



# IEG SPONSORSHIP REPORT

The latest on sports, arts, cause and entertainment marketing

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## In Depth

### Far From Kid Stuff: Lessons From P&G On Successfully Partnering With Youth

Although cutting-edge may not be the first attribute that comes to mind when you hear the name The Procter & Gamble Co., the company's youth-focused brands such as Old Spice, Secret, CoverGirl, Tampax, Always and others have taken the lead in learning how best to connect with 13-to-18-year-olds.

A key player in P&G's success marketing to teens has been Dave Knox, who pioneered much of the company's strategy of forging partnerships in the digital and real worlds with youth-generated communities and social networks around passion points such as music and sports.

Knox began exploring those areas when he worked on the Secret brand, continuing as teen external relations manager for P&G Beauty brands and co-founder of the company's internal Teen Marketing Expert Network. Although his most recent position has been as a brand manager on the Wal-Mart Customer Team, as of October 1, Knox will relocate back to P&G headquarters and assume the role of global marketing digital brand strategist, a new position at the company.

Knox addressed the topic of evolving marketing models to meet the needs of the youth  
**Procter & Gamble continued on page 4**

## Strategy

### Dell Uses New Event Ties To Show PCs Are Cool

Looking to establish a lifestyle connection with young adults and promote a bevy of new computer products rolled out earlier this year, Dell Inc. is turning up the volume on sponsorship.

"We are definitely investing more on sponsorship," said Susan Kittleson, director of global category marketing, Dell Consumer.

The company has new partnerships with music festivals, film fests and gaming events to show solidarity with and tout its products to teens and twenty-somethings.

"We are reaching out to 'passionate activists'—people that are engaged in certain activities such as music, art or gaming," Kittleson said. "They are passionate about being part of a community, and that is the customer that we want to reach."

**WHO**  
Dell

**TAKEAWAY**

Computer maker sees sponsorship as best way to build rapport with and showcase its latest wares to college students and twenty-somethings.

On the music front, the company is sponsoring six music festivals from July through September, branded as the Summer Rocks Tour.

Ties include this weekend's Bumbershoot presented by Samsung Mobile in Seattle;  
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## SELLING

### Practical Sales Tips For Nonprofit Properties

In a tutorial delivered at IEG's *Making Sensory* conference, Jane Hopgood, vice president, sponsorship projects for Arts & Communications, a Toronto-based agency, offered a series of helpful tips for nonprofit properties on how to approach and pitch prospective partners.

Below are excerpts from her discussion.

When looking to engage corporate prospects, the first consideration for a nonprofit organization is sourcing the right pot of money. It is important to determine if your opportunity is ripe for a marketing-driven partnership, as opposed to a purely philanthropic one, and whether there is the opportunity to leverage both of those budgets at the company.

Because marketing budgets are typically larger than philanthropic budgets, nonprofits should explore all avenues for offering a marketing-driven opportunity. Tactics that we have used to do that successfully include:

**Securing media partners.** This adds  
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## Assertions

Three-year-old **Clear**, a for-profit membership program that validates individuals' personal identification and provides them with access to designated **fast-track security lanes** at 18 U.S. airports, is **partnering with pro sports teams** to promote enrollment. Clear, a brand of Palm Coast, Fla.-based **Verified Identity Pass, Inc.**, just announced first-time deals with the NFL **Atlanta Falcons**, **Denver Broncos** and **San Francisco 49ers**. In addition to being able to start the enrollment process at the Georgia Dome, Invesco Field at Mile High and Candlestick Park, Clear members will enjoy expedited entry into the teams' facilities. Clear members, currently numbering about **200,000**, pay **\$128** a year and must have their fingerprints and iris images captured and identification verified before receiving their Clear cards. Founded by Court TV founder **Steven Brill**, who serves as CEO, the company's **marketing and partnership contact** is **Molly Greenberg**; email: [mgreenberg@verifiedidpass.com](mailto:mgreenberg@verifiedidpass.com).

A couple of **long-held sponsorship assumptions** may be **falling by the wayside**. For many years it was a given that a **major sponsor** entering serious negotiations with a property would **insist** on using **contract language** its attorneys had **drafted** as the template for any agreement. However, with so many deals in their portfolios, big-time sponsors may **no longer** have that **luxury**. **David Viscovich**, an attorney in **Sprint Nextel's** legal department who is the primary counsel for the company's Sponsorships & Strategic Marketing Group, told attendees at IEG's *Advanced Sponsorship Sales* seminar in Washington, D.C. last week that a **property-supplied contract template** is **not a deal breaker**. "We have **so much to review** in managing the day-to-day legal affairs of sports and entertainment sponsorships, strategic alliances, affinity relationships and agency relationships that it's **kind of nice** not to have to generate contracts."

