

# Campaign Building

TWASM studies AJ Corus' highly acclaimed sponsorship of the 40 under 40 architecture awards



Plus  
**Sponsorship Quick Facts**  
**Sponsorship Guide**  
**Asia Roundup**  
**Breakdown**  
**SLAM**

**Editor**

William Fenton

**Publisher**

Communicate Sport

**Subscriptions**

Catherine Hawkins

t: +44 (0) 20 7607 5111

e: info@theworldsponsorshipmonitor.com

**Website**

www.theworldsponsorshipmonitor.com

**Produced by**

Sports Marketing Surveys Ltd

The Courtyard

Wisley

GU23 6QL

t: +44 (0) 1932 350 600

E: info@sportsmarketingsurveys.com

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## Welcome to TWASM

Dear Subscriber,

A bumper issue for all this month, as the summer months of sponsorship really kick into gear.

Alongside our usual study of sponsorship deals from around the globe, we have a very special focus on the Asian market in particular.

In addition, we take time to look at AJ Corus' award-winning partnership with the 40 under 40 architecture awards.

Breakdown this month takes a

look at some of the oil and petrol company sponsorships that we have featured over the years.

As always, we are continuously trying to improve the experience for our readers and, as always, your comments are greatly appreciated.

We hope you enjoy the read.

All the best,



Stephen Proctor

# Sponsorship Quick Facts

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This month as usual in Quick Facts we have selected significant or innovative recent deals and trends from around the world as testament to the increasing diversity of approaches to sponsorship being tried across the globe.

## World Cup Battle of the Credit Cards



Big news last month was MasterCard seeking an injunction through the US District Court for the Southern District of New York to prevent FIFA from entering into a sponsorship deal with Visa when FIFA announced that Visa would be replacing MasterCard as its financial services partner for the 2007-14 period. This includes two World Cup tournaments, in a deal worth up to \$200 million.



MasterCard is the exclusive payments sponsor for the 2006 FIFA World Cup in Germany and complained that FIFA had not given it first refusal. Visa's commitment will begin in January 2007 and will run through to 2014 in the financial services product category. As one of six FIFA partners, Visa will enjoy a higher level of association with FIFA than previous category sponsors and will have rights to a broader range of FIFA activities, including exclusive marketing assets, competitions, special events and development programmes. Visa and FIFA will work together on a global basis to create exclusive Visa payment programmes around these FIFA activities.

'As only Visa can, we will work with our extensive network of 20,000 member financial institutions to convey the zeal and excitement of football to hundreds of millions of Visa cardholders worldwide,' said

Visa international president and CEO, Christopher Rodrigues. 'This partnership will allow us to bring our cardholders programs that touch the very core of their passion for the game both globally and locally. The FIFA Partnership truly delivers on Visa's strategy of associating with the world's best brands and complements our strong global brand position.'

Visa will promote a number of FIFA events and competitions including the FIFA Confederations Cup, the FIFA Club World Cup, the FIFA U-20 World Cup, the FIFA Interactive World Cup, the FIFA Beach Soccer World Cup, the FIFA U-20 Women's World Cup, and the FIFA Futsal World Cup. Visa will also be working with FIFA to explore the possibility of developing and promoting visually impaired football, drawing upon Visa's long-standing involvement with Paralympic sport. Visa becomes one of six global organisations that will make up FIFA's top tier of partners as there will now be six rather than 15 top-level sponsors. The six FIFA Partners are adidas, Coca-Cola, Emirates, Hyundai, Sony and Visa.

Separately, Visa signed up as 'regional official sponsor' and 'preferred card' of cricket tournaments of the International Cricket Council, the sport's world governing body, for the South Asia region. The deal covers the ICC Champions Trophy, which is being hosted by India, later this year and next year's Cricket World Cup in the West Indies.



Anheuser-Busch also signed up for the 2007-14 period. Budweiser has been the official beer at every FIFA World Cup since 1986 and the extension of this partnership by a

further eight years awards Anheuser-Busch global rights to both the 2010 and 2014 FIFA World Cups. 'This deal means that by 2014 Budweiser will have been the official beer at eight consecutive FIFA World Cups,' said FIFA president, Joseph S. Blatter. 'As the most watched international sporting event, the FIFA World Cup allows Anheuser-Busch to connect our flagship brand with millions of adult beer drinkers and football fans,' said Tony Ponturo, vice president of Global Media and Sports Marketing at Anheuser Busch. The deal also allows Anheuser-Busch to continue its specific marketing programmes, notably the Budweiser Man of the Match Award and the Budweiser Cup six-on-six football tournament featuring teams from around the world.

## UBS and Shell Recommit to Golf



UBS announced that the UBS Japan Golf Tour Championship has joined the Asia Pacific golf platform with a long-term agreement to become the title sponsor of the championship. The 2006 UBS Japan Golf Tour Championship will be played from 29 June to 2 July over the West Course at Shishido Hills Country Club, and prize money will increase by 25 per cent to a record 150 million yen (\$1.3 million). UBS has partnerships at three other significant global tournaments: the Bay Hill Invitational, the annual US PGA Tour event hosted by Arnold Palmer, the Players Championship and the women's Evian Masters in France.



