Sponsorship Strategy

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Sponsor community and sports marketing programs throughout the state to drive sales, build awareness and engage with players.

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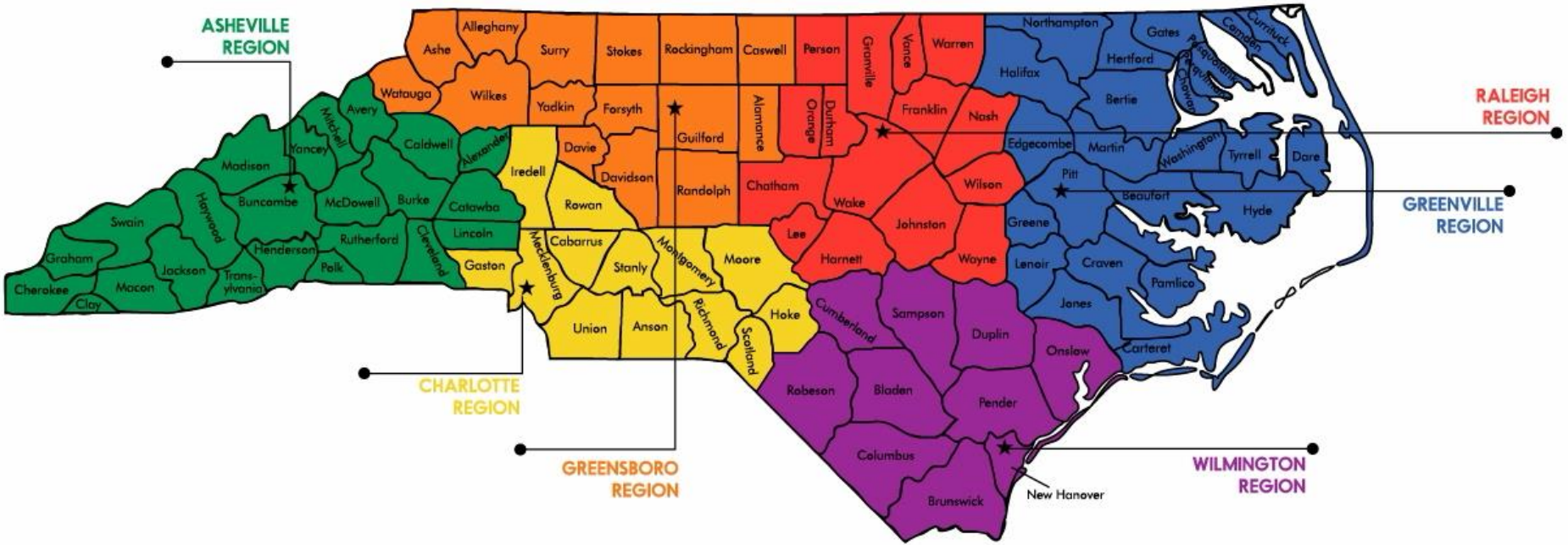


Sponsorship Strategy

Sponsor community and sports marketing programs throughout the state to drive sales, build awareness and engage with players.



