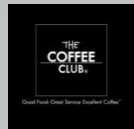


MELBOURNE Marathon FESTIVAL



an **IMG** event

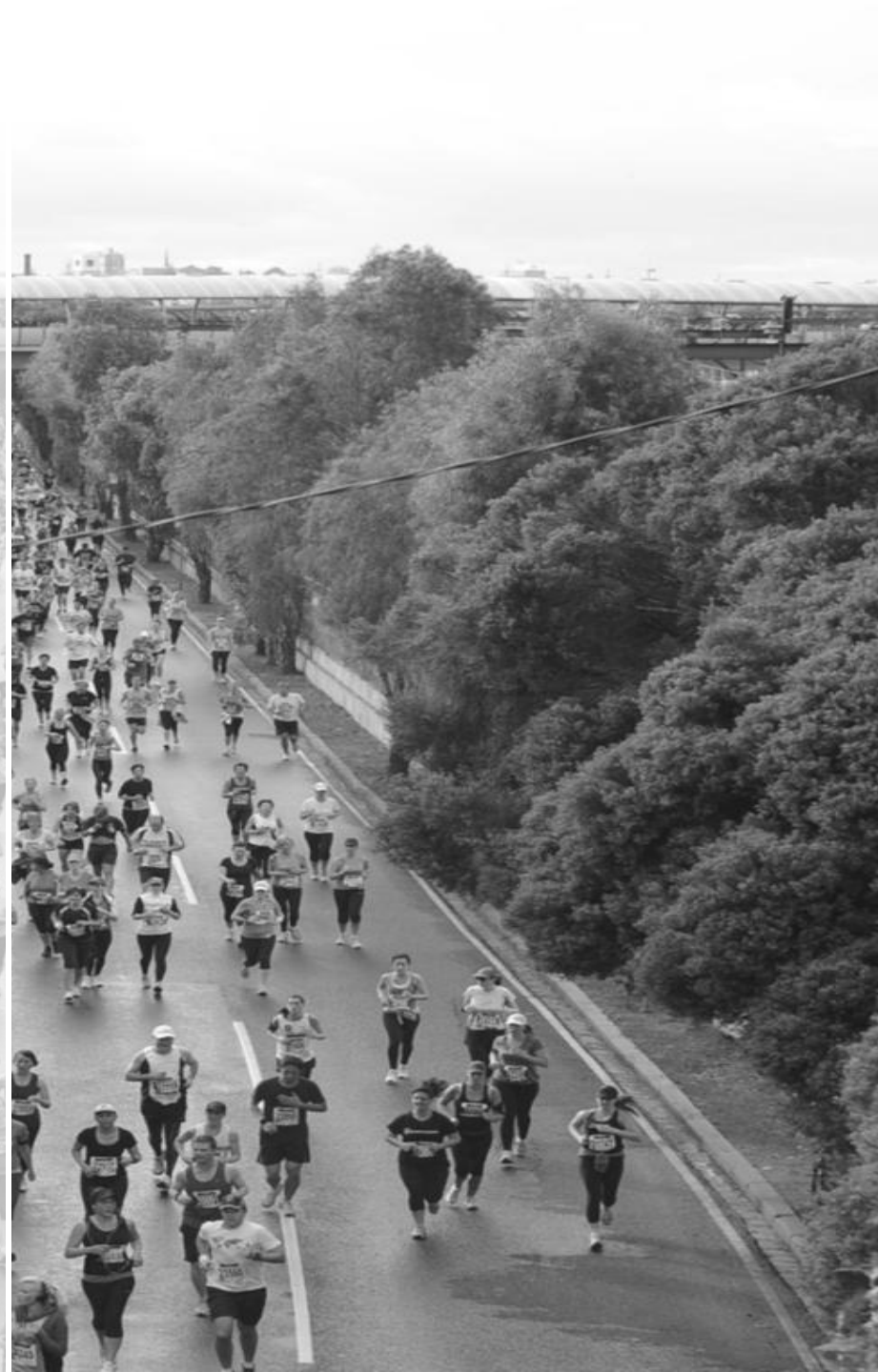


What do we want from sponsors?

