



# CORPORATE SPONSORSHIP AND ADVERTISING

Program guidelines

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# SECTION 1 PROGRAM SUMMARY

This document provides the guidelines to move forward with a Corporate Sponsorship and Advertising program. The program formalizes activities the fairgrounds has undertaken and provides a more strategic approach, seeking a balance between maximizing revenue and continuing to provide a positive overall user experience of fairgrounds assets. The fairgrounds will welcome corporate sponsorship and advertising from qualified businesses and organizations that align with the fairgrounds and city's values, priorities and asset audiences.

# SECTION 2 BACKGROUND

City of Winston-Salem has identified exploring revenue generation as a priority for strong financial management of the Winston-Salem Fairgrounds.

## Research

Research supports corporate sponsorship in municipalities is one of the fastest growing sectors of the sponsorship industry and is supported by residents at a municipal level.

- The American Consumer Sponsorship Rankings (2015) show that 85% of Americans believe corporations/ businesses should be able to name / sponsor public places such as hockey rinks, ball parks and recreational facilities.
- The American Municipal Benchmarking Survey (2016) on Sponsorship and Naming Rights revealed that:
  - 56% of all American municipalities are engaged in some sort of corporate sponsorship.
  - Almost 1 in 2 municipalities have been engaged in corporate sponsorship for 5+ years.
  - 94% of those municipalities that have identified being engaged in some sort of corporate sponsorship are actively engaged in seeking naming rights and 2/3 of that group already have some sort of naming rights in place.

## Location Specific Background

The Winston-Salem Fairgrounds is known as Winston-Salem's home for year round entertainment. The mission of the Fairgrounds is to plan, promote, and produce annual events including the Dixie Classic Fair, agricultural, fraternal, educational, and social, entertainment activities and events year round for the citizens of Winston-Salem. The facilities are open for rental to the public. Each year the Fairgrounds sees more than 500,000 patrons walk through its doors. The Fairgrounds facilities have hosted a variety of entertainment over the years including Bob Dylan, Wiz Khalifa, Bill Engvall, Chuggington, The Moscow Festival Ballet, The Russian National Ballet, Travis Tritt, Marshall Tucker Band, The Color Run, Tiesto, Steve Aoki, Brothers Osborne, President George W Bush, President Barack Obama, President Donald Trump, plus annual trade shows, festivals, ice skating, sporting events, and much more. The Winston-Salem Fairgrounds is also home to The Dixie Classic Fair which celebrated its 135th year in 2017. The 10 day event is a family tradition that Winston-Salem and all of Northwest North Carolina look forward to every year.

## Program Opportunities

- To increase revenue and create efficiencies through a centralized sales model with tiered and customized asset packages
- To reduce overall corporate risk by implementing policy and ensuring contracts for each sponsorship and advertising deal
- To ensure sponsors align with the city's values, priorities and asset audiences
- To own and build stronger relationships with sponsors and advertisers

# SECTION 3 PROGRAM GOALS AND OBJECTIVES

## Program Goals and Objectives

### Goal:

- Generate additional new revenues

### Objectives:

- Maximize revenue generation through a coordinated corporate program
- Grow sponsorship and advertising program

### Goal 2:

- Centralize the sponsorship and advertising program for the fairgrounds

### Objectives:

- Build and maintain relationships with sponsors and advertisers directly for long-term program success
- Balance revenue generation with user experience of fairgrounds assets

### Goal 3:

- Gain naming right sponsor for Annex building

### Objectives:

- Build and maintain relationship with sponsor to name Annex building

# SECTION 4 POLICY

## Corporate Sponsorship and Advertising Policy

The Winston-Salem Fairgrounds is open to creating opportunities through strategic partnerships with community groups and corporations to improve services and amenities.

To generate revenue used to enhance facilities, programs and services for residents, the fairgrounds welcomes corporate sponsorship and advertising from qualified businesses and organizations whose support aligns to the City's and fairgrounds mission, values and priorities.

This policy applies to all City owned and operated assets on Fairgrounds proper, where assets are defined broadly as property, including but not limited to:

- Real property (facilities)
- Property features and components (rooms/signage)
- Events, special projects, programs and services
- Communications (publications/digital communication channels)
- Other relevant properties

### Policy Statements

#### 1.0 General

- Sponsorship relationships are defined under this policy as mutually beneficial experiential business relationships where a corporation or organization provides a rights fee in cash or value in-kind arrangement (trade) in return for recognition, acknowledgement or other promotional benefits.
- Corporate sponsorship and advertising must not unduly detract from the character, integrity, aesthetic quality or safety of a fairgrounds asset or unreasonably interfere with its enjoyment or use.
- The fairgrounds and city does not endorse the products, services or ideas of any corporate sponsor or advertiser.
  - The Fairgrounds must approve any and all signage, along with any relevant content.