Omega also sees the importance of Asia and golf fans and is to become title sponsor and official timekeeper of the China Tour.



Shell announced a five-year contract extension of the title sponsorship agreement for the Shell Houston Open.

This announcement comes more than a year before the current contract expires and extends the agreement through to 2012 after starting in 1992. The event prides itself on its charitable nature and claims that since Shell became title sponsor of the event the Houston Golf Association has generated more than \$40 million in charitable contributions for local worthy causes. Indeed, in 2005 the PGA Tour celebrated breaking the \$1 billion mark in charitable contributions dating back to 1938. Shell Oil Company's title sponsorship tenure is the ninth oldest among current PGA Tour title sponsors. Only the Buick Open (1958), Honda Classic (1982), FedEx-St. Jude Classic (1986), Bob Hope Chrysler Classic (1986), AT&T Pebble Beach Pro-Am (1986), Verizon Heritage (1987), BellSouth Classic (1989) and Nissan Los Angeles Open (1989) have been involved longer. (For a view of oil company sponsorship in general see Sponsorship Guide.)

On a smaller scale, but significant in that Belgium will host a PGA European Tour sanctioned event for the first time since the Belgian Open in 2000, Telenet, the Belgian communications company, is to sponsor an event on golf's second-level European Challenge Tour next month. The Telenet Trophy is due to take place at Limburg Golf and Country Club in Houthalen, Belgium from 18 to 21 May and will have a prize fund of €130,000 (\$160,000).

### Big Rugby World Cup Renewal from Heineken

Heineken will once again be the official beer of Rugby World Cup and hold official sponsor status for the Rugby World Cup in France in 2007. It is estimated that the Rugby World Cup will be viewed by more than 3.5 billion people across 209 countries,



with 30 per cent of Heineken's global volume consumed in the major rugby-playing nations. The tournament takes place during September and October 2007 and will feature matches in Cardiff and Edinburgh as well as France. The announcement reinforces Heineken's long-standing involvement in the tournament which stretches back to the Rugby World Cup 1995 in South Africa, with the most recent being the Rugby World Cup 2003 in Australia. In addition to the sponsorship of the Rugby World Cup, Heineken has been the title sponsor of Europe's premier club rugby tournament, the Heineken Cup, for the last ten years and renewed in 2005 for a further four seasons. It was thought that Heineken paid around \$4.4 million for the 2003 Rugby World Cup in Australia.

### Big Deals for French Soccer Players and Teams

Olympique Lyonnais celebrated its fifth successive league title with a five-year, \$56-million deal with Accor hotels. Accor's Novotel brand will be on the team's shirts in home matches in domestic competitions and all European ties, while Ticket Restaurant will be displayed at away games in France. Renault Trucks, the previous shirt sponsor, will remain as a partner.

Thierry Henry changed endorsements from Nike to Reebok as one of the results of the merger of Reebok and adidas (see below). Henry was paid a reported \$16 million over the last five years by Nike and from this summer the player will appear in Reebok's 'I Am What I Am' advertising campaign.

### Other Soccer Deals Around Europe

FC Basel is a top Swiss club with enough pedigree to earn a \$9 million, three-year extension of its shirt sponsorship with the drug company Novartis.



In Germany the DFB extended its referees' sponsorship with Dekra for all referees' shirts during all domestic club competitions until the end of the 2008-09 season. Dekra is an institute for testing car roadworthiness; it also sponsors the DTM motor racing series and is an old sponsor of Michael Schumacher.

AC Milan ended its Opel sponsorship and went on to conclude with Betandwin.com for the next four years and a basic fee of \$49 million, plus possible performance bonuses of up to \$25 million.



In England the low cost airline Flybe announced a new two-year sponsorship of Norwich City Football Club replacing Lotus and Proton Cars.



Online casino and poker operator 32Red Plc is the new official club sponsor of Aston Villa who play in the Premiership.

### Herbalife Uses Sponsorship for Image and Direct Sales

For the last two months TWSM has noted the frantic pace of sponsorship acquisition by Herbalife which continued into April. Herbalife International is a direct sales global network marketing company that sells weight management, nutritional supplement and personal-care products. The company's sponsorship strategy is to enhance the Herbalife brand image by associating with health and fitness and sports-related activities and to provide a sales platform for direct sales and sampling through events, especially for sports-relevant brands such as its energy drink Liftoff, which is the official energy drink of the AVP Volleyball Tour until 2007. Los Angeles Galaxy players Herculez Gomez and Chris Albright have been signed by Herbalife for distributor promotions and other brand-building activities. The company is also the presenting sponsor of the LA Galaxy with stadium signage and a sampling



booth at the Home Depot Center in Carson, California.