Sponsorship Coverage



Sponsorship Portfolio

Sponsorship Portfolio

Community



Sponsorship Portfolio

Community

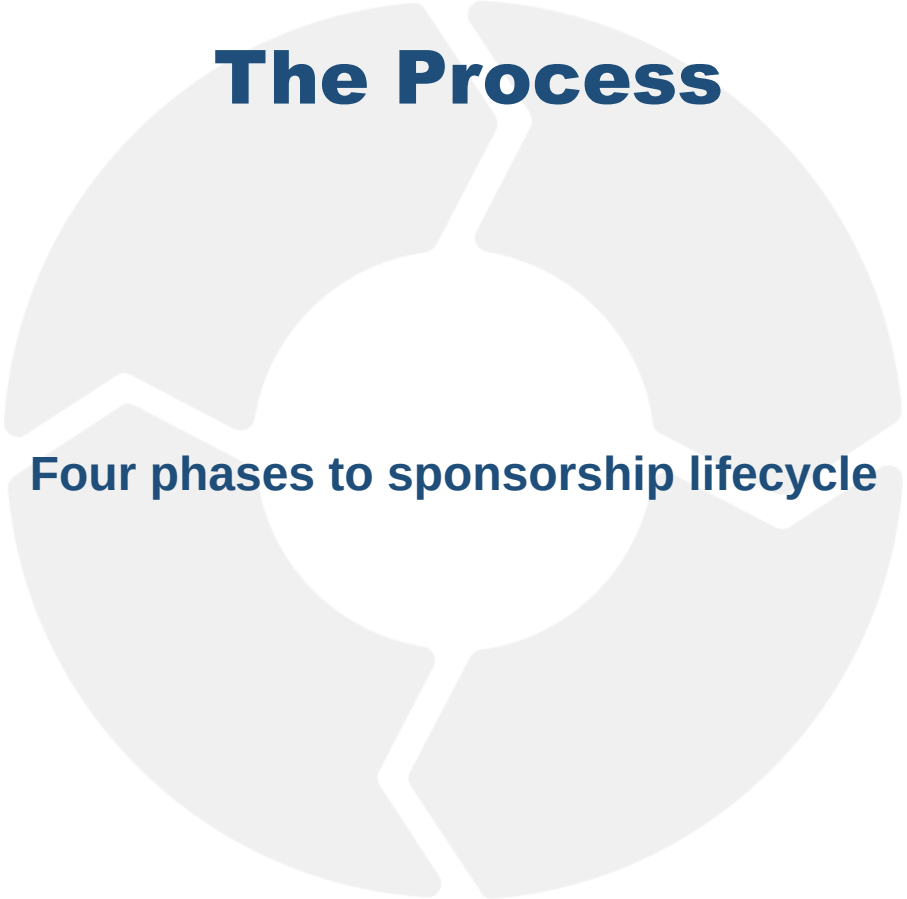


Sports



NC Education Lottery

The Process



Four phases to sponsorship lifecycle

The Process

The Process

Proposal Evaluation



The Process

Proposal Evaluation



Negotiation Contract

The Process

Proposal Evaluation

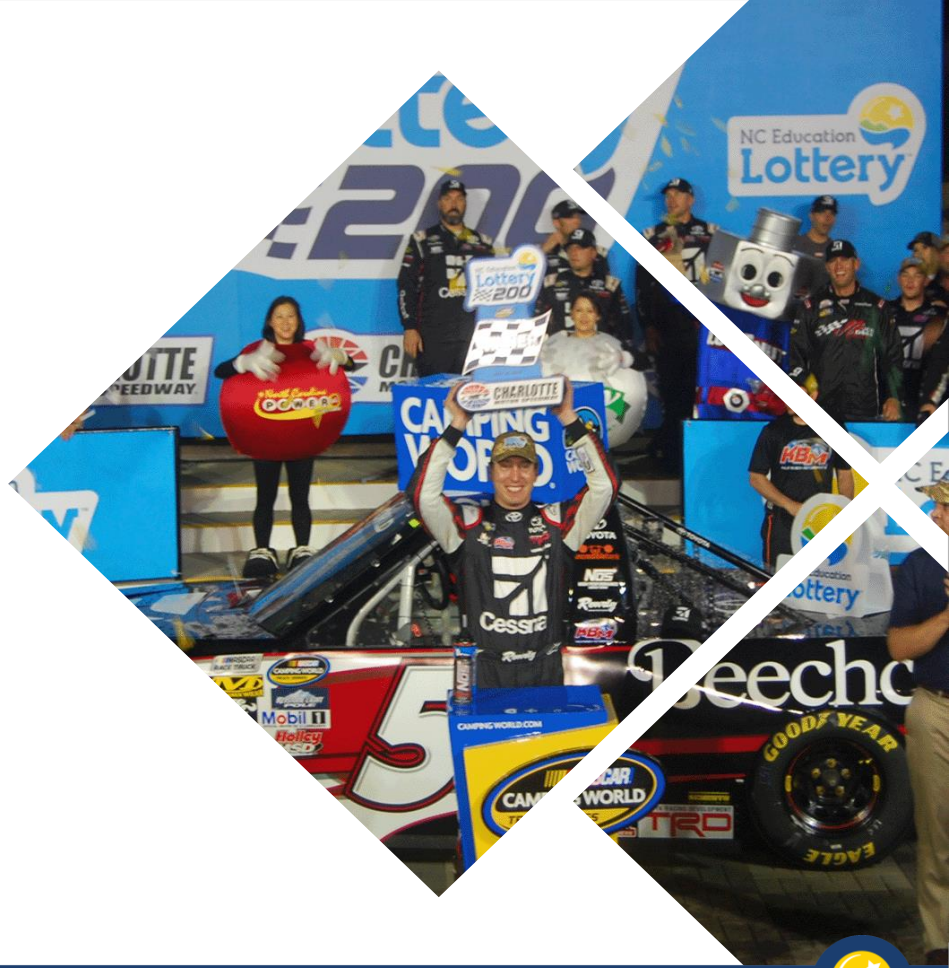


Negotiation Contract

Evolution of ROI Model

Prior to 2018, the NCEL was using an outdated ROI model. The values we used for our calculations came from various sources gathered over the years.

During this time period we kept the formulas for each sponsorship asset consistent in order to measure year over year comparisons.



Evolution of ROI Model