#### 2.0 Responsibilities

- Fairgrounds staff will be responsible for:
  - Assignment of managerial oversight for corporate sponsorship and advertising

- Any sponsorship which involves the naming or renaming of a city facility
- As needed, working with a third party to assist with sponsorship and advertising

### **3.0 Requirements**

- Corporate sponsorships are associative in nature and therefore alignment to the Fairgrounds and City's values is necessary.
- Corporate sponsorship and advertising must be mindful and respectful of all the communities associated with the asset so as not to disrupt or interfere with the experience of the asset.
- Sponsorship and advertising activities will be conducted in the spirit of transparency, but a formal competitive process is not required when soliciting or accepting sponsorship or advertising opportunities.
- Corporate sponsorship and advertising must comply with the City's visual identity guidelines (i.e. sign ordinance, appearance committee, etc)

### **4.0 Sponsorship and Advertising Criteria**

- The fairgrounds will consider all sponsorship proposals but retains the discretion not to accept sponsorship from any entity at its sole discretion.
- The City shall retain ownership and control over all fairgrounds owned and operated assets.
- Benefits provided to the sponsor by the City are limited to those stated in the sponsorship agreement.
- Category exclusivity rights provide exclusivity rights to the asset being sponsored and does not imply exclusivity privileges with the city itself

### **5.0 Documentation**

- Written agreements will be signed for every sponsorship and advertising deal, providing full details about the relationship and the exchange of value and assets.

### **6.0 Approval**

- Any agreements are subject to approval as applicable by Fairgrounds Management, the Public Assembly Facilities Commission, the Mayor and City Council

# SECTION 5 ASSET IDENTIFICATION AND VALUATION

## Asset Identification

The value of each asset in the inventory was determined by the median market value and was derived from such criteria as, market trends, goodwill, brand value and available assets, and attendance records at the Fairgrounds.

Sponsorship Opportunity	Median Market Value
Annex Building Rights	\$150,000
Annex Ticket Box Office	\$40,000
Annex Restroom	\$8,000
Annex Vestibules	\$10,000
Small Back Light 3x5	\$5,000
Large Back Light 3x10	\$10,000
Scoreboard Panel	\$10,000
Section Wall Small 6x4	\$3,000
Section Wall Large 14x4	\$5,000
Ramp Floor	\$2,000
Stairs	\$3,000

Note: All prices are suggested and are open to negotiation based on demand

Additional Sample inventory found in Appendix A



## SECTION 6 CUSTOMIZING AND BUNDLING ASSETS

To ensure maximum potential revenue, and to account for the uniqueness of the Winston-Salem Fairgrounds and Annex all inventory items are able to be bundled and customized to meet the needs of potential partners. Bundled sponsorship packages can include fairgrounds assets as well as working with third parties (ex. Carolina Thunderbirds) to give advertising options outside of what the fairgrounds can offer.

Sample proposals found in appendix B

# APPENDIX A

## Winston-Salem Fairgrounds Annex and Ice Rink Sponsorship Opportunities

Sponsorship Opportunity	Median Market Value
Annex Naming Rights	\$150,000
Annex Ticket Box Office	\$40,000
Facility Restroom	\$8,000
Vestibules	\$10,000
Small Back Light 3x5	\$5,000
Large Back Light 3x10	\$10,000
Scoreboard Panel	\$10,000
Section Wall Small 6x4	\$3,000
Section Wall Large 14x4	\$5,000
Ramp Floor	\$2,000
Stairs	\$3,000
Education Building Naming	\$75,000
Home and Garden Naming	\$35,000
Archways	\$30,000
Other grounds, facilities, assets	Negotiable

The Fairgrounds is currently focusing on sponsorship partners for the Annex and Ice Rink. **The Annex annually has over 130,000 patrons walk in for nonfair related events and up to 400,000 for all Fairgrounds events.** There are many ways to have your brand showcased within the Annex.

All sponsorship opportunities can be customized and tailored towards your company's marketing needs. Please contact the fairgrounds sponsorship coordinator at (336) 774-8872 or [RachaelD@CityofWS.org](mailto:RachaelD@CityofWS.org) with any questions.

