



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

Intro

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



Our Clients



The Role of Sponsorship for ROI

(1)

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?

(2)

KLEIN KAROO
NASIONALE
KUNSTEFES

KUNS WEN

Kuns maak jou heel

ABSA

RESERVED PARKING

RESERVEERDE PARKERING



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**)
2. Create a platform for key client engagement (**relationship building, retention, brand love**)
3. 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**

(3)



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**

(4)

Mutually beneficial partnerships should deliver...

- Shared value
- Further leverage opportunities / additional value add / spin-off events
- Sustainability and growth

Questions?



) Thank you (