



TIP SHEET
**8 TIPS ON USING DATA TO
ACTIVATE IN TODAY'S SPORTS
SPONSORSHIP CLIMATE**

Prior to the Sloan Sports Analytics Conference held in Boston in February 2018, KORE Software sponsored a panel discussion put on by the Boston chapter of WISE (Women in Sports and Events).

At the session, entitled "Getting WISE with Sponsorship," top executives represented the team, research, consulting and brand perspectives, including:

MODERATOR

Zoe Panayides, Senior Activation Manager, Oakland Raiders

TEAM

Erin Prober, Director of Strategic Partnerships, LA Clippers

RESEARCH

Alexa Linger, Vice President of Business Development, Navigate Research

CONSULTING

Rebekah Stevens, Vice President, Nielsen Sports

BRAND

Ellie Malloy, Director of Sponsorship Marketing, John Hancock

TIP SHEET

They shared eight tips on using data and analytics to improve sponsorships.

1

Be smart about what you're trying to sell, who you're trying to sell it to, and learn to speak their language.

Once your data identifies these three points, you can hyper target your messages. You can create the best message to sell the right produce to each segment of your market.

2

Understand the rules of the generation you're trying to reach.

Gen Z uses Snapchat and Instagram for getting their news.. They're getting quick news hits in very short form that takes two to five minutes to read. But Facebook skews older. Knowing this, you'll want to use Snapchat and Instagram to reach the Gen Z market, but Facebook to connect with Boomers.

3

Understand the general traits of your target audience so you can offer personalization and variability.

Gen Z wants everything personalized, so creating a one-size-fits-all campaign will not work for this group. Gen Z is a diverse group of people. To reach them, you must know their demographics and psychographics so you can create meaningful experiences that they're willing to pay for. Through social media research, you can start to segment and understand this group.

4

Stop thinking locally.

There's pressure now to think nationally, if not globally. Find ways you can adapt by taking a sponsorship for a property that exists in one place and spreading that message and word in an impactful, organic way that will resonate with a national or global audience.

TIP SHEET CONT.

8 TIPS ON USING DATA TO ACTIVATE IN TODAY'S SPORTS SPONSORSHIP CLIMATE

5

Use social media to hyper target your audience across the world.

Properties have fans all over the world. This gives you the ability to create content partnerships with global companies. It opens up a whole new avenue of potential partners. Using your segmented data, you can push specific content directly to global fans, content that your property's U.S. fans wouldn't necessarily see, as it wouldn't apply to them.

6

Find ways to connect with your fans where they exist.

Fandom is changing. The passion isn't going anywhere, but it's no longer possible to just connect with fans at games or through TV broadcasts. It's time to start connecting with people throughout their day and putting yourselves and your fans in your client's shoes. Identify what your fan's purchasing process is and connect that with sports.

7

Identify what success is for you and your sponsor.

Move towards a model where you put parameters in place for what you consider success to be. Find ways to define success beforehand and then afterwards, manage the monetary value of that.

8

Use your data in a way that helps you understand what's happening, tells a story, and measures against objectives so you can optimize your partnerships.

Work with your sponsors or rights holders to understand what is the most pertinent data, what are the sponsor's objectives, and how to leverage that.

If you're looking for an end to end sponsorship management system that tracks inventory, streamlines sales and activation process, drives actionable insights, and takes profitability to a new level, you'll want to check out KORE Software's **Sponsorship & Partner Engagement™** application.

KORE Software has more than 10 years experience working with some of the most valuable sponsorship and admission-based brands in the world. We offer a comprehensive suite of applications for:

Ticketing & Fan Engagement™
Sponsorship & Partner Engagement™
Suites & Premium™
Data Warehouse & Analytics™

See how we can help streamline your sponsorship sales and activation efforts or deepen your fan engagement with our specialized software applications.

SPEAK WITH AN EXPERT

Learn more at
www.KORESoftware.com.

A photograph of rows of red stadium seats, viewed from an elevated angle, receding into the distance. The seats are arranged in a grid pattern, and the perspective creates a strong sense of depth. A blue diagonal shape is overlaid on the top right corner of the image.

TIP SHEET

**8 TIPS ON USING
DATA TO ACTIVATE
IN TODAY'S SPORTS
SPONSORSHIP CLIMATE**