# APPENDIX B



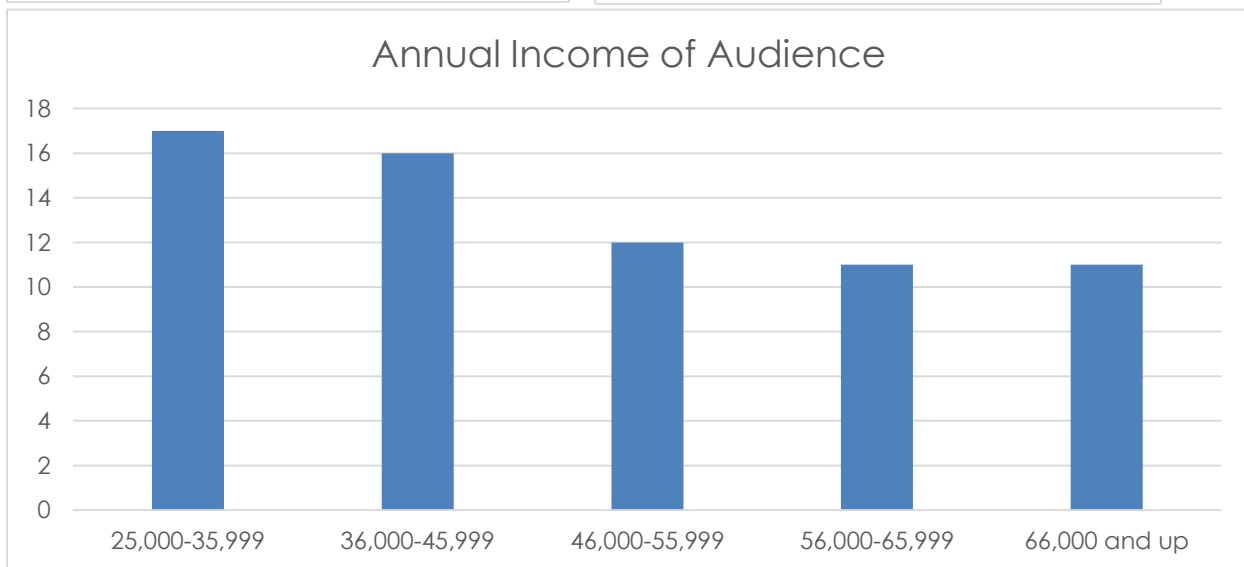
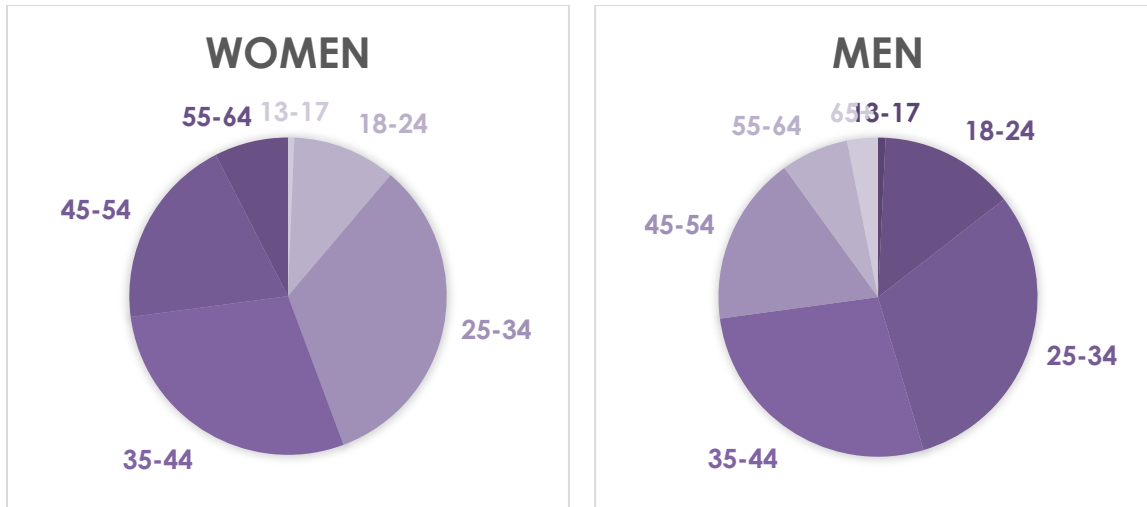
# SPONSORSHIP HANDBOOK