We also are seeing a **decline** in the number of deals that involve a simple **exchange of in-kind** products or services for sponsorship **benefits**. Instead, outside of media partnerships, it is more likely these days to see a sponsor purchase benefits for **cash** and to have the property **purchase** the company's goods or services in return, often at a discount. One of the reasons for this may be that it **relieves** both parties from having to **value** an in-kind donation and in general can make for **easier accounting** on both sides.

**Coca-Cola** has gotten a great deal of attention for its extensive activation program around the just-concluded **Olympic Games**, but while everyone's attention was focused on Beijing, we spied a **noteworthy development** on the domestic front. Although the soft drink giant and its bottlers have run plenty of retail case-sale promotions around its sponsorships over the years, **cause marketing** programs have **not played a major role**. However, for its presenting sponsorship of **The Tour Championship**, the company has added a first-ever cause overlay. The season-ending PGA Tour event in Atlanta next month is supported by a regional in-store promotion at 155 **Kroger** stores that features Coke point-of-sale materials promoting ticket sales and event dates, as well as a donation to the Atlanta-based **East Lake Foundation** based on **case volume sold**. A similar promotion is taking place at 88 Atlanta-area **Wal-Mart** stores with the donation going to **The First Tee** program.

**Jim Andrews**

Sales Tips continued from page 1

### AT ISSUE

Nonprofit organizations have different challenges and opportunities in getting in the door and making sales to prospective sponsors

### TAKEAWAY

Recommended tactics and strategies include succinct up-front communications to secure interest and a meeting, as well as leveraging celebrity and high-profile connections to open doors.

marketing value to your opportunities, whether broadcast media, print or online.

**Creating hospitality experiences.** Particularly experiences money can't buy.

When I was with The National Ballet of Canada, we would organize special evenings where corporate partners could invite their senior people and key clients

to watch the performance from the wings, followed by a private dinner on stage with the artistic director and the principle dancers of the company.

It is important for nonprofits to identify similar opportunities that only your organization can offer because of who you are and what you have access to.

**Allowing a corporation to borrow from the organization's pedigree.** This can be for case studies, business-to-business marketing, client acquisition, etc.

Arts & Communications was able to secure a six-figure cash-and-in-kind commitment from Cisco Systems for Sherbourne Health Centre, an innovative healthcare facility in downtown Toronto that focuses on three distinct groups: the new Canadian population; the gay, lesbian and transgendered communities, and the homeless and under-housed.

Cisco saw the opportunity to use the relationship as a showcase of their technology because Sherbourne is doing really innovative things with electronic medical records. So in addition to a donation, Cisco added funding from their marketing budget to the mix, and Sherbourne benefits from the exposure it receives through Cisco's marketing machine.

### Cold Calls: Who To Pitch?

If there isn't an existing relationship or contact person at a prospective partner, I always start with the vice president of marketing.

I find VPs of marketing have a bird's-eye view of the organization's marketing initiatives, its brand and where it is heading.

What if the vice president of marketing is unresponsive to the cold call? In that case, I call the president's office. Most likely, I won't get the president on the phone, but I will get an assistant.

I will tell the assistant that I have tried to contact the vice president of marketing but have not heard back, so I wanted to find out if I was reaching out to the right person and thought that the president's office could point me in the right direction. In my experience, the president's assistant most often will direct me to an appropriate person—often it is the VP of marketing—and then I can say to that person, "the president's office told me to call you," and 100 percent of the time that phone call is returned.

I find that it's more likely to get somebody live on the phone if I call early or late in the day as opposed to between 10 a.m. and 4 p.m. when meetings are happening. However, if you are calling during those periods most people use as their quiet time to get their work done—and particularly if you are calling after hours—it's important to acknowledge that you know they may be wrapping up their day, but that you were hoping they might have just a few minutes to talk.

I also alternate between calls and emails if a contact appears likely to be more responsive to one form of communication over the other.

Ad agencies also can be great advocates on your behalf if they believe in what you are doing. Through research, find out who they are and copy them on your communications with the client.

Most of the time the company will talk to their agency about the potential partnership anyway, so including them in the loop from the beginning is helpful.

Two caveats to that: I always make a phone call first to try to determine if the agency is likely to get behind the deal and if I get the feeling they won't, then I won't include them in the process. Also, don't rely solely on an ad agency to take your proposal to a client and move it forward.

### Getting Noticed And Getting A Meeting

Your first contact with a new prospect will typically allow only for your elevator pitch—a very succinct, quick verbal blurb or email teaser—that sums up the high points of the opportunity.

This is an email teaser that I sent to Home Depot concerning a project called Art Stage, a large-scale public art initiative along the 401 highway in Ontario, a stretch where there are no billboards (see box).

This was a completely cold introduction to Home Depot and it worked in securing a meeting, and the contact ended up buying the sponsorship.