Herbalife's headquarters are in California and the company is backing this up with a series of new sponsorships in southern and northern California. Conquer the Canyons is a two-day, three-stage cycling event featuring some Herbalife athletes such as triathlete Erika Aklufi. Herbalife also uses entertainment as a forum for its sales network to conduct sampling and the company backed the Coachella Music Festival with artists such as Madonna, Depeche Mode and Marley. In May it used San Francisco's ING Bay to Breakers, a unique running race attracting over 65,000 participants and 100,000 spectators. Thousands of costumed participants, serious racers and weekend athletes partake in this annual event. As official partner and official nutrition company of the event, Herbalife has a sampling booth for consumers. Finally Herbalife has added volleyball professional Sean Scott and Olympic bronze medallist Elaine Youngs and her partner Rachel Wacholder to its roster of sponsored volleyball athletes.

### Adidas and Reebok Merger Makes More Waves for the NBA



Another result of the coming together of the two giant sports clothing companies was that adidas has become a global merchandising partner of the National Basketball Association (NBA) after signing an 11-year deal which will see it become the official uniform and apparel provider for all the league's teams. Under the contract, adidas will also provide all uniforms and apparel of the Women's National Basketball Association (WNBA) and the NBA Development League (D-League) from the start of the 2006-07 season. The deal is a result of the adidas acquisition of Reebok, which has been the NBA's exclusive uniform and apparel partner since 2001. The Reebok brand will remain a global

marketing partner and will continue to make NBA branded footwear.

'As part of the Reebok integration we as a group made this strategic decision, which we believe will significantly help us to immediately increase the visibility of Adidas as a sport performance brand in the US,' said adidas group CEO and chairman Herbert Hainer. The new partnership will be supported through a number of joint marketing initiatives between the NBA and adidas. Among these will be NBA Europe Live presented by EA Sports in 2006 and 2007, which will see a number of NBA teams heading to Europe during their pre-seasons to play Europe's top talent. NBA commissioner David Stern welcomed the deal, saying it can help to increase worldwide sales of NBA merchandise through the power of the adidas brand. 'NBA and Adidas branded apparel and footwear will be available to even more fans around the world continuing our effort to expand the league's accessibility to anywhere fans can dribble a ball or watch a basketball game.'

### The Ins and Outs of Beer Sponsorship



Foster's will end its sponsorship of Formula One (F1) at the end of this year. It currently has event sponsorship of the British, Australian and San Marino Grand Prix. Richard Scully, the managing director, explained that 'as part of a programme to significantly reduce overheads within the Foster's Brewing International business, Foster's Group will not be renewing its sponsorship of Formula One at the end of the current season when its contractual obligations expire. While the Foster's Group will continue to co-ordinate global marketing initiatives, decisions about sponsorship will rightly rest with our co-brand owners and regional partners.'



One brewer very much remaining with a property is Miller Brewing Co. and the

Milwaukee Brewers concluding with a new seven-year sponsorship as the exclusive malt beverage for the Major League Baseball team. The exclusivity extends into radio and television advertising, in-stadium signage, promotions and spring training. The stadium is known as Miller Park under a separate 25-year naming rights agreement worth \$40 million.

### NASCAR Drives Forward



Best Western International renewed its sponsorship agreement with NASCAR for another three years, extending its role as the sport's official hotel through to the 2009 season. The company will continue to leverage the partnership through a combination of new and existing customised consumer programmes and promotions, targeting NASCAR's 75 million very sponsor-loyal fans. Best Western will also try to develop business-to-business opportunities with other major NASCAR sponsors.



Eastman Kodak Company announced it will sponsor Chris Bristol in the Drive for Diversity driver development programme. Kodak has sponsored a team in Drive for Diversity since the programme began in 2004.



Crown Royal was an early beneficiary of NASCAR's decision to allow spirits sponsorship. It will now back its team sponsorship by sponsoring the annual spring NASCAR NEXTEL Cup series race at Richmond International Raceway. The race, which will now be called the Crown Royal 400, will be broadcast live on the F/X network as one of NASCAR's evening 'under the lights' races.


### Tennis




Maria Sharapova added Land Rover to her impressive portfolio which includes


Canon, Colgate Palmolive, Motorola, Nike, Parlux Fragrances, Prince and Tag Heuer.

**Wilson** signed a three-year sponsorship agreement to act as an official partner of the Sony Ericsson WTA Tour. Wilson will expand its presence at WTA Tour events, including creating a line of tour balls and other branded products.

 The ATP meanwhile appointed South African Airways to become the official airline of the ATP.


### Other Deals in Brief


 Dr Pepper is to become the official soft drink of the USA's Amateur Athletic Union for the next two years.


 Frontier Airlines renewed its title sponsorship of the Colorado Rockies, Denver's Major League Baseball team.

 Sports drink Pocari Sweat will be in the Athletes' Village of the Asian Games in Doha for the third time. The company first sponsored the 1998 Asian Games in Bangkok and later the 14th Asian Games in Busan, South Korea.


**Microsoft** took control of the World Cyber Games (WCG) as the exclusive premium sponsor with the WCG. All games will be held only on Microsoft hardware until 2008.


