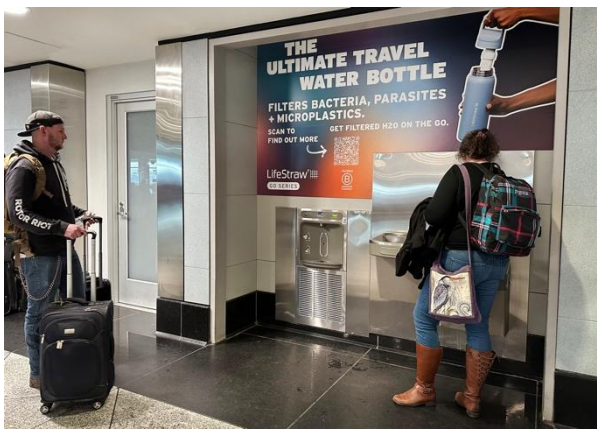
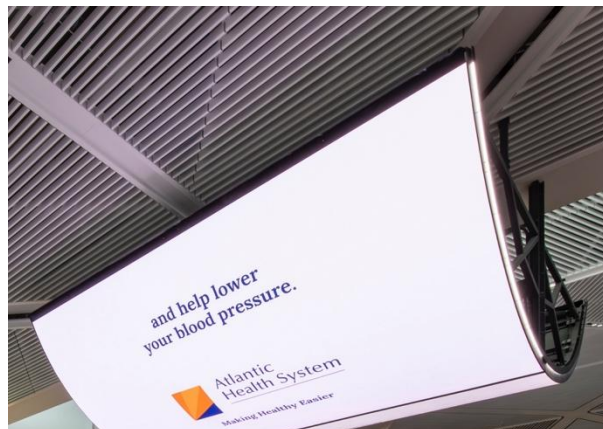
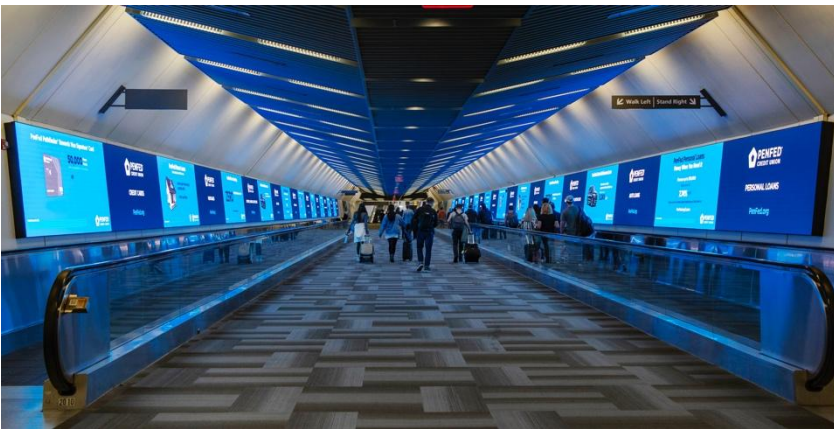




Advertising & Sponsorship

- **Advertising:** Company pays for a brand, product, or service message to a target audience that is delivered via visual and/or audio (media), and/or experiential activation.
 - Objective is awareness and action
 - Typically, time or event sensitive
 - Transactional buy/campaign
 - Control is high
 - Budget rolls-up to CMO

- **Sponsorship:** Company pays to be associated with a venue, industry, experience, or person that their target audience has an affinity or connection to and in exchange gets advertising to message the brand, product, or service, and association.
 - More awareness and brand reinforcement
 - Typically, longer term, larger commitment
 - Typically, preferred media, sometimes exclusivity
 - Advertising is the #1 entitlement
 - Potentially other predetermined or custom entitlements
 - Branding by local, industry and/or experience endemic brands
 - Control is lower
 - Budget rolls up to CMO





Sponsors: StateFarm, Chase, Delta, Georgia Natural Gas, Coca Cola, Kia, UPS, Michelob Ultra, Emory Healthcare, Clorox, etc.

StateFarm naming rights: \$175MM over 20 years

Chase entitlements:



- Advertising/branding throughout
- Exclusive commercial and investment banking, credit card, wealth management, partner
- Pre-sale benefits
- Discounts within the stadium
- Preferred seating
- Chase Concert Club access
- Expedited entrance

Stadium vs. Airport Sponsorship

■ Stadium

- Highly commercial
- Sponsorships/partnerships/advertising are a way of life
- Destination
- High cultural relevance
- Positive emotional connection
- High positive media and press coverage
- Centralized decisions/approvals
- High and wide control of experiences
- Maximum flexibility
- Brand naming rights, private entrances, VIP services, pouring rights, discounts, preferred seating, exclusivity, etc.

■ Airport

- Operations oriented
- Advertising/sponsorship not core, to be controlled
- Required hurdle on way to destination
- More negative press than positive
- Often decentralized/siloed decision making
- More dependent on third-parties for experience/s
- Flexibility limited by fixed terms, process, and stakeholders



Best Practices: What Brands & Agencies Say

- **80/20 digital/print ratio**
 - Head-on
 - Elevated
 - Near body/main terminal/crossroads of airport
 - Large format
 - No excessively odd/difficult formats
 - Dislike signage near trash receptacles, rest rooms, ops. etc.
 - Variety of networks and rates/packages
 - Quality over quantity
 - Airport or third-party owned signage not ideal
- **Brand domination and exclusivity opportunities**
- **Experiential locations with power at key retail/crossroad areas**
- **Sponsorships and non-traditional opportunities**
- **Data, attribution, retargeting, event/contextual trigger options**
- **Advertiser/brand centric**
- **Ease of doing business**
 - Flexibility and speed of response
 - Support services
 - Single point of contact