The key to those initial communications and the subsequent meetings is to find a hook based on what you know about the company and how that can relate to the property. You want to be prepared for that meeting with an understanding of what's happening in their industry, what their objectives are, who their competitors are and what they are doing, how the company is structured, what its corporate culture is, etc.

As for the meeting, even though you are going to go into it prepared with all of that research, and having an outline of a proposal in mind and activation ideas to suggest, you still want to spend 75 percent of the time listening and just 25 percent of the time talking.

You still want to start that meeting by asking questions about what they are looking for, what has worked in the past year and what hasn't.

Sometimes what you will hear means that what is in your back pocket is not what they need. In that case, rather than waste their time, I will tell them that what I have is not going to hit their sweet spot, but knowing what that spot is, I hope that I will have something for them at another time.

By demonstrating that you respect what their needs are, you are able to keep them in your prospect pool and start to build a relationship with them

### Stalled Dialogue: What To Do Next

Even when you are able to get a little traction with a company, everyone has experienced cases when discussions slow down or stall and your calls stop being returned. We have a few tactics that have helped us get things back on track.

One is to use a high profile board member or a celebrity or other prominent personality associated with your organization to help move things along.

We employed this idea on behalf of the Toronto Int'l Art Fair. We were in discussions with Pioneer Electronics, which was

*Email Teaser Introducing Sponsorship Opportunity To Home Depot*

Hi Nick:

I work with Arts & Communications, a national sponsorship consulting firm that represents the best cultural and lifestyle institutions coast to coast. We are representing a client that has an unprecedented opportunity (I don't get to say that very often, but this is truly innovative.)

It is a beautification project that offers only four corporate partners great exposure along the 401 @ the airport. It is time sensitive—we are offering industry exclusivity and Home Depot is among the first on our list of possible partners. I would love to present this idea to you; I think you will see it provides great value.

Please call me to discuss, my coordinates are listed below.

considering sponsoring the fair to promote high-end flat screen TVs to the upscale audience that attends.

Pioneer was very familiar with sports sponsorships, having a number of sports ties across Canada, but they weren't as comfortable with an arts sponsorship. We had suggested that they showcase video art on flat screens placed in strategic spots on the fair floor, but they were concerned about their presence being accepted and deemed credible by the target audience.

Because they were uncomfortable, they started to chill out on the idea and stopped calling us back. Our response was to engage David Liss, chief curator of the Museum of Contemporary Canadian Art, who is somewhat of an art celebrity in Canada and a specialist in video art.

We got David, the Pioneer folks and our key staff on a conference call and we talked about activation ideas, the medium of video art, possible artists that would work really well with the screens and their size, and other issues. The conversation made Pioneer's people much more comfortable with the project and the idea of moving ahead with it, and they subsequently bought the sponsorship and have renewed it for this year.

The use of influential people also can be used to secure initial meetings with prospects if your other cold-calling efforts aren't paying off. We represent a charity called Silken's Active Kids, which was founded by a Canadian icon, Olympic rowing medalist Silken Laumann to fight childhood obesity by ensuring kids have the opportunity for unrestricted play.

In certain situations, we have asked Silken to make calls to prospects and in some cases, she will suggest that she be part of a meeting to discuss a potential sponsorship. The opportunity to meet her, see her medals and be photographed with her has gotten us into the offices of very senior people at companies and has resulted in some big dollars for the organization.

Another tactic is to use a deadline to move the process along. This can be really successful, but I caution you that it is only effective when you know that they are close to a decision and that it may be something organizational on their end that is holding things up rather than a fundamental concern over the deal.

### SOURCE

Arts & Communications, Tel: 416/966-3421

## Far From Kid Stuff: Lessons From P&G On Successfully Partnering With Youth continued from page 1

### AT ISSUE

Understanding what motivates today's youth and forging connections with them for marketers

### TAKEAWAY

Community, personalization and self-expression guide much of teen behavior; entertainment, authenticity and control are key.

market at IEG's *Making Sensory* conference. Below are excerpted remarks from his presentation.

It is not just marketers with teen brands that need to understand teen or youth marketing. Everyone should gain an understanding of this market for two reasons.

First, even if this group is not consuming your brand now, they are forming opinions of it and will be your consumers in a few years. Second, the way the youth market acts gives you insight into how others will behave; it is the youth market that is changing the way brands connect with all of us. They are the tip of the spear.

There are a number of important trends that make the 13-to-24-year-olds of the Millennial generation different from their predecessors. One is their state of optimism combined with stress. The majority of this generation believes they will achieve happiness in their lives, but at least half also says their stress level is high or very high.

The youth market also is driving a shift from a "me" culture to a "we" culture in which the opinions of the group matter the most. Youth are also very socially conscious.

Their lives are completely digital. Youth name the computer the product they could not live without. They are multitaskers who always want to be connected to the world around them.

Yahoo!'s Truly Madly Deeply Engaged Study identified community, personalization and self-expression as the three motivating factors that come out of those generational trends.