 Lloyds TSB Insurance, one of the UK's largest providers of general insurance, will be the title sponsor of motorsport's British F3 International Series for 2006.

 Beifa, a Chinese office supplier, is now the Beijing 2008 Olympic Games official office supplier.

 Swisscom extended its sponsorship contract with Swiss Ski for a further four years.

 Mittal Steel, the world's largest steel company, is lead sponsor of the Polish Football Association in its joint bid with Ukraine's football association to host EURO 2012.

 Cockspur Rum is an official partner of Surrey County Cricket Club in 2006 and 2007, while Cheltenham & Gloucester will not renew its sponsorship of English county cricket's one-day cup competition after this season.

 The 84 Lumber Company, a US building materials supplier, is ending its sponsorship of the PGA Tour golf event held at Farmington in Maryland.

 The UK's Amateur Swimming Association has \$5.25 million worth of sponsorship with Kellogg's, which is designed to benefit the sport at all levels.

## Arts & Culture

As part of its partnership with Tate Online and to support its rationale of 'bringing art to all', BT is now taking art on to the streets with the launch of uniquely branded 'Art Vans'. The limited-edition vans act as a showcase for contemporary art and portray a specially commissioned artwork by distinguished contemporary artist Sarah Morris, who was invited to take part in the project by BT and Tate. Each van shows artwork by Sarah Morris featuring highly coloured angled systems of line and geometric forms. Since BT began its partnership with Tate Online in 2001, visitor figures have increased tenfold. The arts site now attracts almost 1 million unique visitors a month. Paul Leonard, head of sponsorship at BT, explained: 'Communication is at the heart of BT's business, and art in all its many forms is one of the most powerful and enduring ways in which people communicate ideas, feelings and emotions. This project is a natural progression of our relationship with Tate that has already taken art into millions of homes worldwide. Now we are literally taking art out on to the streets via imaginative use of one of BT's assets - its instantly recognisable vans.'

Verizon Communications is the exclusive telecommunications sponsor of America's 400th Anniversary, an 18-month series of events commemorating the 1607 founding of Jamestown. Verizon will be designated the official provider of long-distance, wireless, directory services and data communications, as well as other telecom services, for America's 400th Anniversary.

Ernst & Young will back a major retrospective of the work of Rodin at the Royal Academy of Arts in London later this year.

The 2006 Newport Beach Film Festival's Action Sports Film Series will be presented by Oakley, celebrating the ultimate in extreme sports including surfing, skiing, skateboarding, snowboarding, mountain-biking, kayaking, rock climbing and off-road racing.

## Broadcast

The Home Depot retail chain will be the major sponsor of the Spanish-language broadcast network Univision's coverage of the 2006 FIFA World Cup. The Home Depot will sponsor each of the 64 matches shown live on Univision and its second broadcast network, TeleFutura. Commercials for the home improvements chain will air during daily repeats on TeleFutura and Univision's pay service Galavision networks in prime time. Univision is expecting an average audience of about 2 million per match during the tournament, double the performance in 2002, with total viewership of up to 50 million, versus 35 million four years ago.

Also preparing for the World Cup is T-Mobile which will sponsor the charity football show 'Soccer Aid' on ITV1 in the UK.

Another podcast becomes sponsored as TWI's weekly golf show 'Golf 'n' Around' on the iTunes site is produced by and sponsored by the Royal Bank of Scotland Group. We expect to see many more

announcements of podcast sponsorships in the coming months.

## Other

The month was slight on stadium naming deals, but Nikon found a good way around the problem of keeping both the existing venue name and crediting the sponsor by using a name in title sponsorship. The Jones Beach Theater is an amphitheater venue on Long Island which will now be known as Nikon at Jones Beach Theater.

Kimberly-Clark Corporation gave YMCA of the USA a gift of \$3 million in support over the next two years. This new support represents a shared commitment to YMCA Activate America, the YMCA's national public health initiative combating obesity and chronic disease. As a national sponsor of YMCA of the USA since 2001, this contribution extends Kimberly-Clark's partnership with the YMCA to six years and brings the company's total donations to nearly \$12 million.



**This month we take a special look at the booming Asian sponsorship market, and some of the recent deals that have been making waves there.**

The Asian Festival of Speed – the collection of motorsports disciplines not to be mistaken with its namesake at Goodwood – has just won the rights to stage and market Formula Renault Asia in 2006. This is the fourth racing discipline that it manages, alongside the Asian Touring Car Championship, Formula BMW Asia and Porsche Carrera Cup Asia.

After a one-year sojourn in South Korea, ESPN's Asian X-Games return to Malaysia with the support of Tourism Malaysia. The extreme sports festival has also retained the sponsorship of Korean auto manufacturer Kia, title sponsor since 2005, despite the move away from Seoul.

The Vietnam Football Federation has signed a sponsorship contract with European Plastics Window Company for the 2006 V-League national football championships. The renamed Eurowindow V-League has played without a naming sponsor since its previous sponsor, Dat Viet Sport Marketing company,

withdrew its commitment following match fixing allegations among U-23 national team members at the SEA Games last December.

