



**Get More Out of Your Partnerships.
Adapt to Change, Leverage Data,
Deliver Your Story.**



Jason Fletcher
CEO



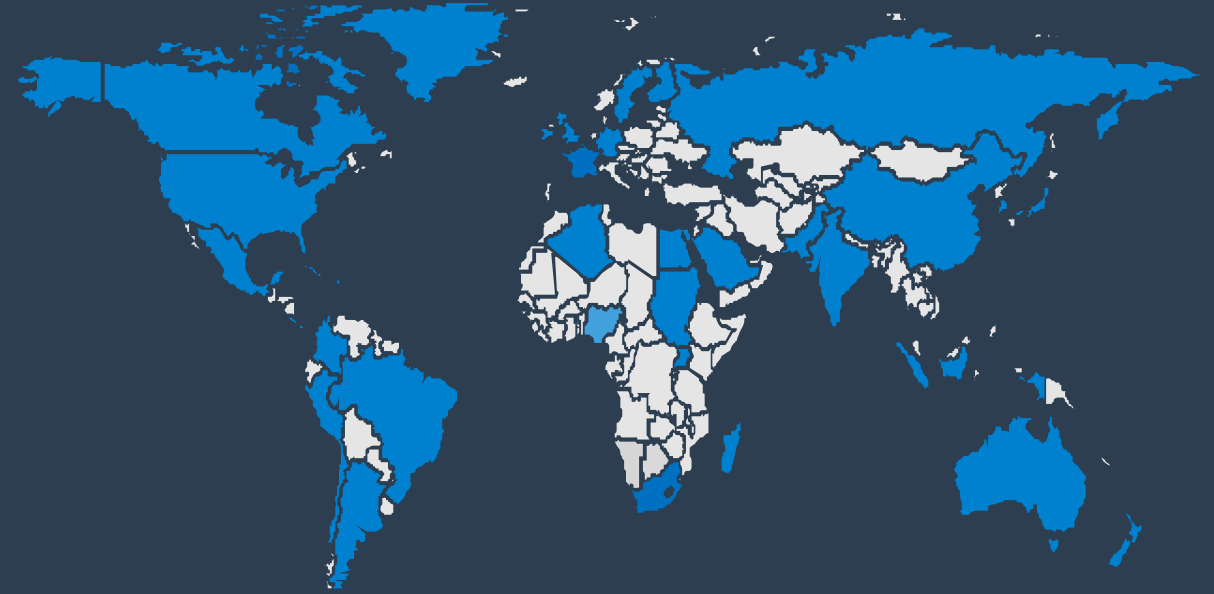
Jackson Dargan
Manager, Data Analytics

Who is **KORE?**

The global leader in business management solutions for the sports & entertainment industry

We help teams win by providing the deepest and most connected ecosystem of solutions, data, and insights tailor fit to our customer's needs