Community is self-explanatory. The rise of MySpace and Facebook show that youth strive to feel connected with each other both locally and globally.

Those who once would have been isolated physically or socially from off-line communities can be a part of many others in the digital world. These communities are created by shared experiences and constant communication such as instant messaging, texting and Facebook posting.

Personalization speaks to today's youth demanding control. They are used to customizing and personalizing everything in their lives.

They demand products and services that suit their moods and they want to live in an on-demand world. This means brands must give them the tools to personalize their products, putting the power in their hands.

The third motivating factor, self-expression, is a type of personalization. Youth want to be seen and to be heard. When it comes to brands, they are seen as a badge identifying what the consumer stands for.

So the cola they drink is a form of self-expression and the clothes they wear are a form of self-expression. This generation attaches meaning to every single thing someone does.

Brands must figure out how to play into self-expression and how to empower youth to leverage your brands in the best way.

Something that works in a brand's favor is the members of this generation love to be asked what they think and to give their opinions. So one of the ways to get your finger on the pulse is simply by talking to them.

Create a way to have conversations. You can create outlets for interaction inexpensively. It doesn't cost any money to create a blog and say, "Hey, we're open for business, come talk to us. We want to talk with you, not at you." It doesn't cost any money to put up a Facebook page where they can talk to you.

If you develop those channels, the ideas will start spinning. They will give you ideas of what they want to see and how they want to interact with you.

### Five Rules Of Youth Marketing

Based on those generational trends and motivating factors, if you don't live by these five ideas when creating marketing programs aimed at youth they are going to reject you.

#### Entertain Them

- One of the top traits that makes someone "cool" to youth is a sense of humor. Same thing applies to brands
- Don't take yourself or your brand too seriously
- You will be fighting for their attention in a world full of distractions. Make it worth their time

When you think about marketing to this generation, you need to give them something fun to do. For example, around our Old Spice commercial that featured Will Ferrell as his character Jackie Moon from the movie *Semi-Pro*, we shot two different spots, but we also had all of these great extra takes of Ferrell improv-ing ad copy.

We decided to put all of these ad-libbed spots online and allow kids to look at them, pass them along, blog about them, post them to MySpace, etc. It got thousands of kids to interact with our brand and created a sense of fun and entertainment around Old Spice. The high entertainment value made it worth their time to become involved with the brand.

#### Don't Try To Be Something You Are Not

- Youth crave authenticity. In fact they demand it
- Be a cultural anthropologist to learn their world
- With niche being the new mass, you have to invest in their communities. You cannot just shove your way in line
- Most of them think they can do better "marketing" than you anyway

This is the biggest mistake we make as marketers. We hear about some new trend and we say, "We have to be there. We need to figure out how to do that."

This is a generation that can sniff out b.s. in a heartbeat. They think they are marketers themselves and frankly they probably are better marketers than any of us because they have been marketed to their entire lives.

So you need to figure out how to talk to them in a very authentic way, because authenticity is the single most important thing with this generation. How can your brand play that way? How can you really connect with them?

It begins with recognizing that niche is the new mass. This is a generation with so many different ways to connect with each other across the globe, you need to invest in some of those communities they are involved in and do so in a very real way. To do that, you must follow rule No. 3.

#### Put Them In Control

- Give them the tools to embrace your brand
- They are going to take your brand and shape it in ways you never imagined. Let them!
- Engage them. Enroll them. Befriend them
- Never make the mistake of forgetting them or talking down to them

They are going to hijack your brand or your property whether you like it or not, so you might as well play to them in the right way and give them the tools to use your brand to make it something that speaks to them.

Jones Soda is a great example. Consumers can create their own labels that appear on Jones bottles. The idea of putting consumers in control has given a little soda company the momentum to compete against Pepsi and Coca-Cola.

### Recalibrate Your Risk Tolerance

- Innovation requires placing bets
- Recognize that by the time you see a wave, it is probably already crashing
- To have any hope of catching the next wave you have to create it or see it earlier

One of my favorite things to say to management at P&G is “we need to stop thinking the old way and start thinking like a venture capitalist.” The old saying at P&G was you never got fired for buying a TV spot. In the future you probably will get fired for buying a TV spot, because you need to think differently.

The venture capitalist says, “Try 10 things, three of which are going to fail miserably, five which will be moderate successes and two that will be home runs.” That’s the only way to win.

About four years ago when MySpace was just starting out we did just that with Secret deodorant. We had a new brand coming out called Secret Sparkle Collection for teen and tween girls. Being a niche product, it was a smaller launch; we did not want to do a TV spot.

We wanted to do a little bit of traditional marketing with print, but we also wanted to try some different things. So we placed a couple of bets not knowing what would happen.