- If the answer in the short term is money. Then short term it will be and no one really benefits
- If you say money and a partnership then I think you are on the right path

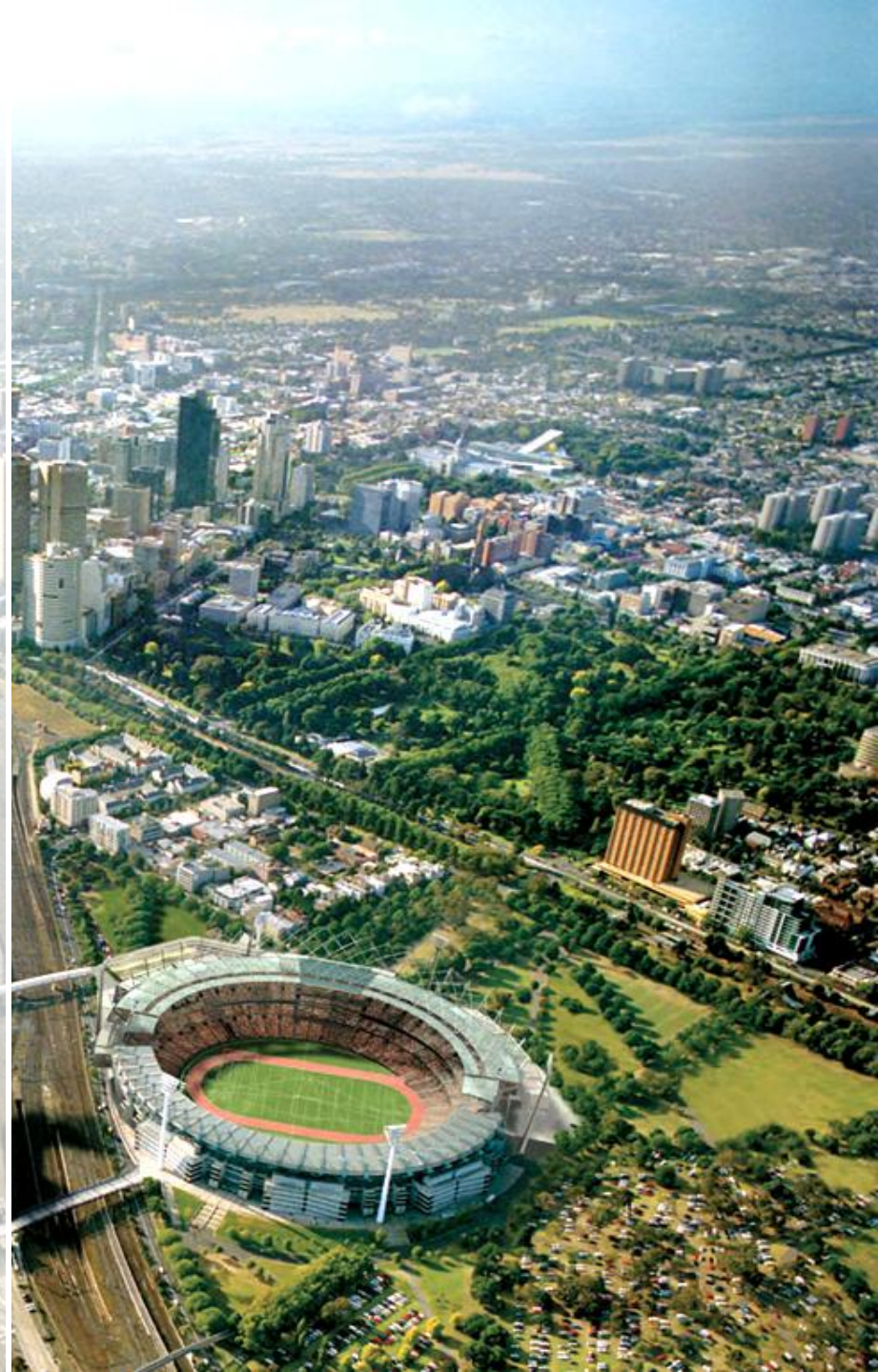
Our approach is to build a sponsors family that is based around sponsors who wish to be partners with us in the growth of the event. We want active partners to use our event and assets to promote themselves which will raise the profile of our event and provide benefits to our participants.

SPONSORSHIP IS A PARTNERSHIP



STAGE ONE – Build a profile of your asset base.

- Title rights
- Exclusivity
- Mass participation numbers
- Community connection via training programs or running clubs
- Charity connections
- Data base collection and activation
- Social media activation
- Website
- Traditional media branding via TV, radio and press
- PR activity
- Sponsors network for cross promotions
- On course branding via signage, course cars etc
- Aid and drink stations
- Start and finish line branding
- Branding on medals, certificates, results guides etc
- Merchandise branding
- Expo

