



SAP Sponsorships Digital Strategy

Ryan Somers | May 24, 2017

SAP
®

What Is SAP?



its ok i
don't get
it either.

What Is A Sponsorship?

sponsorship

noun [C or U] • **UK**  /'spɒnsəʃɪp/ **US** 

- ★ **MARKETING** the act of providing money for a television or radio programme, website, sports event, or other activity in exchange for advertising:

The company is reviewing its €6 million a year advertising and sponsorship budget.

Sponsorships Transforming Sports Through Technology



IN THE BOARDROOM



Simplifying back-office operations, so leagues & teams can be more successful



ON THE FIELD



Improving player preparation and performance through real-time, data insights



IN THE STANDS



Enhancing the fan experience at games, in stadiums, and across mobile devices

Digital Audit



Define Target Audience



“Surf Where The Waves Are”



“Fans were aware of SAP as a sponsor but they don’t understand what we do”



So We Recharged Our Message Strategy







- ✓ **Do Your Research**
- ✓ **Keep It Simple, Less Is More**
- ✓ **Be So Provocative That It Scares You**
- ✓ **Pump Up The (Paid) Promotions**
- ✓ **Learn From Your Mistakes**



CIRQUE DU SOLEIL



Ingrid Klimke



BMW International Open