We created an AOL IM bot called Secret Sparkle and let consumers just interact with it. We thought maybe a couple of kids would do it; who really wants to talk to an IM bot of a deodorant? It’s not very exciting. We ended up having 100,000 teens within one week interact with this thing. No one would have guessed that. It was a small bet that paid off.

We did the same thing with MySpace. We created a MySpace group around emerging music artists called Discover Your Secret, an easy play on words. We ended up having 500,000 consumers join us as a friend within about a four-month campaign.

### Leverage The Power Of Your Network

- Get out there and shake hands
- Never underestimate the power of someone saying, “You should really meet...”
- Pay it forward and help people out. You never know when the favor will be repaid
- The world is all about connection. Never forget it

With youth trends changing so quickly, we can’t rely on anyone knowing everything. None of us have enough money, not even P&G, to do focus groups to learn about everything going on with the market.

The way to do it is leverage the network, leverage the people you meet at conferences, leverage friends of yours to find out what’s going on and what you need to be on top of. Take meetings even if you don’t know if anything will come of it; it might put you on a trend that you didn’t know about. You need to leverage your network to really think about this.

### Doing Youth Marketing The Right Way

The following examples are deals that have delivered great results for P&G.

**P&G Beauty/Varsity Spirit.** P&G has a ton of beauty brands, including CoverGirl, Herbal Essence, Secret, Pantene and Olay, but on the consumer side no one really knows that we have all those brands, they know them as individual brands.

What we wanted to do is put together a deal where we could tap into teens across our beauty brands and find a unique way to connect with this audience. The way we found to do that was through Varsity Spirit, the largest cheerleading and dance organization in the country with three million teenage girls participating in camps and competitions.

We have been a partner with Varsity Spirit for about four years now. Among the things we do is to have a beauty tent at competitions. We are there to support them at a time of high stress, to give them a chance to do their hair and makeup right before they go on stage and we also provide a place to relax afterwards in our Beauty Lounge, which has comfortable chairs and a DJ.

We do similar things at Varsity’s more than 400 summer camps, which provide a perfect opportunity for sampling. We also collect information from the participants and can use them as quasi focus groups to test new ideas. If we have a new fragrance, we can blast that out to these girls and get their feedback.

Varsity Brands also has a uniform division, which we partnered with CoverGirl to create custom kits that coordinated with school team colors, so that when you ordered a uniform from Varsity you could also order a matching set of all the CoverGirl products that worked perfectly with your school colors.

Six months after we started this sponsorship, Secret’s market share among cheerleaders went up 30 percent. That is a crazy result, and we certainly are not getting it with traditional media.

**P&G FemCare/HERO.** We are in the first year of a partnership with the United Nations Assn. of the United States of America’s HERO program, which is one of the first big cause marketing programs the company has done and the first one for our feminine care brands, Tampax and Always.

HERO provides school-based support to vulnerable children in Africa. P&G partnered with UNA-USA on the Protecting Futures Program to build and equip schools with proper bathrooms because there is a large population of girls who stop going to school once they get their periods because of the lack of facilities and access to feminine protection products.

Our donation was about \$1.5 million and we have on packages that the purchase of Tampax and Always supports the program. But we also wanted to take it a little bit further, because anybody can give money to an organization.

We wanted to involve the youth market and get them thinking about this issue, so we created the HERO Youth Ambassador Program, where we give 20 girls or guys the chance to go over to Africa and help build schools. We document their experiences and post them as webisodes on BeingGirl.com, our destination Web site for teen girls.

The feedback has been great from visitors to the site who thank us for making them aware of the problem and who want to get involved.

#### SOURCE

The Procter & Gamble Co., Tel: 513/983-1100

**Dell continued from page 1**

next month's Monolith Music Festival presented by Esurance in Morrison, Colo. and Austin City Limits Music Festival delivered by AT&T. Earlier, Dell sponsored Chicago's Lollapalooza delivered by AT&T. Baltimore's Virgin Music Festival and San Francisco's just-concluded Outside Lands Music & Arts Festival.

Dell this year also increased its involvement with the South by Southwest music, film and interactive conferences and sponsored the Sundance Film Festival for the seventh year.

To further reach film aficionados, Dell will present this weekend's Telluride Film Festival on behalf of DellLounge.com. The company bills Dell Lounge as "an interactive, experiential Web site offering exclusive content for a range of online communities, including music, gaming and entertainment."

In addition, Dell's College Gaming League recently became the official amateur league partner of the Championship Gaming Series—a professional video game league. The CGL is a joint venture between Dell, Intel Corp. and Microsoft Corp.

Dell and Intel also are sponsoring events as part of their Extreme Gaming Tour mobile marketing program. In addition to gaming conventions, the tour this year will visit and/or sponsor a handful of non-endemic properties, including Taste of Buffalo presented by Tops; the Ohio State Fair and western Washington's Puyallup Fair.

All of the ties promote Dell products rolled out over the past 14 months that have multimedia capabilities at their technical core and self-expression as their emotional heart.

