

Using events as an entry point to ROI & creating mutually beneficial partnerships



Luntu Ntloko – Client Service Director

Created in 2001, Playmakers is a focused sponsorship management consultancy in the sports and lifestyle arena.

We provide sponsorship solutions built for brands







BARCLAYS





POWERADE

🐼 CHIVAS







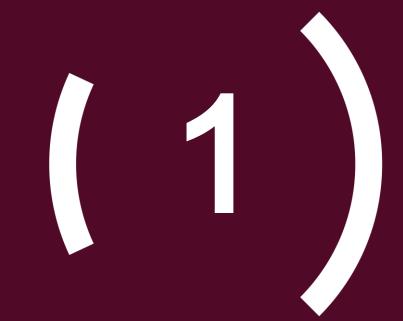








The Role of Sponsorship for ROI



Ultimately, sponsorship should be leveraged to achieve one of two things:

1. Change a perception

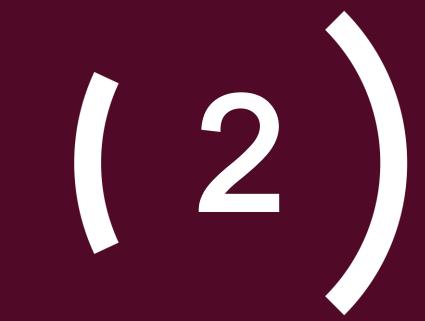
Drive awareness

- Build stature, credibility, trust, reassurance
- Build brand image and brand love

2. Change a behaviour

- Drive trial
- Drive sign ups / sales / acquisition
- Retention
- Relationship building

How has Absa leveraged their sponsorships?



Kuns maak jou heel

PARKING

RECEDITED

€ABSA

PARKERING

ansvanderveen.co.za

CO 2029

KKNK 2018

Absa has a 13 year association with the KKNK which has credibly positioned
Absa as an incubator of the arts

 This is supported by Absa's other arts and cultural activities in Absa L'Atelier and the Absa Gallery

 Absa's event campaign messaging "Kuns Wen" is filtered through all event touchpoints

KKNK 2018

- Event Objectives :
 - 1. Offer tangible benefits to Absa cardholders visiting the festival (brand love)
 - Create a platform for key client engagement (relationship building, retention, brand love)
 - Create a positive, lasting legacy in the town of Oudtshoorn (brand image & brand love)

1. Tangible benefits to Absa cardholders – Absa Rooiplein









2. A platform for key client engagement - VIP Programme









3. A lasting legacy in Oudtshoorn - Maakit Mooi Installations









Spin-off activity to drive business objectives





Absa Cape Epic – Absa Pride

- Made up of Absa clients participating in the Absa Cape Epic race
- Provides Absa an opportunity to engage with this group of high net worth individuals for an extended period, i.e. not just at the race

 Provides the group an opportunity to network amongst themselves – Absa as the enabler

 Training camp – opportunity for the group to prepare for the race and also to bond as a group - #ConquerAsOne

Mutually beneficial partnerships



Mutually beneficial partnerships should deliver...

Shared value

• Further leverage opportunities / additional value add / spin-off events

• Sustainability and growth





Thank you