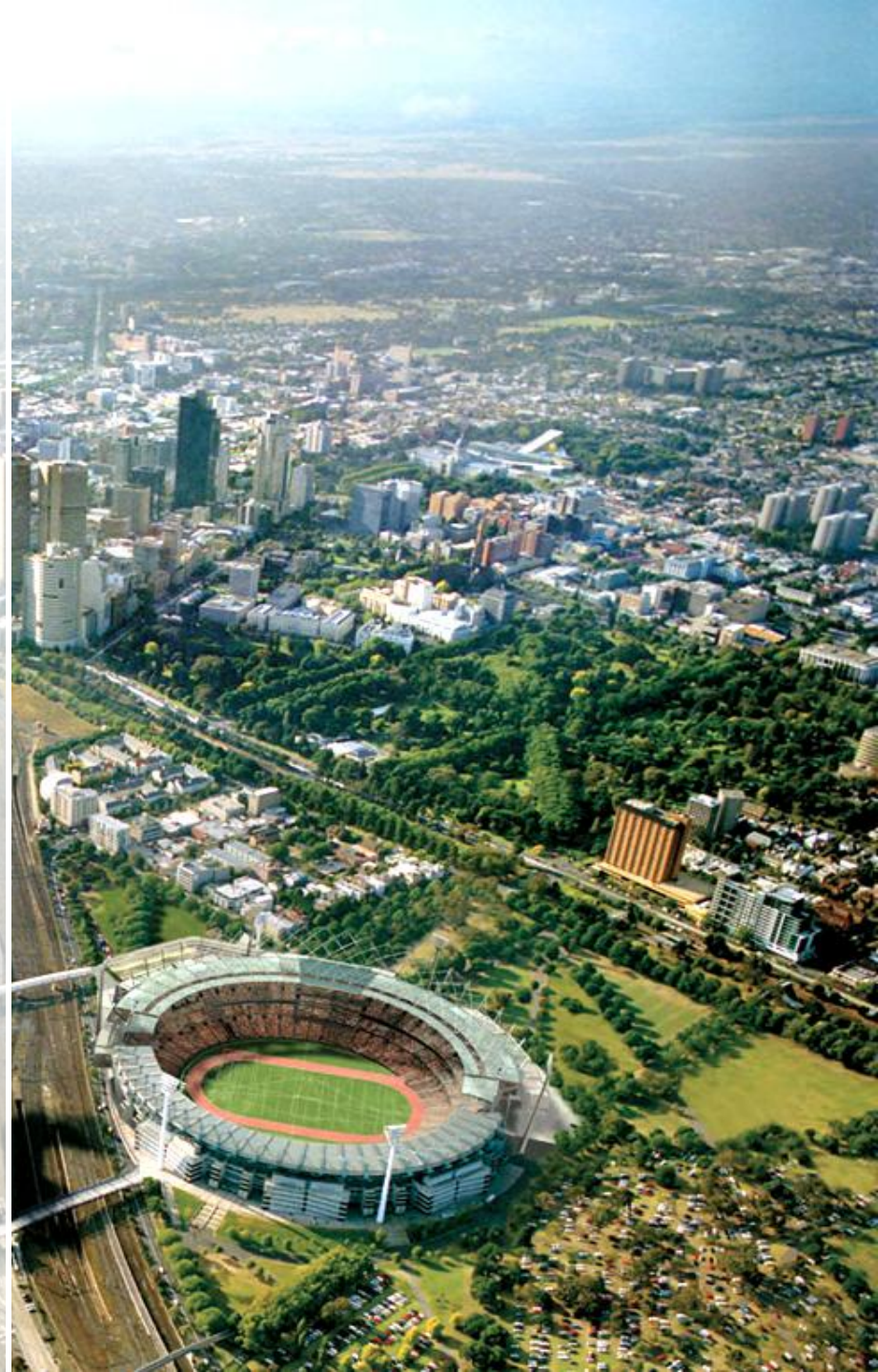


What do you do with the asset base?

- Create sponsor packages
- Create a target list of companies to approach

To build the list ask yourself:

- What companies want broad market contact?
- What companies want access to generally a younger more affluent running market?
- In this day and age with more female's running what company's want access to that all important household decision maker?
- What companies are looking for social media activation?



STAGE TWO – Selling Sponsorship

Selling sponsorship for is two key parts:

- Creating the opportunity to speak to a company to present the race and its general benefits
- Qualifying the prospective sponsor's interests and building a tailored proposal that fulfils their needs

LISTEN TO A SPONSORS NEEDS



Key points for keeping sponsors

- Listen to what your sponsor wants not what you tell them they want
- Value for money
- Make it easy for your sponsor to be at the event
- Ensure the contract clearly sets out all the benefits and receivables
- Where possible value add
- Create sponsor networking opportunities within the sponsor family
- Ensure your PR works for them