- In 2018 we consulted with Genesco Sports Enterprises (GSE) and they performed a sponsorship audit & valuation of our sponsorship portfolio.
- GSE also built a custom ROI assessment model to calculate asset-by-asset performance. Those delivery values are based on duration, market reach and other factors I will share shortly.
- In 2023 GSE updated the media values for our high impact professional sport and university sponsorships. Since television viewership drastically changed because of the COVID pandemic we wanted to accurately reflect that in our model.

Sponsorship Audit & Valuation

Sponsorship Audit & Valuation

Client Discovery Session

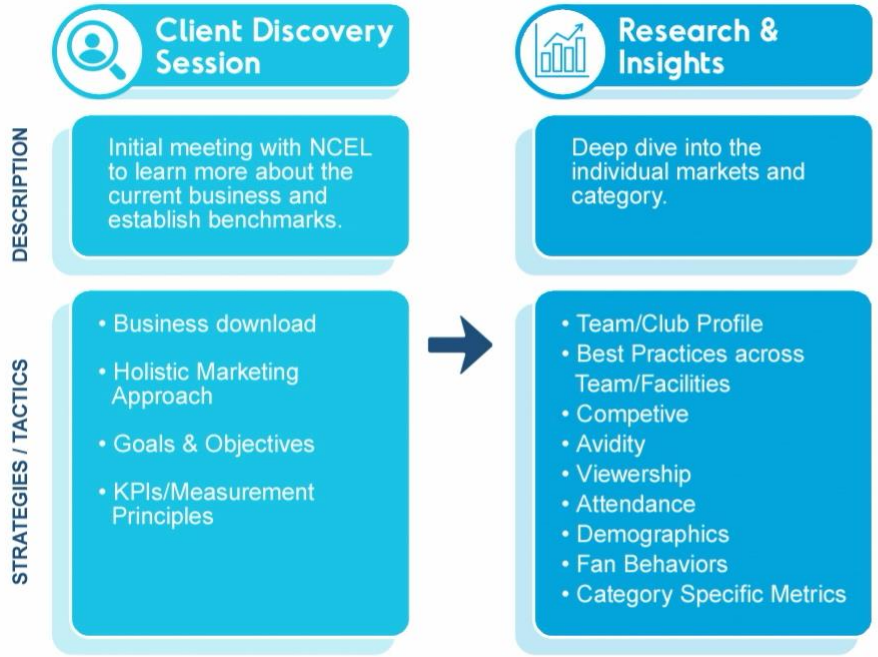
DESCRIPTION

Initial meeting with NCEL to learn more about the current business and establish benchmarks.

