property that represent value to the corporate community.

- Branding Locations
- Ownership Opportunities
- Access To Areas / Talent
- Supply Rights
- Product Showcasing Opportunities
- Association With Your Intellectual Property

REPORT OUTLINE

Reports comprise the following structure:

Methodology and Findings

Our methodology, a comprehensive list of benefit categories that present value, the number of impressions those categories generate, the value they represent on a per annum basis

Conclusions

An emphasis on the salient issues from the document

Addenda

Comprehensive appendix detailing the impressions and value conclusions of all available assets available

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OUR PROCESS

A Rights Property is potentially a multi-media platform, we help you identify assets that drive your value.



All assets are assigned a base value, generated by 3 criteria...

Media Benchmarking

We apply equivalent media rates to assets using current media prices and research e.g. CPT rates for outdoor advertising of casual leasing costs at different destinations.

Sponsorship Benchmarking

Use our knowledge on current prices paid for similar assets locally, nationally and internationally.

Sponsorship Sales Experience

Use our own experience gained in over 20 years negotiating sponsorship contracts as to what is of value to certain partner categories. These base rates are then up-weighted or down-weighted depending on an extensive list of criteria including:

- The image of the rights property as a whole
- The supply and demand affecting the availability of a specific type of asset
- The quality of the element of exposure
- Relative size / impact of the exposure
- Target market reach of exposure element
- Degree of sponsor clutter
- How the exposure element integrates into the sponsorship package as a whole

We provide added value to your packages by recommending initiatives to suit the different prospective business objectives ranging from awareness to image perception

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EXAMPLE OF EVALUATION SUMMARY

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

We create transparency and credibility for your brand by providing back up data to substantiate our estimates.

These can be passed on brands for further auditing, creating a level of trust.

BUDGET

Prices available on request.

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EXAMPLE REPORTS

THE LONDON CUP



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

LIT
LONDON TABLE TENNIS

INTERNATIONAL LIVE TELEVISED TABLE TENNIS EVENTS FEATURING THE UK'S & WORLD'S BEST PLAYERS

Two of the biggest and most exciting events in international Table Tennis will be held in the UK in 2016.

THE LONDON CUP 2016
An international invitational event, offering one of the largest prize funds ever, with revolutionary matching prizes for Men, Women and Para athletes - a first first for any sport. Held at London's Copper Box Arena in the Olympic Park, The London Cup will feature action packed Table Tennis from the world's and UK's top ranked players.

THE INTERNATIONAL TROPHY 2016
A pre Rio Olympic Games international Table Tennis showdown featuring Brazil, India, Sweden and England!
The International Trophy will feature top British players up against the world's best, promoting English Table Tennis on an international stage.

Organised by London Table Tennis Limited, and endorsed by Table Tennis England, the International Table Tennis Federation and British Table Tennis Association for People With Disabilities, the aim of the events is to increase the profile of the sport of Table Tennis at all levels and all abilities, open for their opportunities in coaching, youth development and increase participation in the sport.

The events will be televised LIVE in the UK and broadcast around the world attracting total audiences in excess of 100 million watching players from the UK, China, India, Brazil, Sweden and Germany battle it out.

Packages - How Can You Get Involved?

London Table Tennis has a comprehensive commercial sponsorship and partnership marketing programme, offering a number of packages, which appeal to many different levels of supporter.

EVENT TITLE SPONSOR
Own Title Sponsorship rights to events e.g. The London Cup in association with... Main branding on athletes and around venue

EVENT CO-SPONSORS
Up to four Co-sponsors per event from non-competing categories
Branding on athletes and equipment and around venue

OFFICIAL SUPPORTERS
Up to four Official Supporters
Branding around venue

OFFICIAL SUPPLIERS / EQUIPMENT PARTNERS
Providing goods & services essential to the success of the events

HOST ASSOCIATIONS
TTE & ITTF & BTAD

VENUE PARTNERS
Copper Box Arena & K2

ORGANISED BY LONDON TABLE TENNIS LIMITED

MARKETING SUPPORT BY PURPLE TANGERINE

INSPIRING THE NEXT GENERATION OF TABLE TENNIS PLAYERS

PRIME FACTORS RACING



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

PRIME FACTORS RACING

JOIN OUR TEAM AND COMPETE IN SIX WORLD FAMOUS CLASSIC SUPERBIKE ENDURANCE RACES

HOW CAN WE HELP YOUR BUSINESS?

YOUR BRAND: be associated with a winning team and engage thousands of fans at six of the world's classic endurance races

YOUR VALUES: Endurance, Excitement, Speed, Adrenaline Rush, Racing, Competition, Technology, Engineering, Performance, Elite Sport, Feedback, Heritage

YOUR AMBASSADORS: follow the rider and team journey, engage your staff, clients and customers with their story

YOUR CLIENTS AND CUSTOMERS: entertain and inspire at iconic circuits and events, and engage with competitors and SR teams

YOUR SALES: slipping into six world renowned events and enhance your sales and B2B development

YOUR STAFF: inspire with riders and team member advice and sponsorship branding, reward with ticketing

OUR REACH

Prime Factors Racing reach is vast. We help you engage a huge audience through a number of channels: BBC Marketing, B2B Marketing, Digital Promotions & Social Content.

- 500,000+ spectators in six races in France, Germany, Ireland, Japan and the UK. Offering a global TV & marketing exploitation platform at events in France, Germany, Ireland, Japan and the UK
- Millions through social media & traditional media coverage of events
- One billion households reached across the globe through satellite and terrestrial broadcast of the events

BMW SUPPORTED, FRENCH OWNED, BRITISH SUPERBIKE ENDURANCE RACING TEAM

Established in 2000 by Nigel Jones, we specialise in: Sponsorship Consultancy ... Sponsorship Sales for Rights Holders ... Sponsorship Sourcing for Brands ... Marketing & PR ... Event Management ... Athlete & Celebrity Management.

Our clients include/have included: BBC Worldwide; Brands Hatch Circuits; Brighton Wheel; British Winter Sports Group; Bullrun; Cambridge Folk Festival; DRIFT; High Speed 1; London Chess Classic; Great Pacific Race; LTA; Madame Tussauds; Match Attax; Mint Group - Cinemai Movie Channel Sky 343; NABS; Photo London; Soldiering On Awards; Team England; The Booking Office Theatre Company; The London Cup; The Tall Ships Races; The World Bowls Tour; Youth Beatz.

CONTACT

NIGEL JONES
DIRECTOR
nigel@purpletangerine.com
+44 7980 213 122