Empowering organizations to make smarter decisions and tell stories with impact



70B

in assets

850

clients

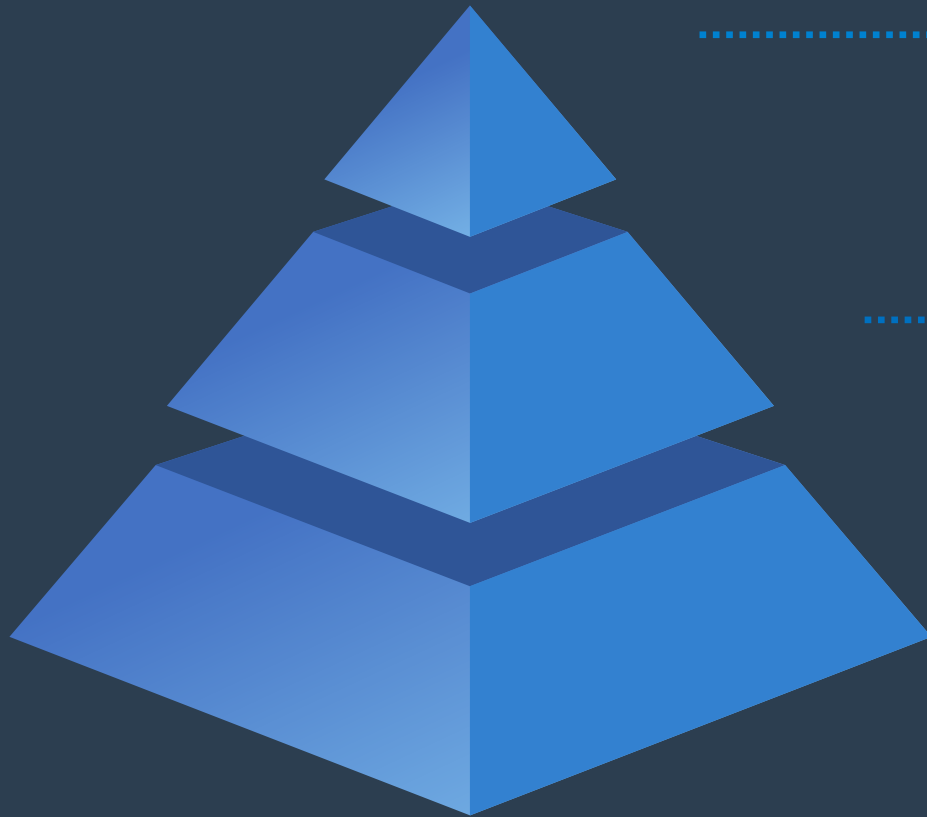
66%

most valuable
franchises

6K

users

Our **EXPERTISE**



Industry Benchmarks

The most comprehensive data set in sponsorship asset management.



Consulting & Best Practices

Access to deep industry experience and expertise.



Software Platform

Industry leading software platform

Market OVERVIEW

MARKET TRENDS

- Rapid change in objectives and strategic approach
- Reorganization of sponsorship, partnership, and investment budgets.
- Pressure to tell compelling investment stories

PARTNERSHIPS

- Higher expectations placed on returns complicated by new customer journeys
- Greater need to understand partnership ecosystem & realign

ASSETS

- Increase in digital investments & experiences
- Change drove need for creativity to capture customers in unique and new ways