There's an interesting ding-dong sponsorship battle coming out of India.

Lenovo recently used the brother-sister Bollywood combination of Saif Ali Khan and Soha Ali Khan as brand ambassadors for the launch of its new PC products. But Hewlett Packard countered just days afterwards with an endorsement deal with Shah Rukh Khan!

It seems the PC giants are flexing their muscles to gain market share in the sub-continent.

India's endorsement marketplace is a rich environment, yet still not very transparent with few publicised figures. Since 2004, IVCast has monitored only US\$131m across arts individuals/groups and sports individuals/teams, swelled by recent deals between Nike and Sahara and the Indian cricket team totalling USD\$113m on their own.

Cathay Pacific have leveraged its long-term sponsorship of the hugely popular Hong Kong IRB Sevens tournament with a humorous above-the-line TV campaign.

In their third year of its Sevens sponsorship, co-presented with Credit Suisse, its commercials feature sportsmen and women playing their competitive sports but with the expected balls replaced with rugby balls. The message was 'Got rugby on your mind' to reflect the all-consuming influence of the Sevens on Hong Kong life.

Cathay also offered special fly-stay packages with guaranteed tickets to the sell-out event, the fifth event on the eight-city IRB series. Next stop Singapore...

Caltex recently ended its five-year sponsorship of the joint-sanctioned Singapore Masters golf event. After a successful campaign that registered 100% unprompted awareness among Singapore's citizens (source: Sports Marketing Surveys SEA), the petrochemical sub-brand of Chevron Texaco has put its sponsorship strategy under review.

This opened the way for Osim, the Singaporean manufacturer of luxury massage chairs and electronic massage and slimming devices, to take the title sponsorship. Previously known for its sponsorship of the Singapore Triathlon, Osim has diversified to target the captive audience of golfers with sore limbs.

The logistics company UPS has been increasing its on-air brand presence in Asia of late with two recent – and diverse – sponsorship acquisitions.

In Asian sportcasts, UPS reallocated its 2005 sponsorship away from ESPN Star Sports Formula 1 'Race Day' programme to the network's 'Golf Focus' news and chat show.

While in entertainment programming, UPS sponsored National Geographic's 'Megastructures' series.

Samsung has created an exciting new broadcast property in Asia, Samsung Sportsworld, a sports news show to mirror its sponsorship of TWI's Transworld Sport.

In partnership with AXN Asia (the Sony owned network) Samsung Sportsworld delivers weekly sports news and highlights with an Asian skew, hosted by two well-known sportscasters who stimulate controversial chat among themselves and with in-studio guests. The show has slated a one-year run until December 2006.



**Architecture in the UK is gaining more recognition and a wider public following than ever before. Government backed initiatives such as Schools for the Future, significant funding for new architectural schemes from the Heritage Lottery Fund and an increasingly design-savvy public have led to an explosion of interest in and awareness of architecture across the UK in recent years. Architects and new buildings are beginning to generate the same sort of exposure and interest that the visual arts or creative industries attract.**

Much of this interest however still focuses on established, world-famous names such as Sir Richard Rogers and Lord Norman Foster. Younger architects, despite the fact that they

are entrusted with more and more major projects, still struggle to gain the recognition that they deserve.

#### **AJ Corus 40 under 40: The Concept**

*Architects' Journal*, the UK's leading architectural trade magazine and part of Emap Communications Ltd, and Corus, the international steel

**'IT IS OUR AIM TO ENSURE THAT 40 UNDER 40 PROVIDES A STARTING POINT WITHIN THE INDUSTRY TO RECOGNISE, AWARD AND PROMOTE NEW TALENT.'**

NICK FORWOOD, CORUS

manufacturer, recognised that there was a need to create a scheme that brought the work of these young architects to a wider audience.

Together, in January 2005, they launched a flagship event – AJ Corus 40 under 40 – a competition and touring exhibition to celebrate a talented new generation of architects.

#### **Award Winning**

AJ Corus 40 under 40 was recently awarded the 2006 First Time Sponsor category at the Hollis Sponsorship Awards.

Nick Forwood, Corus manager, Construction Marketing and Branding, said at the time: 'Corus is very proud to have won this award – not just because it is a first-time sponsorship for Corus but also because it demonstrates the success of *AJ Corus 40 under 40* as an important and innovative scheme. There are a lot of talented architects in the UK who do not get the recognition they deserve until a much later stage in their careers. It is our aim to ensure that 40 under 40 provides a starting point within the industry to recognise, award and promote new talent.'

### AJ Corus 40 under 40: Overview

AJ Corus 40 under 40 has been a 16-month partnership and was launched in *Architects' Journal* in January 2005 with a Call for Entries announcement. The competition attracted over 126 entries in total which were judged by a panel of industry experts including Isabel Allen, editor of *Architects' Journal*; 'Grand Designs' television presenter Kevin McCloud and architect Will Alsop.

The winning entries then formed part of a nationwide touring exhibition that opened in June 2005 at the Victoria & Albert Museum (V&A), as part of Architecture Week.

