



# **Sponsorship Snapshot Report: Visitor Attractions**

Find!Sponsorship

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## Sponsorship of Visitor Attractions

### Overview

The table below referees more to acquiring naming rights but it can still be seen that sponsors believe that associating with a venue is an area of sponsorship that is likely to grow. This is tied up with the sponsorship industry's search for properties offering unique experiences for customers and then integrating a sponsor into prestige and exciting environments.

**Table1: Sponsorship Activities Likely To See Most Growth**

|                      |            |
|----------------------|------------|
| Cause related        | 40%        |
| Concerts/Festivals   | 30%        |
| <b>Stadia/Venues</b> | <b>30%</b> |
| Education            | 26%        |
| Football             | 23%        |
| Extreme Sports       | 21%        |
| Music                | 4%         |

Source: European Sponsorship Association

A search of the Find!Sponsorship database of over 22,000 sponsorships from round the world revealed that venue sponsorship is very well established in the USA, and less so in the UK (apart from naming rights for stadia). Reported deal values in the list below vary, but are generally quite low except for theme parks with their massive visitor numbers.

**Table 2: Sponsorship of Attractions (US\$ per annum)**

|                            |  |         |
|----------------------------|--|---------|
| MasterCard                 | Chelsea Piers Sports & Entertainment Complex NYC | 200,000 |
| Daytona Beach News-Journal | Daytona Beach Performing Arts Center             | 500,000 |
| Dunkin' Donuts             | Dunkin' Donuts Center Rhode Island               | 200,000 |
| Bridgestone                | Gaylord Hotels Music City Bowl                   | 200,000 |
| Germain Motor Co.          | Germain Ampitheatre                              | 400,000 |

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|                             |  |         |
|-----------------------------|--|---------|
| LG Electronics              | IMAX Theatre in Sydney                       | 133,000 |
| Labatt's                    | London, Ontario entertainment facility       | 320,000 |
| Keeler Motor Car            | Lounge level at the Times Union Center       | 50,000  |
| Gaylord Entertainment Co.   | Music City Bowl                              | 53,000  |
| Discover Financial Services | PIER 39 San Francisco,                       | 200,000 |
| Dannon                      | Six Flags Theme Parks                        | 750,000 |
| Sound Advice                | Sound Advice Amphitheater                    | 50,000  |
| Toyota                      | Toyota Center Washington                     | 201,000 |
| Eastman Kodak               | Universal Studios Theme Parks                | 600,000 |
| Eastman Kodak               | Walt Disney US Parks and Disney Cruise Lines | 50,000  |
| Verizon Wireless Theater    | Verizon Wireless Theater Houston             | 20,000  |
| Webster Bank                | Webster Bank Arena at Harbor Yard            | 350,000 |

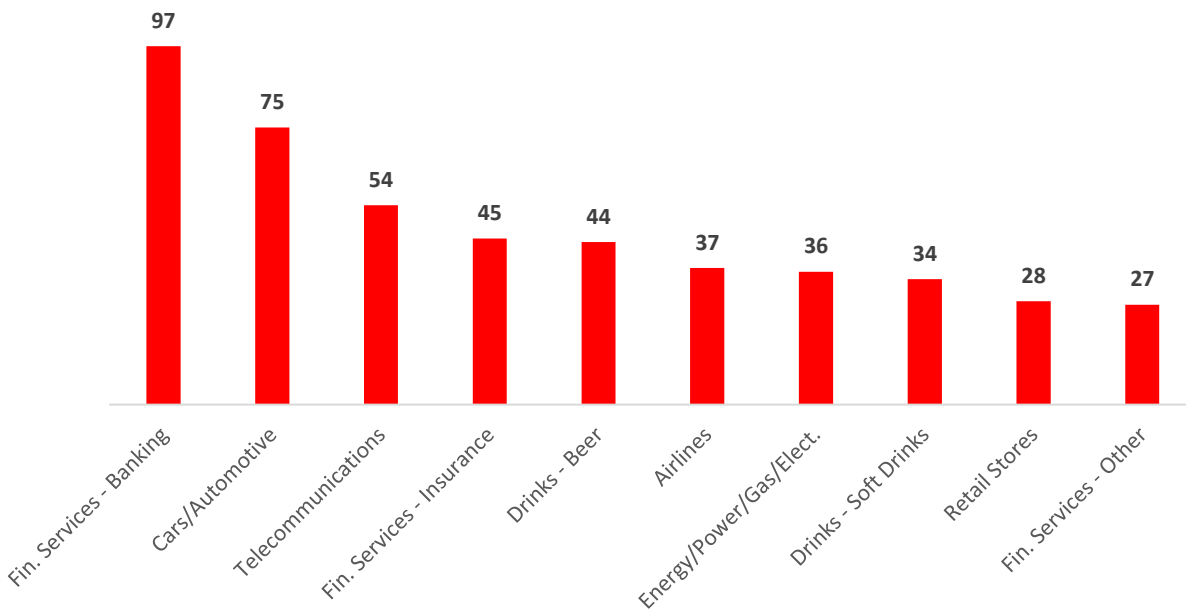
US venues such as Madison Square Garden have a tradition of selling individual areas within facilities to individual sponsors and these can include ticket kiosks to car parks to lounges.