They include the Studio line of laptops, launched in June, which consumers can personalize through more than 10 color combinations. In April, Dell also launched a line of pink XPS laptops.

The new products are aimed squarely at taking on Apple Inc., whose Mac line has established a reputation as cool, hip computers that excel in the areas of high quality, easy-to-use graphics, video and music applications.

Dell wants to show would-be Mac buyers how its new products stack up, thus it has turned to sponsorship to allow for face-to-face interaction with its target.

"The days of reaching people through TV ads are over," Kittleson said. "We need to

expand and change our marketing mix so that we can more readily engage customers and prospects. We feel it is now more important to interact directly with our customers than just through telephone lines or online channels."

The company launched the sponsorship initiative in the late summer to promote its products during the back-to-school shopping season, she added.

**Online And Offline Engagement Takes Center Stage**

A key goal of the sponsorship campaign is to establish an ongoing dialogue with consumers by collecting email addresses through online and on-site sweepstakes and promotions.

Headquarters for the online component is the 14-month-old Dell Lounge site.

Visitors to the site can enter a number of event-themed promotions. For example, musicians can enter The Sound and the Jury competition, an online battle of the bands that dangles an appearance at the Austin City Limits fest.

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**"We are reaching out to 'passionate activists'—people that are engaged in certain activities such as music, art or gaming."**

— Susan Kittleson, Dell

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In addition, on Dell Lounge's Summer Rocks page, consumers can enter a sweeps that offers a trip to the ACL event. They also can make a digital mix "tape" and check out other music content.

In addition to providing their names, addresses and email addresses to enter the promos, consumers can opt-in to receive information on upcoming Dell promotions.

DellLounge.com is the hub for information on Dell's sponsored properties across the music, film and gaming spaces. For example, visitors can register for the College Gaming League and watch videos of gamers along with other gaming content.

Consumers can register to become a Digital Lounge VIP member and receive email updates on new content.

In a viral marketing play, Dell Lounge visitors also can register to receive widgets that offer event and promotion-themed updates. Users can post the Dell-branded widgets on Facebook, MySpace and other social networking sites.

Off-line, Dell is activating its sponsorships to engage consumers and obtain their contact information.

At each of the six Summer Rocks festivals, Dell sets up the Dell Dome, where attendees can check emails, create music mixes, make T-shirts, and receive hair makeovers and temporary tattoos. Each dome is painted and hosted by Mike Ming, a Brooklyn, N.Y.-based artist who Dell worked with to create "special art edition" laptops featuring his exclusive designs.

"We thought it would be great to partner with Mike and create the Dell Dome where people can create with Dell," Kittleson said.

Dell kicked off the Summer Rocks Tour in July with a giveaway of 15,000 towels in the colors of the Studio line. The free-for-the-taking towels were laid out in checkerboard mosaics in gathering places in Austin, Chicago, Los Angeles, New York and Seattle. Each towel had a hangtag touting the Sound and the Jury band competition.

To determine success, Dell will measure the number of emails collected through the sponsorship-related promotions, traffic to DellLounge.com, the number of visitors to the Dell Dome and the length of their visit.

Lisa Hassel, senior manager of experiential marketing, Dell Consumer, manages the company's ties; Kittleson signs off.

In addition to its new deals, Dell sponsors a handful of other properties, including associate sponsorship of Chip Ganassi Racing's No. 40 NASCAR Nationwide Series entry. It also supports the (Product) Red cause marketing initiative, making a donation to The Global Fund with each sale of its (Dell) Red computers.

In its hometown of Austin, the company titles the Dell Diamond—home to Triple A baseball's Round Rock Express—and cosponsors the Statesman Capital 10K presented by Guaranty Bank; the Urban Music Festival and other properties.

**SOURCE**

Dell Inc., Tel: 512/338-4400

## CATEGORY UPDATE

## Car Sharing Services Use Sponsorship To Spark Memberships

With their popularity growing amid high gasoline prices, car sharing services are increasingly turning to sponsorship to promote their offerings and, in some cases, spotlight their eco-friendly positioning.

Market leader Zipcar, Inc. reports it is adding 10,000 new members per month, a rate triple the number of customers it was acquiring a year ago. According to Zipcar's recent survey of new members, 40 percent cited the cost of fuel as their primary reason for using the service.

Overall, as of July 1, the U.S. had 19 car-sharing services—most of which have nonprofit status—offering 5,838 vehicles to 279,174 members, according to the Transportation Sustainability Research Center at the University of California, Berkeley.

Car-sharing services target urbanites requiring vehicles for occasional short-term usage. Most services charge an annual membership fee ranging from \$50 to \$100 and then rent their vehicles for typically less than \$10 an hour, often including gas and insurance in that rate.

Consumers pick up and drop off the vehicles at designated areas, such as retail and transit station parking lots or garages.