The exhibition has also toured to the National Museums of Scotland, Edinburgh (NMS, 8-30 October), Urbis, Manchester (2-20 November) and finished at Interbuild, Birmingham NEC (23-27 April 2006). The first three venues (excluding Interbuild) attracted 294,799 members of the public to the exhibition.

### Corus' Sponsorship Strategy: Overview

AJ Corus 40 under 40 forms the flagship scheme of Corus' new sponsorship strategy. In 2004 Sponsorship Consulting, a leading agency specialising in developing sponsorships across culture, education and sport for the corporate sector, was appointed by Corus in Construction, part of Corus plc, to create a sponsorship strategy to position it in the eyes of specialists and the general public.

Following extensive research, the new strategy recommended that all of Corus' sponsorships should:

- Align with Corus' strapline: *'Success in Construction'* and its Three key qualities: *Committed, Comprehensive & Credible*.
- Focus on innovation in construction.
- Demonstrate a link to steel.
- Involve emerging architectural talent.

- Be London focused with regional reach.
- Be judged against 11 tailor-made criteria which are:

Alignment  
 Appropriateness  
 Budget Fit  
 Emotive  
 Employee Impact  
 Geographical Reach  
 Hospitality  
 Lead Sponsorship  
 Leveragability  
 Longevity  
 Marketing (by rights holder)

The strategy defined Corus' target audiences as compromising:

- Clients
- Developers
- Architects
- Specialist Advisers (engineers, quantity surveyors)
- Media
- General public

The 40 under 40 project offered Corus the opportunity to meet all of these core sponsorship opportunities. Therefore, a pilot, 16-month project was launched in 2005 in partnership with *Architects' Journal* which also owns the rights to the project.

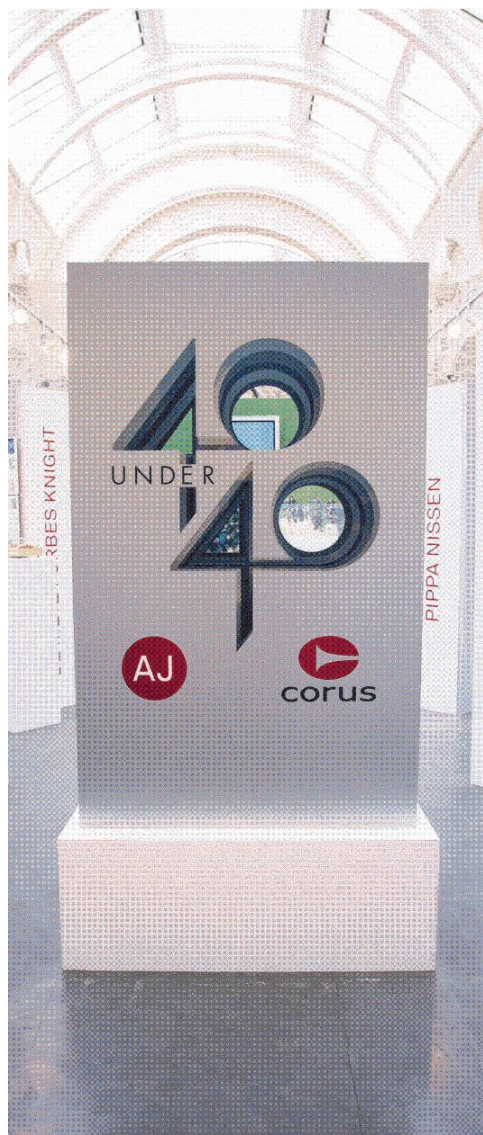
### AJ Corus 40 under 40 Objectives

The core aims of the 40 under 40 have been to:

- Market to and promote young, emerging architects.
- Showcase innovation in construction across the UK.
- Involve key opinion formers.
- Attract widespread media coverage.
- Secure high-profile venues: London and regionally.
- Attract the general public.

There has therefore been a very close synergy with Corus' overall sponsorship objectives. The project aligns with Corus' key qualities and involves emerging architectural talent. It also focuses on innovation in construction and links to steel.

In order to further position and promote the relationship with Corus, the 'Corus Award for Best Use of Steel in the Built Environment' was created as part of 40 under 40. This was awarded to Stuart Piercy and Richard Conner of Piercy Conner Architects at the opening night of the exhibition at the V&A. These young architects were presented the award for their understanding of the qualities of steel and its appropriate use in conjunction with other materials.



In addition, 40 under 40 has consistently offered Corus widespread access to its target audiences through extensive marketing, corporate hospitality and media relations campaigns.

The sponsorship also importantly matched Corus' 11 key sponsorship criteria.

### AJ Corus 40 under 40: Execution & Exploitation

A widespread marketing, corporate hospitality and media relations campaign was undertaken to leverage the sponsorship as widely as possible.

#### Marketing

Numerous marketing avenues were exploited. The key activities included 38,000 x Call for Entries forms being inserted in *Architects' Journal* and posted to a large number of UK architectural practices; six Call for Entries advertisements and four Corus colour ads run in *Architects' Journal* and 2,500 posters and 1,000 postcards distributed across UK architectural practices.