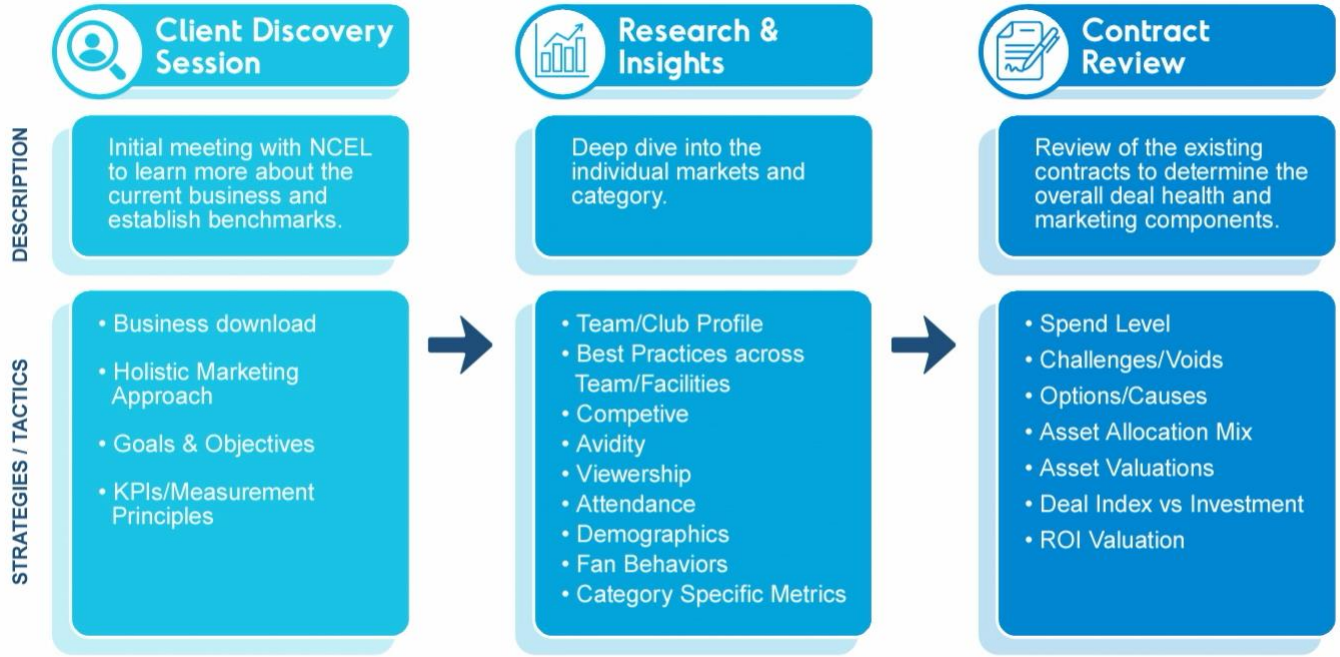
STRATEGIES / TACTICS

- Business download
- Holistic Marketing Approach
- Goals & Objectives
- KPIs/Measurement Principles

Sponsorship Audit & Valuation



Sponsorship Audit & Valuation



Sponsorship Audit & Valuation

After evaluation of the NCEL-sponsored properties, GSE viewed an ROI of 3.00 or higher as a strong performer and an ROI of under 2.00 as a contract that needs improvement.