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When looking at venue sponsorship as a category, an analysis of 791 international deals shows that the top ten sponsoring industries in the category are dominated by the financial services industry. Cars are a natural sponsor as venues offer display and test drive possibilities. Airlines can use venues for destination marketing and frequent flyer rewards and O2 are the template for telecoms using venues for priority access and content.

## Venue Sponsorship Top 10

*number of reported deals*



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## Sponsorship of London & UK Attractions

Table 3: Sponsorship of Major London & UK Attractions £ per annum

| Institution/Sponsor     | Project                              | Estimated annual fee   | Footfall                     |
|-------------------------|--------------------------------------|--|------------------------------|
| English National Opera  | Coliseum naming rights               | £1.5m p.a. – estimated asking price  |                              |
| Emirates                | Air Line                             | £3.6m p.a. over 10 years   | 3.1m passengers since launch |
| EDF                     | London Eye (Previously BA)           | £2.6m. p.a. over 3 years   | 3m visitors p.a.             |
| O2                      | London Academies and National Venues | £720,000 p.a. over 5 years   |                              |
|                         | The O2 – North Greenwich             | £6m p.a for 10 years   |                              |
| Barclays                | Cycle Hire                           | £12m. p.a. over 3 years (renewed 2011)                                       |                              |
| Winter pop up ice rinks |                                      | Somerset House rink<br>£250,000 Title sponsor,<br>£50-100,000 Partner level. |                              |

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|                        |                              |   |           |
|------------------------|------------------------------|---|-----------|
|                        |                              | Winter Wonderland Hyde Park slightly less.  |           |
| Hampton Court Festival |                              | £100,000 Title Sponsor, £25,000 Partner   |           |
| RHS Flower Show        |                              | £4m. Title sponsor (M&G)  | 700,000   |
| McVities               | London Zoo penguin enclosure | £80,000   | 1,294,483 |
| National Gallery       |                              | Exhibition sponsors start at £100k upwards going to £250,000 - £500,000 and do sometimes contain an element of benefit in kind (BIK) especially from IT firms | 6,031,574 |
| V&A                    |                              | Top price is around £500,000<br><br>Multiple-room exhibitions for £350,000 for a sole sponsor.<br><br>Contemporary Exhibitions in Porter Gallery from £75,000 | 3,290,500 |

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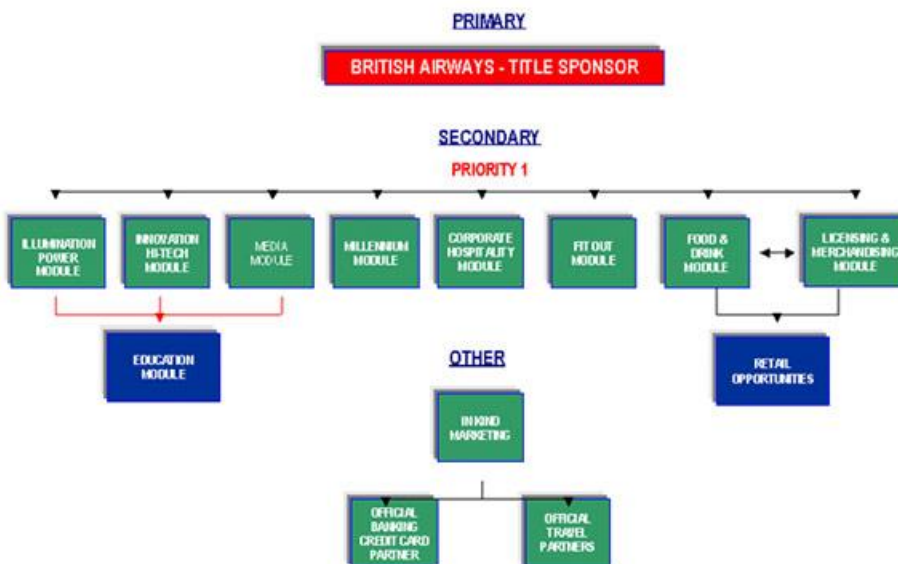
|  |  |  |  |
|--|--|--|--|
|  |  | <p>Fashion Displays: Exhibitions in the Fashion Gallery from £150,000</p> <p>Live Events: Include catwalk shows, Fashion in Motion and Friday Lates. £25,000</p> |  |
|--|--|--|--|

The critical element of the larger sponsorships is the inclusion on naming rights (The EMIRATES Air Line, BARCLAYS Cycle Hire) against a large target audience, supplemented in some cases with added benefits such as priority ticketing (O2) or exclusive access (ENO). This significantly inflates the value that a sponsor is willing to invest.