There were also:

- Three sponsor exhibition panels.
- 3,000 exhibition catalogues.
- 10,000 free exhibition leaflets distributed across all the touring venues.
- A specially created, dedicated micro website and online ads.
- Six email alerts to *Architects' Journal* core database.
- Composite logo created and used across all literature.
- A specially created touring exhibition sculpture was made from Corus steel which formed the centrepiece of the exhibition.

#### Corporate Hospitality

The V&A offered a great opportunity to launch the exhibition and to target core audiences. Over 500 guests



attended the V&A opening party and 330 more went to the opening at Urbis in Manchester.

#### Media Relations

There was a high level of press interest in AJ Corus 40 under 40 particularly from the national and regional press.

Sponsorship Consulting set up and co-ordinated two press views: one for the opening at the V&A and the second at the National Museums of Scotland in Edinburgh.

#### Media Relations

It also ran media campaigns at all of the venues included in the exhibition tour. This strategy resulted in six national newspaper articles, ten regional newspaper articles and three consumer magazine features.

#### AJ Corus 40 under 40: Marketing, Corporate Hospitality and Media Relations Outcomes

A total of £33,827 of advertising was generated in *Architects' Journal*.

The special AJ Corus 40 under 40 editorial edition of *Architects' Journal* saw a total readership of 25,582. This was a 12,995 increase on its standard 13,587 readership (source: *audited ABC circulation figures*).

Together, more than 450 VIPs attended the openings at the V&A and Urbis and 30 VIPs attended a dinner at the National Museums of Scotland.

There was also a total of 40 VIPs at the launch to announce the Corus Steel Award which took place at MIPIM in Cannes in 2005.

The total media value coverage (incorporating national, regional and consumer press) amounted to £108,000 to Corus with a total estimated readership reach of 5,150,000 (national, regional and consumer).

The media value coverage that was generated by the ongoing features and editorial positioning in *Architects' Journal* amounted to £453,103. In total, *Architects' Journal* carried 171.5 full colour, dedicated editorial pages.

The overall media value coverage (national, regional, consumer & AJ press coverage) has amounted to well over £500,000.

For more information on the AJ Corus 40 under 40 sponsorship, please contact Sue Davies or Chris Gordon at Sponsorship Consulting. Tel: 020 7582 0994. Email:

[sue.davies@sponsorshipconsulting.co.uk](mailto:sue.davies@sponsorshipconsulting.co.uk);  
[chris.gordon@sponsorshipconsulting.co.uk](mailto:chris.gordon@sponsorshipconsulting.co.uk)

### Oil and Petrol Sponsorship

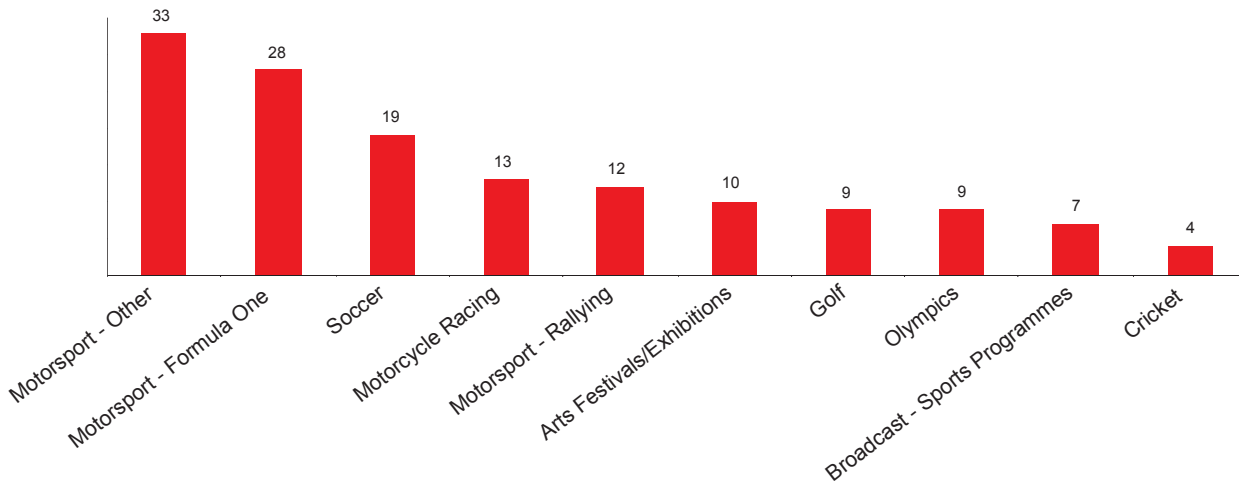
Quick Facts looked at Shell's extension of the title sponsorship agreement with the PGA for the Shell Houston Open. As the table here shows, Shell are by far the most active dealmaker in the TWSM database, as befits a company which alone supplies 10% of the energy required for all the world's transport including cars, aircraft and shipping.