KEY MARKET THEMES

ACCELERATION & ACCOUNTABILITY

1

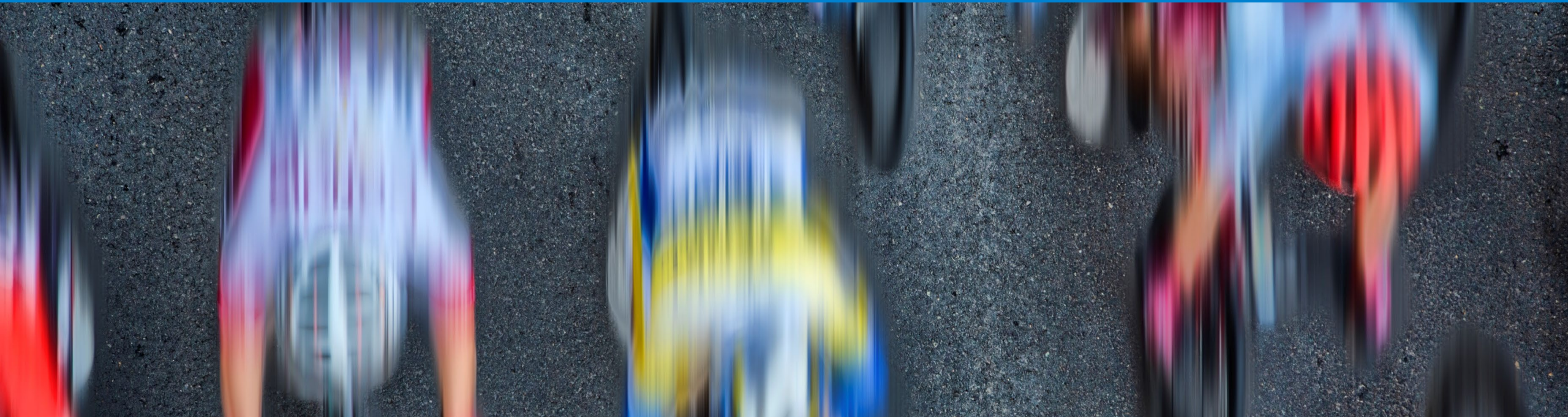
Standardization

2

Objective Alignment

3

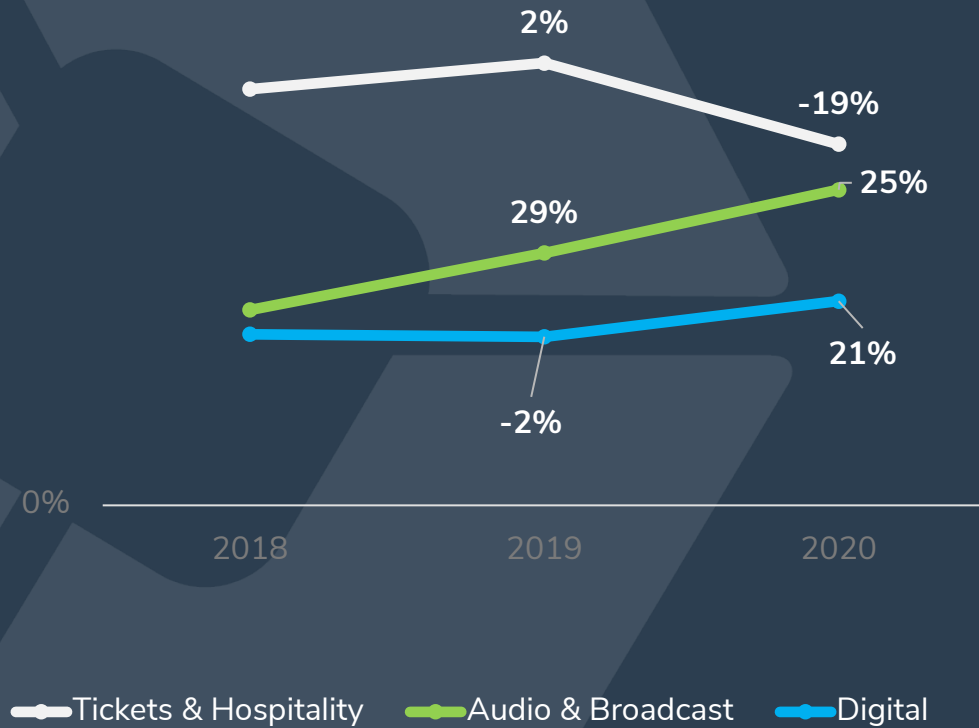
Automation & Measures



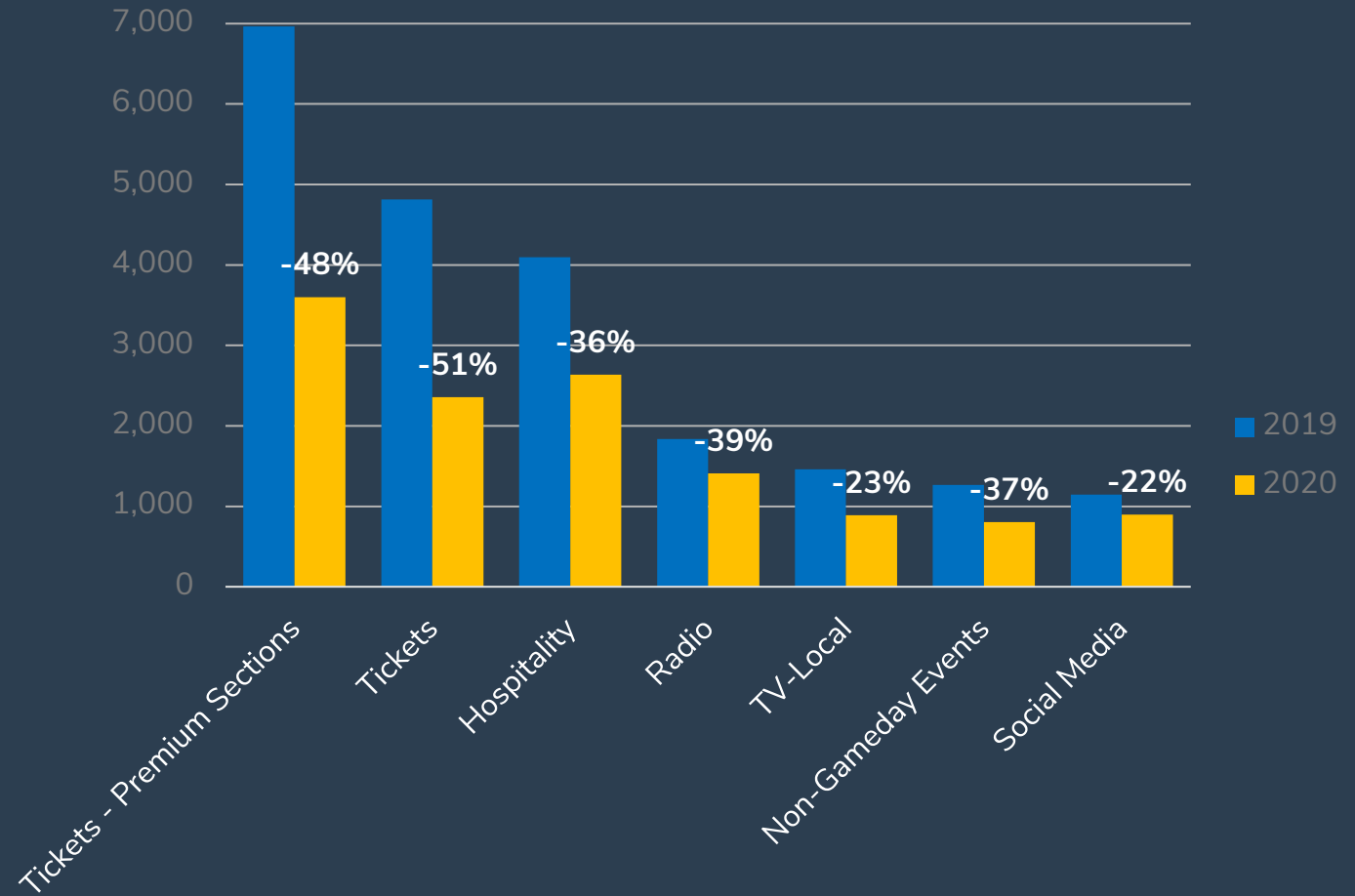
KORE INSIGHTS

An evolving landscape brought a shift in asset allocation

How Much Money is Allocated to Different Types of Assets?



What Products are Leveraged the Most? 2019 vs 2020



Our **APPROACH**

How to align your partnership portfolio with business objectives & strategies:

STEP 1: Define Objectives

- Brand objectives
- Brand metrics
- Establish framework

STEP 2: Measure

- Partner specific metrics
- Portfolio metrics
- Key business metrics

STEP 3: Evaluate

- How is partner performing to goals?
- How is portfolio performing to goals?
- Are key business metrics being met?

STEP 4: Business Impact

- Prospects converted
- New business
- Revenue lift

Step 1: Define Objectives

PLANNING

Partnership Objectives

Awareness & Familiarity:

- Brand Awareness
- Brand Positioning
- Impressions/Exposures

Consideration & Preference

- Audience Building
- Relationship Building
- Community Engagement
- Sentiment/Consideration Lift

Usage & Purchase

- Sales
- Qualified Leads
- Brand Usage

Advocacy & Loyalty

- Customer Retention
- Customer Value
- Customer Satisfaction

Step 1: Define Objectives

PLANNING

AWARENESS

CONSIDERATION

PREFERENCE

USAGE &
PURCHASE

ADVOCACY
& LOYALTY

Logo Placement

- Media, signage, branding, logo placements
- Themed media, advertising, contextual logo placement

Brand Storytelling

- Experiential events, product integration, consumer promotions

Brand Engagement

- 1:1 engagement at consumer and colleague level, local integrations
- Local, focused content community programs, high touch hospitality and events

Step 2: Measure

WHAT ARE YOU MEASURING?



