INTEGRATING SPORTS MARKETING & SUSTAINABILITY

6 POINTS TO VICTORY

COLLEGIATE SPORTS SUSTAINABILITY SUMMIT

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Why integrate sports marketing and sustainability?

“Athletics are the front porch of the university, it’s not the most important room in the house, but it is the most visible.”
- Scott Barnes, Athletic Director, Utah State

- Untapped market
- It is THE way into athletics
- It is very doable
SIX POINTS TO VICTORY!

INTEGRATING SPORTS MARKETING & SUSTAINABILITY
SIX POINTS TO VICTORY

INTEGRATING SPORTS MARKETING & SUSTAINABILITY

1. Establish a Partnership
2. Develop the Vision
3. Grow the Pie – Part I [identify potential sponsors]
4. Grow the Pie – Part II [develop the inventory / assets]
5. Pitch the Program [to potential sponsors]
6. Get It Done [implement / execute]
Exercise:

Who is the athletics brand rights-holder on your campus?

- Organization’s name
- Representative’s name
ESTABLISH A PARTNERSHIP

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True partnership
We need each other to make this happen

- Sustainability know-how / credibility -
- Sports marketing know-how / credibility -
What do you want to do?

- Football?
- Basketball?
- Recycling?
- Energy?
- Water?
- Facilities?
Exercise:

Write a brief narrative of your vision for your athletics sustainability initiative
Research what others have done

- NRDC’s *Collegiate Game Changers: How Campus Sport is Going Green*
- Collegiate Sorts Sustainability Summit
- Green Sports Alliance Summit

Discuss feasibility

- Assuming we can get the money, is this possible?
- Can we do this?
- Develop a conceptual budget for initiative
DEVELOP THE VISION

BLACK & GOLD & GREEN
TAILGATE TEAM
New market – tap into market which may currently think “We don’t sponsor sports”

- Represents non-traditional revenue
- Sustainability athletics program will get people to return calls, that have not returned calls before
- This should get your rights-holders’ attention
- Avoid right pocket – left pocket scenario
- Learn to speak the language of sports marketing
- Be wary of fine line with development office
Think of companies who:

- You do business with
- Want to do business with you
- Are involved in sustainability
- Have values aligned with sustainability
- Want to be associated with your sports sustainability brand
- Are NOT current sponsors
Exercise:

Make a list of 10 companies who are potential sponsor partners for your sports sustainability initiatives

- Get creative
- Think at various scales
- Think both consumer facing and non-consumer facing
GROW THE PIE – PART I

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Make a list of 10 companies who are potential sponsor partners for your sports sustainability initiatives

- Get creative
- Think at various scales
- Think both consumer facing and non-consumer facing
Exercise:
Make a list of your inventory or your assets

- Sustainability assets
- Multimedia assets
- “Selling ideas that involve assets”
GROW THE PIE – PART II

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- Shirts for volunteers

![Shirts for volunteers](image1)

![T-shirt designs](image2)
GROW THE PIE – PART II

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- Recycle bags
GROW THE PIE – PART II
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 Banners on vehicles
GROW THE PIE – PART II
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- Banners on vehicles
BOILER-UP AND RECYCLE!

Recycle your glass bottles responsibly, and help save energy!

Did You Know?

- Knauf insulation recycles 1,000,000 beverage bottles per day!
- Our factory consumes 20% less energy for every glass bottle we use!
- Your glass bottles help Indiana workers be more competitive!
- Every glass bottle you recycle can help us make insulation that will save you money on your energy bills!
INTEGRATING SPORTS MARKETING & SUSTAINABILITY
Turn your glass bottle into insulation by recycling it today!

**DID YOU KNOW?**

- 1,000,000 beverage bottles per day are recycled at Knauf Insulation!
- 20% less energy is consumed using recycled content!
- **YOU** can make a difference, your recycled glass bottle:
  - Helps Indiana workers be more competitive
  - Saves Energy
  - Reduces pollution and waste

**YOU CAN HELP PURDUE WIN THE GAME DAY RECYCLING CHALLENGE!**

- Take a clear recycling bag from one of our volunteers or the free recycling a-frame
- Place all bottles and cans in the clear bag
- No food waste in the clear bags
- Leave it on the ground in your tailgate site, and we will pick it up
- If you are walking around, please dispose of your bottles & cans in recycling rings that are attached to any trash can

Please consider passing this message on & then recycling this card.
GROW THE PIE – PART II

Branded t-shirts for volunteers
GROW THE PIE — PART II

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- Tent headquarters
Sustainability Assets

- Shirts for volunteers
- Recycle bags
- Banners and magnets on vehicles
- “Real estate” signs
- Waste containers
- Program collateral material
- Scholarship presentations
- Tent headquarters
- Conference presentations
GROW THE PIE – PART II

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- Stadium LED signage
Branded t-shirts for volunteers
Program ads
GROW THE PIE – PART II

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- Web banners / impressions
Multimedia Assets

- Stadium / arena LED signage
- Program ads
- Web banners / impressions
- Radio spots
- Live reads during game
- TV visible signage
How many of you consider yourself to be a salesperson?
How many of you consider yourself to be a salesperson?

Don’t think of this as sales
Think of it this way:
Think of it this way:

You are articulating your passion to someone who has the resources to make your vision a reality.
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- Be enthusiastic
- Lead with sustainability
- Develop a menu / comprehensive proposal
- Think about different “price points”
- Get to an answer quickly
- Not a traditional sponsorship
- Not just signage, it’s signage supporting a sustainability program
GET IT DONE

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- Own it
- Logistics / details
- Take lots of pictures
- Invite sponsors to games
- Follow-up with sponsors
- Submit presentations at conferences
- Maintain the relationship
Exercise:

Make a list of the reasons you don’t already have a sponsored athletics sustainability program.
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