

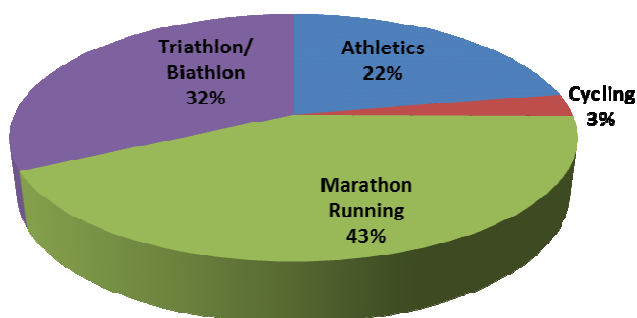
# Sponsorship Snapshot Report:

## Mass Participation Sports Sponsorship

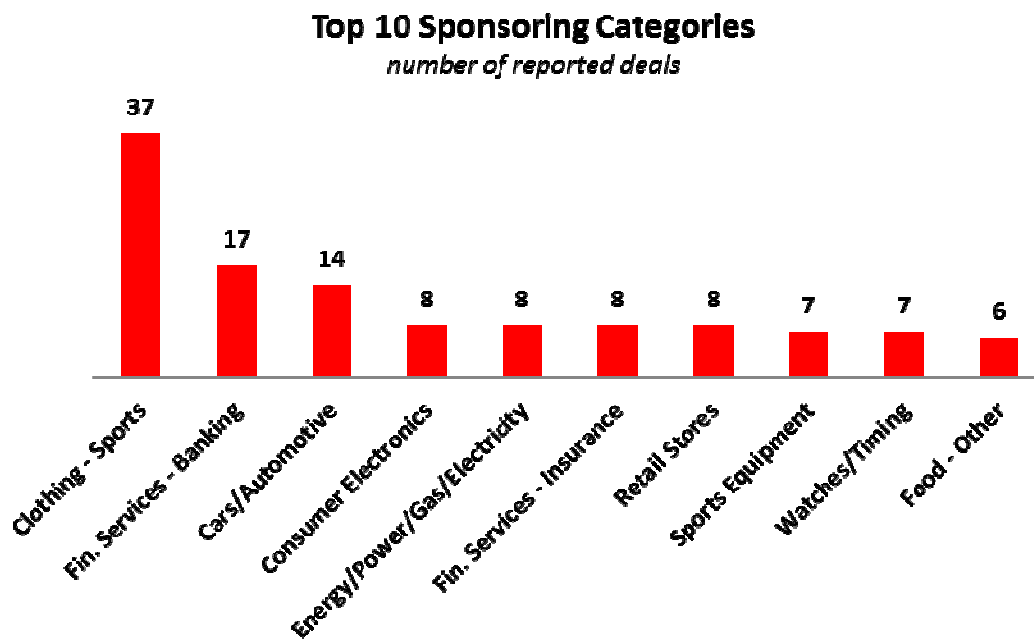
The king of mass participation events is always the sport of running with its limited equipment needs and the capacity to handle thousand of competitors simultaneously. TV coverage of flagship marathons like New York, London and Boston show us the sports' elite pursued by normal people further down the road, but running on the very same circuit, who are ordinary runners or even dressed as giant chickens or other weird looks for charity. Nike has done a remarkable job with events such as the world's first global 10K races, The Nike+ Human Race and there are many similar events in almost every country and region such as the BUPA Great Run in the UK which allow sponsors to get in close contact with often fairly substantial numbers of runners and their families.

Events such as the HSBC Bermuda Marathon attract healthy levels of sponsorship with some of the big city marathons commanding considerable rights fees. Marathon running has so far been the most attractive to sponsors, but triathlons are becoming increasingly popular. We have split off mass participation events in athletics, such as fun runs and cycling events, for comparison

### Mass Participation Sport Sponsorships by Activity 1998- 2012



The top ten sponsoring industries in the category are:



### Major Companies Sponsoring Marathons Include:

- BMW
- ING
- Standard Chartered
- Tata Consultancy

In sponsorship terms, the most well known marathons are the pinnacle events. They offer major TV coverage on top of the 20,000 plus fanatical participants and there is enough history of successful leveraging of these events to justify the sums being paid. Indeed looking at the London example, Flora paved the way in overcoming the biggest handicap of such events – that they occur on only one day a year with a peak of interest on that day - and then disappear for another year. After the first few editions they came up with a strategy of



showing how a number of celebratory women trained and improved their diet (a key brand feature of Flora) over many months to become capable of finishing a marathon.

No look at marathon sponsorship would be complete without the Virgin Group who signed a £17m five-year deal last year to become the official sponsor of the London Marathon to replace Flora's 14-year association with the event. From 2010, the thirtieth London Marathon will be branded the Virgin London Marathon. Virgin made a lot at the announcement about their role in developing the London Marathon even further as an enormous fund raising machine for charities, and this theme is taken up by ING who sponsor many marathons around the world. ING value the sports' emphasis on individual effort within a wider community and one of the leverage points is their Run for Something Better charity campaign. It is a clear theme that mass participation sports do offer sponsors very reasonable media exposure at the top end, coupled with a means to conduct CSR type of activity at a national and regional level.

Triathlons do not have the same mass media profile but they do have an attractive and resonant image of supreme health and effort. In some cases they have managed to transcend sponsorship of sport related products such as Timex, Fila and New Balance. Notable large companies using triathlons are Accenture with the Chicago Triathlon, and Michelob's past sponsorship of the London Triathlon which stressed the lighter healthier style of their ULTRA beer aimed at young upscale demographic.

The mass participation sponsorship phenomenon seems to be truly global with Standard Chartered this year announcing major sponsorship of both the Mumbai and Singapore marathons.