Oil company sponsorship has been very traditional with an understandable emphasis on motorsport which provides image benefits, exposure and fruitful technical synergy with high-performance engines.

*Top 10 Sponsors in Number of Reported Deals  
 September 1997- March 2006*

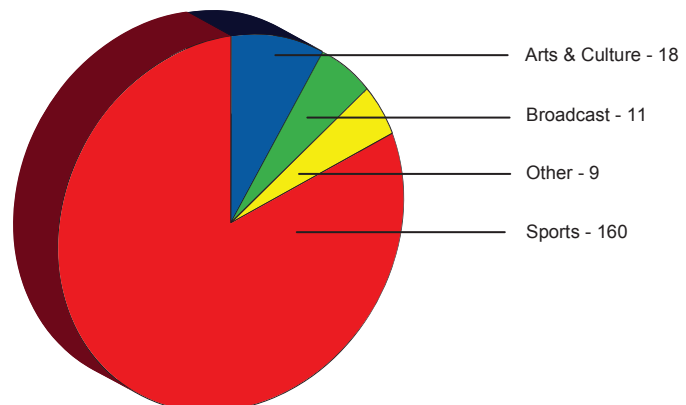
| Sponsor      | No. of Deals |
|--------------|--------------|
| Shell        | 21           |
| Castrol      | 11           |
| Petronas     | 10           |
| Petrobras    | 8            |
| Repsol       | 8            |
| BP           | 6            |
| ExxonMobil   | 6            |
| Texaco       | 6            |
| Elf          | 5            |
| Amerada Hess | 4            |

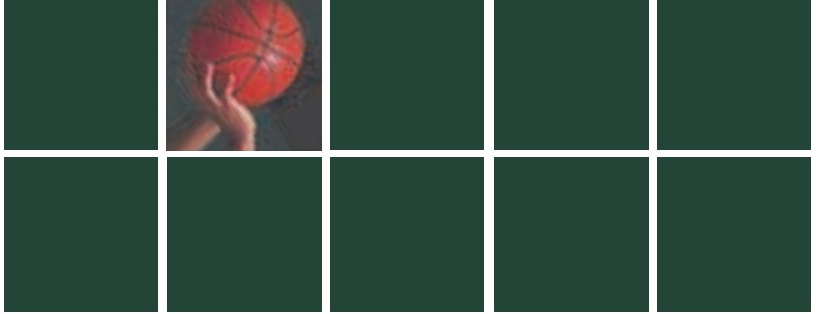
### Oil and Petrol Sponsorship Activity Number of Reported Sponsorships 1998-2006



As the oil business moves from oil exploration and refining to becoming producers of multiple forms of energy, we expect to see more activity and more diversity of sponsorship, especially in social and environmental spheres. For the moment the picture is representative of the whole sponsorship industry with sports taking by far the majority of oil funding.

### Oil and Petrol Sponsorships By Type 1998-2006





## SLAM – Sports & Leisure Activity Monitor

SLAM is a unique series of reports providing consumer insight and research information for a range of sports and leisure activities.

Sports Marketing Surveys is an independent sports and sponsorship research agency, providing marketing intelligence to the industry. The company provides tailored research, media evaluation and consultancy advice to clients as well as publishing specialist reports.

SLAM combines research amongst nationally representative samples with additional information drawn from Sports Marketing Surveys extensive database. These sports and leisure reports provide essential background information for those currently involved in the activity or those looking to enter the marketplace – sponsors, agencies, rights holders, associations and sports goods suppliers.

### Sections in the reports include:

- Interest levels
- Participation
- Media following
- Demographic & lifestyle profiles of fans
- Infrastructure
- Media coverage
- Image of the sport
- Sponsorship and brands
- Events
- Hospitality
- Plus other consumer insights and performance data relevant to each activity

### 2005 reports available for the UK include:

- Cricket
- Football
- Golf
- Horse Racing
- Rugby – League & Union
- Sailing
- Tennis
- Reports for 2006 to include – leisure time (arts, music, theatre, entertainment, museums), athletics, badminton, squash, basketball, cycling, hockey, motorsports, equestrian and many more....
- Reports also available for other countries

Reports are priced from £250 plus VAT per sport

### Other reports and services from Sports Marketing Surveys include:

- The UK Sponsorship Market – An Insight
- European Sports Fan Survey – Participation and following of sports in UK, France, Germany, Italy & Spain
- The World Sponsorship Monitor – On-line database of sponsorship deals
- Racetrack – Annual survey across 11 countries focusing on Formula One fans
- SponsaTrak – Sponsorship brand impact study for the UK
- European Sports Fan Omnibus – Regular omnibus survey amongst sports fans in UK, Germany & France
- Plus tailored ad hoc research projects

### For further information contact:

Research Department, Sports Marketing Surveys,  
The Courtyard, Wisley, Surrey, GU23 6QL

t: + 44 (0) 1932 350600

f: + 44 (0) 1932 350375

e: [info@sportsmarketingsurveys.com](mailto:info@sportsmarketingsurveys.com)