The rise in interest in short-term car rental has prompted a flurry of new sponsorship activity as providers look to educate and excite consumers about their services and prompt membership.

Zipcar—the for-profit category giant with more than 200,000 members and 5,000 cars following its November '07 acquisition of Mobility, Inc.'s Flexcar—has sponsored this summer's Fremont Outdoor Movies in Seattle, last month's Pitchfork Music Festival in Chicago and other recent events.

The company also backed a team that competed in the Pan-Mass Challenge bike-a-thon across the Bay State earlier this month, selling Team Zipcar cycling jerseys and hosting a fundraiser for the Dana-Farber Cancer Institute's Jimmy Fund, the race's beneficiary.

Zipcar also promoted the team and event on 16 wrapped vehicles in Boston and three other Massachusetts cities.

Chicago's I-Go Car Sharing Service this year added new partnerships with the local Avon Walk for Breast Cancer stop and several festivals in the Windy City to an existing portfolio, while Bay Area nonprofit City CarShare added San Francisco's Alamo Square Flea Market

and the Filmore Jazz Festival to its growing sponsorship line-up.

Madison, Wis.-based Community Car, Inc. this year signed first-time deals with Going Green Wisconsin and Madison Green Day, while Colorado's Boulder CarShare nonprofit sponsored Denver's Capitol Hill People's Fair and the Boulder Creek Festival. Toronto's AutoShare-Car Sharing Network Inc. was a first-time sponsor of last month's The Scream Literary Festival.

### I-Go Gives Green Light To Sponsorship

Six-year-old I-Go, which counts roughly 10,000 members in its Chicago market, allocates roughly 20 percent of its marketing budget to sponsorship, said Richard Kosmacher, the nonprofit's business development manager. I-Go will sponsor roughly 15 neighborhood festivals this year.

"Sponsorship is effective for us because we are a neighborhood organization and there is no better way to get our name and product in front of people from the local communities in which we operate."

Like other car sharing services, I-Go prefers to funds deals in trade. Slightly more than half of the company's current partnerships are strictly in-kind, while the remainder include a cash payment, Kosmacher said.

I-Go typically swaps vehicles in exchange for on-site marketing rights, mention in event collateral materials and exposure in property outreach efforts.

On site I-Go sets up a tent where it talks up the benefits of car sharing and provides membership information. It also distributes coupons with promotional codes that offer membership discounts.

Kosmacher estimates the organization has signed up "hundreds" of members since it launched its event marketing program in '04. In addition to direct access to prospective members, "sponsorship creates a lot of goodwill—it's an intangible benefit, but we get a positive rub-off from helping events," Kosmacher said.

### Selling Sponsorship To Car-sharing Services

The category has some unique qualities that rightsholders should keep in mind when developing pitches.

**Involve members as volunteers.** Many car-sharing members are evangelists for the concept and most services view them as their best brand ambassadors, so they offer members the opportunity to staff

#### WHO

Car-sharing services

#### TAKEAWAY

Both for-profit and nonprofit services seek properties that grant access to mostly urban, young adult audiences.

on-site booths and interact with prospective members.

For example, I-Go offers members one hour in driving credit for every hour they volunteer, while Zipcar customers receive T-shirts, a \$10 driving credit and other benefits for attending events on the company's behalf.

**Provide local focus.** Car-sharing services only want to reach consumers living in the communities in which they operate, which are primarily urban environments. They are not interested in properties that draw a great number of attendees from other areas.

"It's a complete waste for us to spend a penny on events geared for people who are from out of town," Kosmacher said.

**Offer access to college students.** The college market is a key target for most car-sharing services, many of which have arrangements with universities to provide parking spaces for their cars. For example, Zipcar has more than 70 university partnerships with plans to greatly expand that number.

Services have sponsored events hosted by schools as well as others that attract college students. For example, Zipcar is sponsoring this week's Caltopia college lifestyle festival at UC Berkeley.

**Do not highlight exclusivity.** Most car-sharing services do not seek exclusivity. For example, both Zipcar and City CarShare will have a presence at Caltopia, as well as at this weekend's Comcast Art & Soul festival in Oakland, Calif.

"We want to get out the concept of car sharing; it's fine if Zipcar is there," said Gretchen Nachtwey, a marketing associate for City CarShare, which will sponsor roughly 35 events this year.

Properties can obtain a listing of car sharing services by market at [www.carsharing.net](http://www.carsharing.net).

#### SOURCES

City CarShare, Tel: 415/995-8588

I-Go Car Sharing, Tel: 773/278-4446

## SEEKING DEALS

## The Skinny On Upstart Water Brand's Sponsorship Strategy

Skinny Nutritional Corp. is using sponsorship as a key component of the national rollout of its Skinny Water enhanced beverage brand.

