Contents

Part 1
The Sponsorship Market
CSR: Growth in spend
Sport sponsorship investment by type
Sport sponsorship & CSR: headlines
Factors shaping CSR growth in sport
Why CSR is important to rights holders
Key community investment issues in sport
Sports Sponsorship & CSR: the options
Sports & CSR: who’s doing what
Our experience

Part 2
Sports & Community investment: Planning
About LBG
Why companies are members of LBG
The LBG model
How we can help
Introduction: Sport and Community Investment

• Sport is increasingly being perceived as a powerful vehicle for the deployment of corporate responsibility programmes.

• Sport is able to offer organisations an effective and efficient platform to engage in a society where both business and CSR objectives can be combined.

• Given the powerful influence of sport, it offers a unique opportunity for companies looking to achieve its corporate responsibility goals and focus to its business operations.

• The community and business impacts are authentic and the synergy between sports sponsorship and CSR will only continue to grow.
Sport Sponsorship, CSR & Community Investment
The sponsorship market

$46bn  Global sponsorship spend 2010
$31bn  69% spent on SPORTS in 2010
$4.1bn  9% spent on CAUSES in 2010*

Source: IEG 2010

*Global estimate based on N. America data
**CSR: Growth in spend**

- **2009**: $3.86bn
- **2010**: $4.12bn (6.7% growth)
- **2011 est.**: $4.31bn (5.0% growth)

*Global estimate based on N. America data*
Sport Sponsorship investment by type

$31bn spent on SPORTS in 2010

- 40% Team Sponsor
- 43% Event Sponsor
- 10% Organisation Sponsor
- 7% Personality Sponsor

Source: TWSM 2010
**Sport Sponsorship & CSR: headlines**

**71%** Consumers feel more positive towards sponsors that invest in community initiatives *(S:Comm: Global sponsorship report 2009)*

**65%** Sponsors favour sponsorships which help them connect with communities *(Source: SMG Insight/ YouGov 2010)*

**44%** Sponsors wish to better integrate CSR and sponsorship *(Source: SMG Insight/ YouGov 2010)*
Factors shaping CSR growth in sports

- Brand Affinity
- Consumer engagement
- Recruitment
- Internal motivation
- Investor / Stakeholder relations
- Sport’s profile
- Political / Social agendas
Why CSR is important to Rights owners

- CSR
- Reputation
  - Brand equity
  - Responsibility
  - Political, cultural and social

- Rights Fees
  - Compelling story
  - Greater brand appeal
  - Higher rights fees

- Growth
  - New audiences
  - Increased fan base
  - Greater participation

- Brand appeal
  - CSR importance
  - Easy to plug in
  - Key to investment

- Impact
  - Investment
  - Transformational value
  - Inspiration

- CSR importance
  - Easy to plug in
  - Key to investment

- Compelling story
  - Greater brand appeal
  - Higher rights fees

- New audiences
  - Increased fan base
  - Greater participation

- Investment
  - Transformational value
  - Inspiration

- Key to investment
  - Compelling story
  - Greater brand appeal
  - Higher rights fees
Key community investment issues in sport

- Youth Participation
  - School sport
  - Physical activity

- Legacy
  - Long term impact
  - Results

- Sustainability
  - Coaching
  - Community involvement

- Health & well-being
  - Obesity problem
  - Motivation

- Deprived areas
  - Inspiration
  - Crime prevention

- Facilities
  - Rejuvenation
  - Foundations
Sport Sponsorship & CSR: the options

1. Invest in the rights owners’ programme
   – Activate as an integrated programme

2. Create your own programme around the sponsorship
   – Crucial to get support of the rights owner

3. Use of sponsorship assets in existing programmes
   – Teams / Individuals

Planning, measurement & evaluation are key
Sports & CSR: who’s doing what?

- Organisations
  - Cricket Against Hunger
  - Chance to Shine
  - Urban Cricket
- Teams
  - Cricket Force
- Events
  - Seve Ballesteros
  - Seve Ballesteros
- Individuals
  - Craig Bellamy

Corporate Citizenship
Fasttrack
Our experience – brands and rights owners

5 new rugby facilities
180 locals coached to IRB Level One
4,000 under-privileged kids coached
Coaching prog. for up to 3,500 kids

Annual multi-sport event
1500 athletes
378 volunteers
14,000 spectators

Texaco summer camps
Club based scheme
28,500 children
3,500 children grant funded

And…
The LBG methodology & CSR-linked sports sponsorships
About LBG
Why are companies members of LBG?

• The globally recognised methodology for measuring
  – Community contributions made by a company
  – Output/impact contributions have on the community and the business

• Benchmark community investment performance against sector peers and best in class companies

• Learn from best practice

• Drive ongoing improvement in community investment management and communications
The LBG model

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Impacts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>How?</strong></td>
<td>Community benefits: Numbers helped etc.</td>
<td>Community impacts: How beneficiaries are better off</td>
</tr>
<tr>
<td>Cash, time, in-kind, management costs</td>
<td>Leverage: Extra funds raised</td>
<td></td>
</tr>
<tr>
<td><strong>Why?</strong></td>
<td></td>
<td>Business impacts: How the company is better off</td>
</tr>
<tr>
<td>Charitable gift, community investment, commercial initiative</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>What?</strong></td>
<td>Business benefits: Employee engagement Press coverage etc.</td>
<td></td>
</tr>
<tr>
<td>Cause, e.g. health, young people, social welfare</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Where?</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Integrating sport into community programmes

- Charitable gift
- Reactive, one-off donations
- Community investment
- Strategic, long term programmes
- Commercial initiatives in the community
- Promoting commercial interests through community initiatives
- Sponsorship

Logos: LBG, Barclays, Sainsbury's, Fast Track
How we can help

CSR
CSR Planning
LBG methodology
Evaluation
Experience

Robust Sport & CSR offering

Sports
Sponsorship & CCI
Landscape
Relationships
Experience

Successful activation & measurable impact
Contact us

Angus McGougan
T: 020 7593 5200
E: angus.mcgougan@fasttrackagency.com
W: www.fasttrackagency.com

Ita McMahon
T: 020 7861 1616
E: ita.mcmahon@corporate-citizenship.com
W: www.corporate-citizenship.com