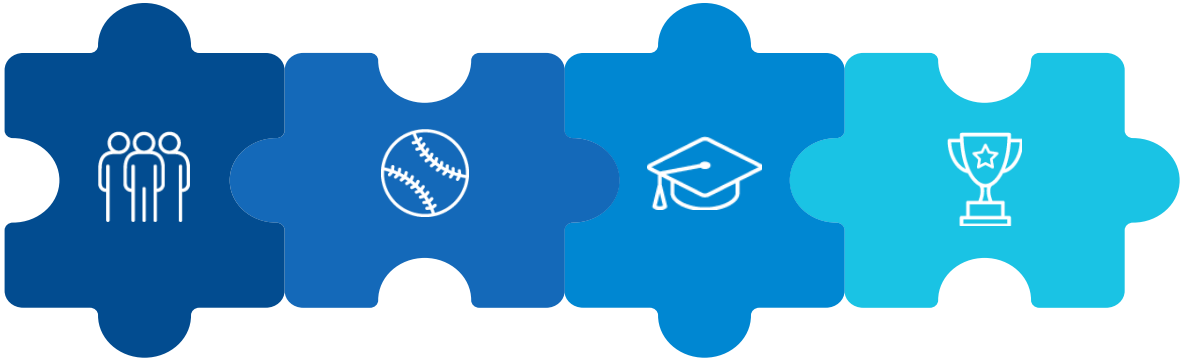
Strong Performer
ROI 3.00+

Acceptable
ROI 2.00-2.99

Needs Improvement
ROI less than 2.00

Sponsorship Audit & Valuation

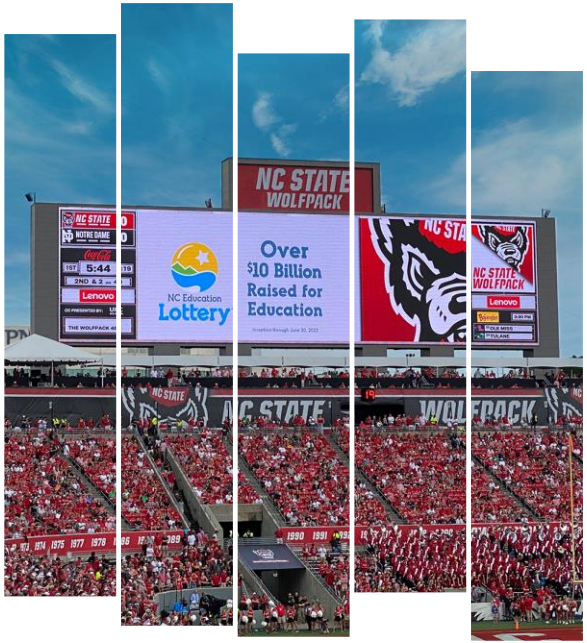
GSE Findings: All partnerships analyzed are delivering a positive ROI



Community Events	Minor League Baseball	Universities	Pro Sports & Motorsports
6.56 ROI AVG	**4.99 ROI AVG**	**4.10 ROI AVG**	**3.75 ROI AVG**

*Values are updated to reflect ROI from 2023

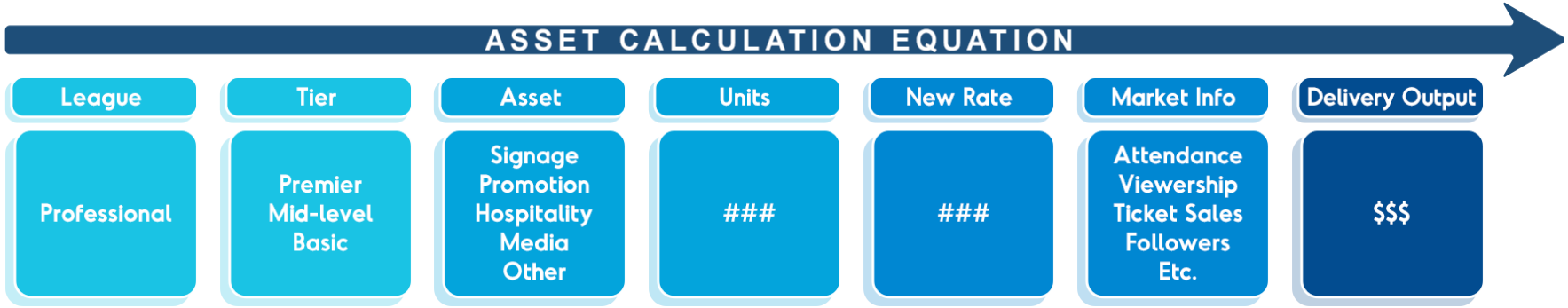
Sponsorship Audit & Valuation



General takeaways include:

- Lack of competition allows for the acquisition of properties at investment levels below what many other sponsors are paying
- Some premier pro/college properties show a lower ROI due to a higher relative cost influenced by property status/value of the marks; this is to be expected
- Focus should be on assets that are impactful statewide vs. nationally
- Broadcast exposure values are based on statewide Nielsen data vs national

Custom ROI Model



Custom ROI Model

NCEL - Sponsorship ROI Calculator

Genesco Sports Enterprises, Inc.

Confidential

Property:

NC State Wolfpack

Enter data into blue cells only

Signage	League	Tier	Asset	Units	Events	Reach		Rate		$ Value (1)
Signage 1	NCAAFB	Premier	LED Scoreboard Sign - full game (TV value)	0.25	2	125,153	$	[illegible]	$	[illegible]
Signage 2	NCAAFB	Premier	LED Scoreboard Sign - full game (On-site value)	0.25	7	56,885	$	[illegible]	$	[illegible]
Signage 3	NCAAFB	Premier	Field Level LED - 1 min (TV value)	4.0	2	125,153	$	[illegible]	$	[illegible]
Signage 4	NCAAFB	Premier	Field Level LED - 1 min (On-site value)	4.0	7	56,885	$	[illegible]	$	[illegible]
Signage 5	NCAAMBB	Premier	Courtside LED Rotational - 1 min (TV value)	2.0	6	114,020	$	[illegible]	$	[illegible]
Signage 6	NCAAMBB	Premier	Courtside LED Rotational - 1 min (On-site value)	2.0	17	13,879	$	[illegible]	$	[illegible]
Signage 7	NCAAMBB	Premier	Upper Tiered LED Ribbon Board - 1 min (TV value)	2.0	6	114,020	$	[illegible]	$	[illegible]
Signage 8	NCAAMBB	Premier	Upper Tiered LED Ribbon Board - 1 min (On-site value	2.0	17	13,879	$	[illegible]	$	[illegible]
Signage 9	NCAAMBB	Premier	Field Level LED - 1 min (TV value)	2.0	6	114,020	$	[illegible]	$	[illegible]
Signage 10	NCAAMBB	Premier	Field Level LED - 1 min (On-site value)	2.0	17	13,879	$	[illegible]	$	[illegible]
Signage 11	NCAAMBB	Premier	Basket Stanchion (2) (TV value)	0.1	6	114,020	$	[illegible]	$	[illegible]
Signage 12	NCAAMBB	Premier	Basket Stanchion (2) (On-site value)	0.1	17	13,879	$	[illegible]	$	[illegible]
Signage 13	NCAABaseball	Premier	Outfield Static Signage (TV value)	1.0	35	1,500	$	[illegible]	$	[illegible]
Signage 14	NCAABaseball	Premier	Outfield Static Signage (On-site value)	1.0	35	2,422	$	[illegible]	$	[illegible]
Signage 15						-	$	-	$	-
Signage 16	NCAAMBB	Premier	Exterior Sign (On-site value)	1.0	65	13,879	$	[illegible]	$	[illegible]
Signage 17						-	$	-	$	-
Signage 18	NCAAMBB	Premier	Courtside LED Rotational - 1 min (TV value)	2.0	11	88,121	$	[illegible]	$	[illegible]
Signage 19						-	$	-	$	-
Signage 20						-	$	-	$	-
Signage Total									**$**	[illegible]

Promotions	League	Tier	Asset	Units	Events	Reach		Rate		$ Value (2)
Promotions 1			Ticket Sales	N/A	N/A	-	$	[illegible]	$	-
*Units * Events * Reach * Rate*										
Promotions 2	NCAAFB	Premier	Video Board Spot - 30 Sec	4	7	56,885	$	[illegible]	$	[illegible]
Promotions 3	NCAABaseball	Premier	Video Board Spot - 30 Sec	1	37	2,422	$	[illegible]	$	[illegible]
Promotions 4						-	$	-	$	-
Promotions Total									**$**	[illegible]

Category Delivery Totals	$ Value
Signage	$ [illegible]
Promotions	$ [illegible]
Media	$ -
Hospitality	$ -
Other	
Total Delivery Value	**$** [illegible]
Sponsorship Investment	$ [illegible]
Other Costs (5)	$ -
Total Costs	**$** [illegible]
ROI	**2.71**

Other Costs	$ Cost
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Other costs	$ -
Total	**$** -

NC Education Lottery

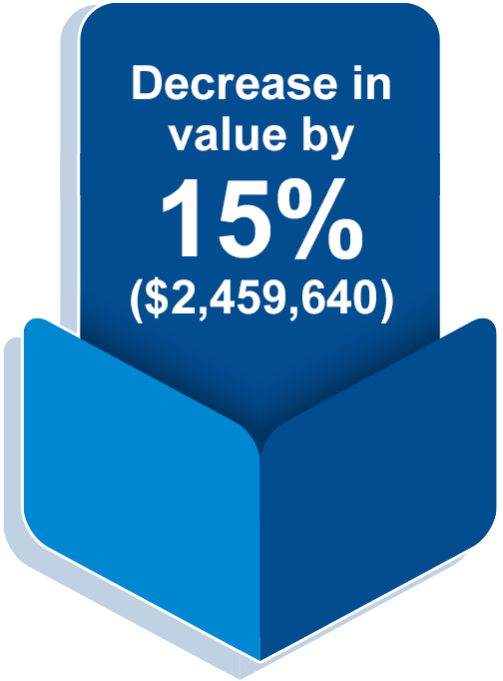
Impact

FY18 Pre - Genesco

Investment: $2,767,447
Promotional Value: $16,202,864
Overall ROI: 5.85 to 1

FY23 Post - Genesco

Investment: $2,832,049
Promotional Value: $13,743,222
Overall ROI: 4.85 to 1



Thank you!

NC Education Lottery