HOSPITALITY

76% of Sponsorship deals include hospitality events



EXPERIENTIAL

39% of Sponsorship assets contain experiential components



EMPLOYEE

1335 employees have direct engagements with partnerships on average



VIRTUAL EVENTS

46% of brands lack sufficient measurement for virtual events

PARTNER VS PORTFOLIO

Step 3: Evaluate

PARTNERSHIP ROO & ROI



MEASUREMENT & PACING



GOALS & BENCHMARKS



STORYTELLING

Partnership Marketing Return on Objectives Overview

2019-2020

Partner Spend by Score Comparison



Step 4: Business Impact

CONTRIBUTION TO GROWTH



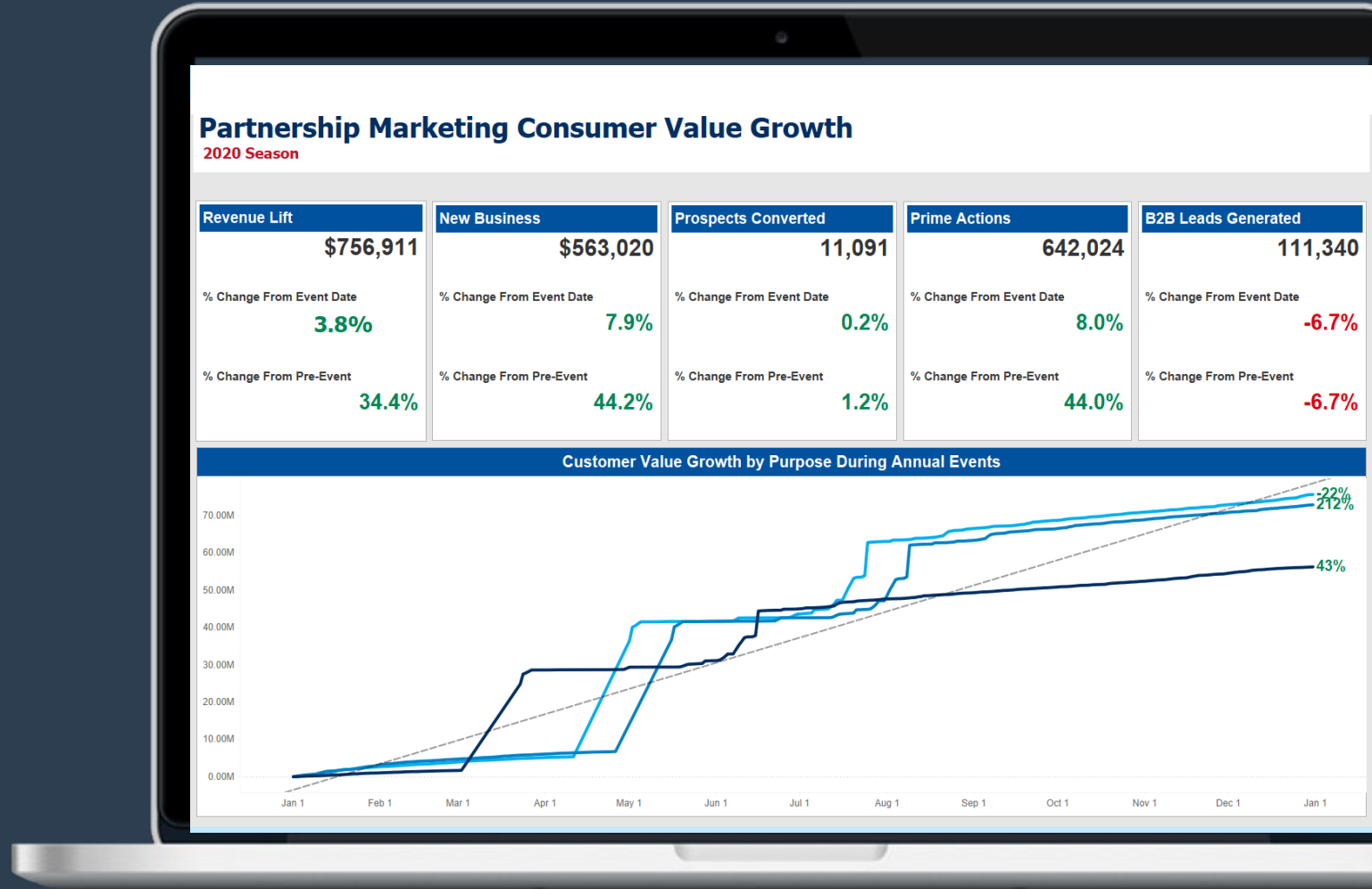
CONVERSIONS LIFT



REVENUE LIFT



NEW BUSINESS



KEY CONSIDERATIONS

- Challenge: Aligning partners on changing objectives and strategies
- Solution: A formal and operationalized approach
- You need to own this. Your agency effectively can't without you driving
- It takes work. Data and tools are there and mature enough to tell the story
- It's worth it. Your partners aligned with your needs can be powerful