

H-O-T-T-O-G-O: Supporting Brand Partnerships and Sponsorships Without Getting Burned

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The Brand Relationship



The Brand Relationship

- Does the relationship make sense?
- For the Sponsor:
 - Builds brand awareness
 - Entry into new markets, new audience
 - Expands brand reach and scope (local v. national)
 - Increase profitability/product sales
 - Customer experience/perks.
- For the Organizer:
 - Revenue
 - Connect with brands of interest
 - Reach new markets, new audience

The Brand Relationship

- Measuring the success of the sponsorship relationship
 - Return on investment
 - *The quantitative and tangible benefits that a sponsor gets from a sponsorship deal.*
 - Increased sales, market share, media exposure
 - Specific ratios for brand strategy
 - Return on objectives
 - *The qualitative and intangible benefits that a sponsor gets from a sponsorship deal.*
 - Increased brand awareness
 - Enhanced reputation
 - Improved consumer loyalty
 - Measured with surveys, feedback, social media analytics, media coverage

The Sponsorship Agreement



“How’s the sponsorship deal going?”

The Sponsorship Agreement

- Key Provisions
 - Sponsorship Benefits/Assets
 - Specific, detailed listing; Parity to other Sponsors
 - Exclusivity
 - Brand vs. Category
 - Ambush Marketing
 - Audit of Benefits Delivered
 - Sponsorship Fees
 - In-kind benefits, Performance Incentives/Bonuses, etc.
 - Renewals, opt-outs, ROFR, ROFN, etc.

The Sponsorship Agreement

- Key Provisions, cont.
 - Term
 - One-Time Event, Season, Multi-Year, etc.
 - Termination
 - Breach of Contract, Disparagement/Morality, Force Majeure
 - Intellectual Property
 - Use of Trademarks, Designations, Co-Branded Logos/Emblems
 - Make Goods
 - Force Majeure
 - Dispute Resolution

The Sponsorship Agreement

- Trends & Complexities
 - Slicing & Dicing Sponsorship Categories
 - League Rights vs. Team Rights
 - League Rules (have you seen them?)
 - Sponsor Customer Experiences/Perks
 - Brand Expectations Not Understood/Met
 - Unions Issues?
 - Morality Clauses
 - Force Majeure - Make Goods – Termination
 - Valuation
 - NIL



Questions?