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The Winston-Salem Fairgrounds is known as Winston-Salem's home for year round entertainment. The mission of the Fairgrounds is to plan, promote, and produce annual events including the Dixie Classic Fair, agricultural, fraternal, educational, social, entertainment activities and events year round for the citizens of Winston-Salem. The facilities are open for rental to the public. Each year the Fairgrounds see's more than 500,000 patrons walk through the doors. The Fairgrounds facilities have hosted a variety of entertainment over the years including Bob Dylan, Wiz Khalifa, Bill Engvall, Chuggington, The Moscow Festival Ballet, The Russian National Ballet, Travis Tritt, Marshall Tucker Band, The Color Run, Tiesto, Steve Aoki, Brothers Osborne, President George W Bush, President Barack Obama, President Donald Trump, plus annual trade shows, festivals, ice skating, sporting events, and much more. The Winston-Salem Fairgrounds is also home to The Dixie Classic Fair which celebrated its 135th year in 2017. A family tradition that Winston-Salem and all of Northwest North Carolina look forward to every year.

The Winston-Salem Fairgrounds is searching for a partner in a unique marketing opportunity involving the Annex. The Winston-Salem Fairgrounds Annex is a 4,000-seat multipurpose, 28,000 square foot arena. The Annex is home to the Carolina Thunderbirds Hockey team, Winston-Salem Youth Hockey, Wake Forest Hockey as well as home to public ice skating in the from October to March. It also serves as a concert and entertainment venue, used year round for trade shows, company functions, high school graduations, public relations events, and much more. The Annex has recently under gone renovations as part of its aesthetic improvement process; fresh paint, new signage and a new lobby flooring are noticeable changes along with a new roof coating and other operational improvements. With the completion of renovations it is the perfect timing to seek a partnership in helping to partner in new opportunities with the Annex.

The Winston-Salem Fairgrounds on average has 500,000 patrons annually walk through its doors. The fairgrounds marketing has worked with The Winston Salem Chamber of Commerce as well as using analytics like Datalogix to research our most engaged demographic. The research has shown that the highest reached demographic is mothers aged between 30 and 55 with family net incomes of under \$65,000. Within this group we also know many of their spending habits as well as interest. Knowing our audience's preferences and shopping habits makes \_\_\_\_\_ the perfect company to build partnership with. Included is some of the research findings.



The Winston-Salem Fairgrounds values partnership with companies and strives to meet the marketing needs of their partners. The fairgrounds offers many customizable opportunities to reach targeted demographics. A partnership with the Winston-Salem Fairgrounds gives your company the ability to align its needs with a well-known and respected City entity. If your company is thinking about a partnership as a means of marketing, then the Winston-Salem Fairgrounds would like to talk with you about developing a campaign that works for both parties.

The Fairgrounds Sponsorship department would love to work with you on:

- The kind of partnership that would be appropriate
- How you are likely to benefit from the relationship
- The commitment levels that are expected and how the relationship will develop over time
- How your staff can be involved

The Winston-Salem Fairgrounds believes that corporate partnerships should be mutually beneficial, and not just a 'one-way street' where companies give and we take. The Fairgrounds understands that the need to contribute to your community must be balanced with the needs of your shareholders, customers and employees. In addition to supporting community entertainment with a potential partnership, the Fairgrounds can also provide a Corporate Partner with a targeted audience for marketing as well as acknowledgments to help grow your company while showing customers that you are actively involved in the community.

The Winston-Salem Fairgrounds Annex has numerous opportunities to market \_\_\_\_\_. The opportunity that will give you the most exposure will be sponsorship of the box office. Every person attending events whether it be the Dixie Classic Fair, Carolina Thunderbird Hockey games, concert or other events has to either purchase tickets there or at least walk through the area. Title sponsorship of the area will give you exposure on all fairgrounds listings for event purchases as well as reference on media and press. This sponsorship would also give you the greatest opportunity to allow your local stores to set up during events and meet with our guests. There are many other options like signage within the Annex that will give you exposure especially during hockey season (October-April) when we will have the same fan base come back week after week for games. With the signage options, you will have the opportunity to come occasionally out to events with your local stores but not quite as often as with the title sponsorship.

The Winston-Salem Fairgrounds appreciates your consideration for a partnership. We think that partnering with \_\_\_\_\_ will strengthen both organizations. We look forward to the chance to work with \_\_\_\_\_ and come up with a customized partnership that works for both of us.