The company plans to spend roughly \$500,000 on cash sponsorships over the next year, said president and CEO Don McDonald, noting the figure represents roughly 10 percent to 15 percent of what it will spend overall on marketing during that period.

The company, whose stock trades over the counter, has spent more than \$100,000 on deals since a full-scale launch of the product in select markets in May.

Among those deals: a temporary naming rights agreement that converted Midway Stadium, home to minor league baseball's independent Northern League St. Paul Saints, into Skinny Water Field for a week earlier this month.

The company may replicate that promotion with other minor league baseball teams and their ballparks, McDonald said.

In addition to Minnesota, the company also has signed deals to build visibility in Maryland, southern New Jersey and eastern Pennsylvania.

Those sponsorships include last month's The Art of Surfing Festival in Ocean City, N.J., as well as June's Commerce Bank Triple Crown of Cycling, May's Blue Cross Broad Street Run, and the Susan G. Komen Race for the Cure, all of which occurred in Philadelphia. Skinny Water also is negotiating a deal with the AHL Philadelphia Phantoms.

The company plans to sign additional deals to build its presence in new markets. By the end of the year the company plans to enter Baltimore, Boston, and Washington, D.C., as well as Los Angeles, New York City and other markets in California and New York.

Taking on Glaceau's category-leading Vitaminwater and a plethora of other enhanced waters, Skinny Water's message focuses on its sugar-free and calorie-free positioning and its claim that it includes natural appetite suppressants to aid weight loss.

The company's sponsorships are aimed at getting the product in the hands of consumers and in helping strengthen the brand as it seeks to build its distribution channels.

"Sponsorship serves as a support mechanism in our market cultivation strategy by providing a direct link to our potential customers," said George Wilkins, Skinny Water's brand manager.

The brand, which is sold in some Target Corp. outlets, this year has gained distribution through supermarket chain Acme Markets, Inc. and Lukoil America's gasoline and c-store outlets, as well as five Anheuser-Busch distributors and two Red Bull distributors.

### Naming Rights Promotion Hits All Hot Buttons

The company has five specific objectives for sponsorship: generate buzz; build visibility in front of potential retail accounts; showcase its active ingredients' appetite-suppressant, fat-burning and metabolism-boosting properties; gain sampling rights; and reach active 18-to-34-year-olds, skewed female.

The company used its reported \$50,000

**WHO**  
Skinny Water

#### TAKEAWAY

Enhanced water brand looks for properties that reach active 18-to-34-year-olds, generate media attention, support weight-loss positioning and offer sampling opportunities.

deal for Skinny Water Field to generate media coverage in the Minneapolis/St. Paul market. The brand entered Minnesota in June after signing deals with three of the state's Anheuser-Busch distributors.

The company also used the tie to build its presence in front of a key retail partner: Target.

"Minneapolis is a key market for us because it has a large number of Target stores and is headquarters to Target Corp.," McDonald said in a statement.

To highlight Skinny Water's "zero calories, zero sugar, zero guilt" theme, the company leveraged the August 3-9 naming rights promotion by posting zeros around the pitcher's mound and home plate, as well as in the outfield, during the Saints' six home games. It also touted its brand on player uniforms and through on-site signage.

The sponsorship also provided sampling opportunities. "Product sampling is a key part of our marketing. We think that once we get it in people's hands, they are going to buy it," McDonald said.

In addition, the deal included \$30,000 worth of TV and radio spots during the week of the promotion. "We would have spent more money and received less attention if we purchased the media on our own," said McDonald, who signs off on sponsorships.

Skinny Water also has an endorsement deal with Philadelphia fitness guru, entrepreneur and former NBA 76ers president Pat Croce, whom the company touts through Acme supermarket circulars in the Philadelphia market.

In addition, the brand sampled product in goody bags distributed to celebrities at this year's Grammy Awards, Latin Grammy Awards and other music and Hollywood-centric events.

#### SOURCE

Skinny Nutritional Corp., Tel: 610/784-2000

## IEG

#### Editorial Team

*Lesla Ukman*, Executive Editor, [lesa.ukman@iegsr.com](mailto:lesa.ukman@iegsr.com)  
*Jim Andrews*, Editorial Director, [jim.andrews@iegsr.com](mailto:jim.andrews@iegsr.com)  
*William Chipps*, Senior Editor, [william.chipps@iegsr.com](mailto:william.chipps@iegsr.com)  
*Dan Dorfman*, Editor, [dan.dorfman@iegsr.com](mailto:dan.dorfman@iegsr.com)  
*Kevin Thull*, Production Director  
*Eva Barriga*, Senior Designer  
*Joe Romo*, Production Assistant

#### Contact IEG

640 North LaSalle, Suite 450  
 Chicago, IL 60654-3186 U.S.A.  
 Tel: 1-800/834-4850 or 312/944-1727  
 Fax: 312/944-1897  
 E-mail: [info@iegsr.com](mailto:info@iegsr.com)

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