



BREAKING BARRIERS

YOU MEAN CRICKET OR FOOTBALL

In 2003 when the **Mumbai Marathon** was just an idea, sponsors were not sure if people of India run.

We do run behind trains, from some people, and also behind Bollywood stars, but as a sport?

Sponsor' were willing to sponsor anything to do with cricket or even football but distance running ... had few takers.



"I love these computerized running shoes that do the running without you."

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NO, WE MEAN RUNNING

Changing the mindset required us to believe that India will take running seriously and we were fortunate to get partners like Standard Chartered who themselves believed in the sport.

Also, putting in features that would attract not just the serious runners but also the fun runners gave us the opportunity to get people hooked onto the sport.

Today, after 10 years of organised running in India, almost 500,000 people in India are actively involved in running . Running clubs are popular among the young and old and people know the intricacies of running and travel to various parts of the world for international marathons.

The most gratifying aspect is that a large number of fun runners have graduated to the half and full marathon categories



SPONSORSHIP STRUCTURE

WHO AM I?

The **Title Sponsor** of any event usually is the most prominent and most remembered. For example – the **Standard Chartered Mumbai Marathon** will be always remembered as a **Standard Chartered event**.

In such a scenario, other partners are left asking *who am I?*

The on-going Indian Premier League Cricket Tournament has one Title Sponsor viz. DLF and everyone else like Volkswagen, Vodafone, Citibank etc. are just partners.

How many viewers are going to remember *just partners*?



YOU ARE...

Instead of looking for partners merely to get more funds, it makes more sense to look for partners **who add back to the event. This approach is mutually beneficial.**

Case 1: Japan based Health Equipment major Omron Corporation entered the Indian market with the idea to establish its philosophy of health and fitness. Distance running events and health & fitness go hand in hand. Omron became the **Health Equipment Partner** and we created opportunities for Omron to engage participants. **Free Health Check-Ups** at the Expo and on Race Day were organized, so that people got a feel of Omron's precision equipments.



Case 2: ASICS is a premium sports shoe brand and it entered India exclusively as the Sports Goods Partner to the Mumbai Marathon .

It does not have a single store in India, yet it chose to partner with SCMM in recognition of the running revolution that was sweeping India.

A credible and mass platform, such as the Marathon, is invaluable for a sponsor to build a loyal following for his brand.



Case 3: Kingfisher Premium, is a leading brand of beer in India. Since, advertising of liquor is prohibited in India, Kingfisher came out with its **packaged drinking water**. Drinking water is a key component in running, so Kingfisher was a good fit as the **Water Partner**. However, Kingfisher has a tagline – **King of Good Times**. Running is not just about competing, but also a lot about having fun and a good time.

So Kingfisher became the **Good Times Partner** to our events. In addition to this, Kingfisher also sponsors the costume contest mean for the fun runners. **Kingfisher Run in Costume** truly adds a lot of colour to the event and shows us how people can have a **Good Time** on the run.



EXCLUSIVITY

Once you have narrowed down on a specific partner nomenclature, ensure you have just one partner in that category.

Giving exclusivity allows a sponsor to own that category in the minds of the participants. It helps build an emotional equity and thus a long lasting relationship with the event.

And it does not make sense to have 2 brands in the same industry but just naming them differently e.g. we cannot have Kingfisher as the Good Times Partner and Aquafina as the Water Partner



CHARITY

Charity forms an important part of any distance running event. Most sponsors link their CSR initiatives to the charity angle of a distance running event.

In today's day and age, CSR is of huge importance to companies and being associated/sponsoring a distance running event will give the company the opportunity to leverage its CSR activities and rally its employees around a common cause.

Companies are looking for platforms that provide CSR opportunities, ideally with a return from mileage and PR.



The H.R Perspective

Distance Running events also have significant HR initiatives associated with them.

Companies use such events in team building exercises, identifying leaders and also in appraisal processes.

A case in point is the Tata Consultancy Services – Associate Sponsorship of the Mumbai Marathon. A major reason was to incentivise their young team of professionals the world over. Also Vodafone India - “Fastest Loser Contest “ was a tremendous hit as people were given an incentive for the amount of weight they lost in a prescribed time frame and their subsequent participation in the event.



WHAT SUITS YOU?

Giving a prospective partner a cash + currency partnership option helps.

Some partners get in currency that is useful during the event, giving the opportunity to be flexible on the cash component of the deal.

VALUE FOR MONEY

Another crucial question that prospective sponsors have is – WHAT IS THE VALUE FOR MONEY?

Sponsors are willing to spend on tried and tested methods like advertising, on-ground promotions etc. But convincing them to sponsor an event is not easy as the return on investments are not easily measureable.

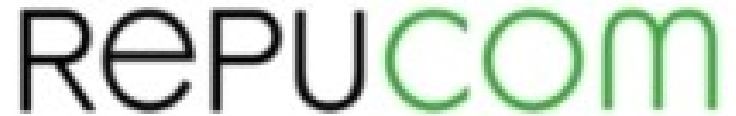


MEASURING EMOTIONAL EQUITY

As we ensure that we partner with brands that add back to the event, we are in a position to create multiple engagement opportunities to the partner on the back of the event.

Partners too communicate their brand messaging tailored specially for the event.

In addition to this, Procam International has tied up with Repucom, a company that will give a valuation of brand touch points across print, outdoor, internet, and television.

The logo for Repucom, featuring the word "REPU" in black and "com" in green, all in a sans-serif font.