SPONSORS

SPONSOR	DESIGNATION
Sunday Herald Sun	Presenting Rights & Print Media Partner
Channel Nine	Presenting Rights & Official Television Partner
Flight Centre	Naming Rights - Half Marathon Sponsor
The Coffee Club	Naming Rights – 10km Sponsor
ASICS	Shoe, Apparel, Merchandise and 5.7km & 3km Sponsor
Active Feet	Expo Naming Sponsor
City of Melbourne	Support Sponsor
Powerade	Official Sports Drink
Fitness First	Official Fitness Partner
Garmin	Official Timing Sponsor
Run 4 Your Life (R4YL)	Running Magazine
Marathon Photos	Official Photographer



Goals of this sponsorship:

- To be part of a major Melbourne event targeting Channel 9's key demographics aged 25-54, 18-49 and 16-39

Leveraging Opportunities:

- Logo association
- Promotional activity and giveaways during the event

Potential Cross Promotion Ideas:

- Nine News talent in ASICS clothing during TVC and at event
- Publicity opportunities with Nine News personalities i.e. pre-event and during
- Nine News coverage
- Airing the one hour special nationwide on Nine
- Additional on air promotion and mentions subject to availability and 'fit' with program



Herald Sun Sunday

Why is the *Sunday Herald Sun* involved in the Melbourne Marathon Festival?

- Continue *Sunday Herald Sun*'s strong association with Australia's prominent sporting events

Goals of this sponsorship:

- Expand the distribution of the *Sunday Herald Sun* throughout Melbourne
- Further continue the *Sunday Herald Sun*'s brand association with Melbourne's iconic events

Leveraging Opportunities:

- Distribution of *Sunday Herald Sun* newspapers in to the hands of Victorians
- Utilising the event database to encourage interest in HWT's "Run 4 the Kids" Event



FLIGHT CENTRE®

Unbeatable

At Flight Centre, we feel strongly that everyone should have the opportunity to grow and develop themselves professionally, financially and physically.

The Melbourne Marathon allows our people, who are fundamental to our business, the opportunity to participate in an event that not only increases the visibility of our business to the community but further promotes a healthy, goal setting work environment to potential new staff.



FLIGHT CENTRE®

Unbeatable

Primary goals:

1. To keep our people fit, healthy and active.
2. To be seen as an 'Employer of Choice' and attract the right people who fit into our culture.
3. To grow awareness of the Flight Centre brand to the greater Melbourne community as a company that is well-balanced and an active member of society.

Flight Centre's general manager in Victoria Paul Ryan said "the event provides an opportunity for people of all ages and fitness levels to unite through sport."





Objectives:

- Increase brand meaning amongst target market
- Introduce MyASICS training tool (free online running service)
- Strengthen association with Melbourne's premier running event
- Promote our apparel range - through official apparel & merchandise sponsorship

Leverage Event / Cross Promotions:

- Outfit training run leaders
- Work with Active Feet on pre-event in-store promotion
- Work with media partners
- Work with event charity



active feet

if the shoe fits...

Why is Active Feet involved in the Melbourne Marathon Festival?

- Synergy of the most qualified specialist footwear store and the biggest marathon in Australia

Goals of this sponsorship:

- Delivery of their key point of difference “owned & run by Sports Podiatrists”

Leveraging Opportunities:

- Multiple on air interview with independent radio campaign on SEN
- In store promotion of the Event
- Promotion to Active Feet Database
- Marathon ‘Training pack’ in conjunction with ASICS





**THE
COFFEE
CLUB®**

The Coffee Club proudly supports sporting events, charity organisations and groups that endeavour to enrich and educate the community. The Melbourne Marathon event allows us to engage the community of Melbourne and promote a healthy and active lifestyle.

Goals of Melbourne Marathon Sponsorship:

- To increase brand awareness throughout Victoria
- Exposing event participants to The Coffee Club
- Encouraging Trial of The Coffee Club





CITY OF MELBOURNE

Why is the City of Melbourne involved

- Event continues to be innovative in helping position Melbourne as a running destination and a sporting events capital
- The acquisition of the Australian Marathon Championships demonstrating leadership & growth of event
- Increases visitation from Metro Melbourne, regional Victoria, interstate and overseas which contributes to economic return for City and businesses
- Encourages participation across a broad demographic and strengthens Active Melbourne campaign





CITY OF MELBOURNE

Goals of this sponsorship:

- To be recognised as the running capital of Australia
- Maintain City of Melbourne's reputation as an Events Capital through high quality events

Leveraging Opportunities:

- Major event promotions, photos and opportunities to take place in the City of Melbourne municipality to promote location
- Logo recognition positioning City of Melbourne as a major partner
- Communication of City of Melbourne Strategies including Active Melbourne
- City business activation through incentives and special offers for participants