## Case Study: London Eye

BA owned one third of the site before it was bought in 2005 by Merlin Entertainments and was the first sponsor for 8 years from 2000,

The sponsor hierarchy was as below:



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As well as Coca-Cola and Nestle, the standout enhancement of the visitor experience was with Nikon who offered binoculars for visitors during their flight: This was a cash fee with in-kind sponsorship and a retail opportunity

Since then new title sponsor EDF have conducted some notable activations including the Eyeskate ice rink.

EDF leveraged their role as official energy services provider for the Olympics and Paralympics with Energy of the Nation which was designed to increase awareness of EDF as an official Olympic/Paralympic sponsor and sponsor of the Eye. Indeed awareness of EDF as an Olympic sponsor went from 31% (pre) to 49% among those that saw the campaign and awareness of EDF as London Eye sponsor went from 18% (pre) to 31% against the GB representative sample of 22% awareness.

## **Case Study: M&G and Chelsea Flower Show**

With a claimed TV audience of 36 million, 161,000 visitors and corporate entertainment estimated to raise between £2.5m and £3m for the Royal Horticultural Society, this event has become a major sponsorship arena.

M&G have been a sponsor since 2010 and will be title sponsor until 2017. They have sub platform such as the M&G Garden (estimated to cost £100,000 alone) and The M&G Little Garden Awards. They have also looked at increasing the footprint with branded taxis and rickshaws between the venue and Sloane Square station where there is also a garden.

Below that companies can sponsor one of the 17 gardens and have the chance to buy corporate entertainment packages which cost up to £840 each for the 5,000 people attending, 1,300 of which stay for dinner at further cost. Guests at the prestigious Gala Preview night enjoy a glass of Laurent-Perrier Champagne – the Official Champagne of not only the RHS Chelsea Flower Show, but all RHS flower shows.

Hailo the new high tech taxi service, tried to gain awareness amongst an affluent audience by sponsoring the 2012 show. The company—whose headquarters is based on a ship moored on the Thames river—activated the sponsorship with three “taxi gardens” inspired by bars located in the Soho entertainment district.

## **Case Study: Cruise Liners Sponsorship**

With an average customer base of over 45, some new ships to promote and some recent bad publicity some cruise lines have sponsored events and teams. They have also been looking at ways that sponsorship can augment the cruise experience sponsorship and thus is generally done by themselves sponsoring an event and then leveraging it into the ships. For example the US brand Carnival activates team sponsorship to promote its on-board experience with bars modelled after those found in the American Airlines Arena, the home of the Miami Heat.



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## Case Study: Raymond Weil Official Timing Partner of the SSE Hydro & Royal Albert Hall

Most sponsors of the new SSE Hydro venue and The Royal Albert Hall are food & beverage but luxury watch brand Raymond.Weil stands out.

As well as clocks around the venue and timing the countdown to the venue opening convert by Rod Stewart they projected a watch model around the arena that was visible 20 miles away. Weil also sponsors the Brit Awards and uses music as a marketing tool. Their RW Owners Club doubtless offers access to the two sponsored venues.

**Table 4: Overview Venues with Footfall 800,000 – 1m. London & UK Attractions**

| Institution/Sponsor               | Project | Estimated annual fee | Footfall  |
|-----------------------------------|---------|----------------------|-----------|
| Canterbury Cathedral              |         |                      | 1,001,266 |
| RHS Garden Wisley                 |         |                      | 964,078   |
| Scottish National Gallery (NGS)   |         |                      | 933,296   |
| Eden Project                      |         |                      | 858,897   |
| Royal Observatory Greenwich (RMG) |         |                      | 798,804   |

Source: Association of Leading Visitor Attractions

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## Comparison to Premium Events/Experiences

|  |  |   |
|--|--|---|
| <b>Qatar Investment &amp; Projects Development Holding Company</b> | <b>British Champions Series<br/>Horse Racing</b>   | <b>£2.3m p.a.</b>                                   |
| <b>Investec</b>  | <b>Investec Derby</b>                              | <b>£2m. p.a.</b>                                    |
| <b>Chesterton's</b>  | <b>Polo In The Park</b>                            | <b>£250,000 Title sponsor,<br/>Partners £50,000</b> |
| <b>Brewin Dolphin</b>  | <b>Brewin Dolphin Commodores'<br/>Cup. Sailing</b> | <b>£100,000</b>                                     |