



Operationalizing Event Sponsorships



TODAY'S AGENDA

- 1 Introduction**
- 2 Three Wins for Successful Sponsorships**
- 3 Keys to Operationalizing Sponsorships**
- 4 Twin Cities In Motion Example - Thrivent**
- 5 Conclusion, Q & A**





Who we are:

Scott Wilson – Development Director

**Jessie Sand – Sr. Director of Marketing &
Brand Strategy**

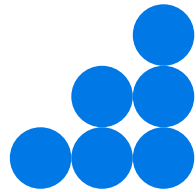


About TCM

- Nonprofit endurance event organization in St. Paul, Minnesota
- 20 employees and 400 year-round volunteers
- Produce six annual events
- Marquee event is Medtronic Twin Cities Marathon Weekend
- Sponsorships make up over 20% of our annual revenue

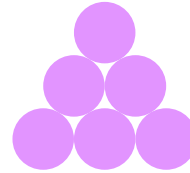


Three “Wins” of a Successful Sponsorship



Sponsor Wins

Sponsorship helps partner meet their strategic goals



Participants and Community Wins

Sponsorship brings excitement to event participants and the community



Event Wins

Revenue to help offset event costs and make the participant experience better



Keys to Operationalizing Successful Sponsorships

1 **Teamwork**

2 **Planning**

3 **Simplification**



Keys to Operationalizing Successful Sponsorships

Teamwork

- Include all departments impacted in the planning process
- Confirm each department has bandwidth and the correct people to support the activation
- Finalize an agreement with partners only after an internal plan is in place
- Continue to include your team in planning meetings leading up to event day



Keys to Operationalizing Successful Sponsorships

Planning

If you take a big swing, make sure you plan accordingly

- Schedule regular meetings with partner team and event staff
- Have an agenda prior to meetings so attendees can be prepared
- Plan for all possible scenarios that could lead to an activation having issues, such as extreme weather, delayed start or technical difficulty



Keys to Operationalizing Successful Sponsorships

Simplification

- Simplify operational planning as much as possible
- Help your partners simplify their message to your audience
- Ensure all staff know their role and are comfortable with their responsibilities
- Utilize sponsor representatives and staff as much as possible to take work off event staff and volunteers on race day



TCM Example: Thrivent

Thrivent is a Fortune 500 financial organization headquartered in the Twin Cities and serving clients nationwide. Their unique combination of financial services and generosity programs help clients make an impact on the people, causes and communities they love.

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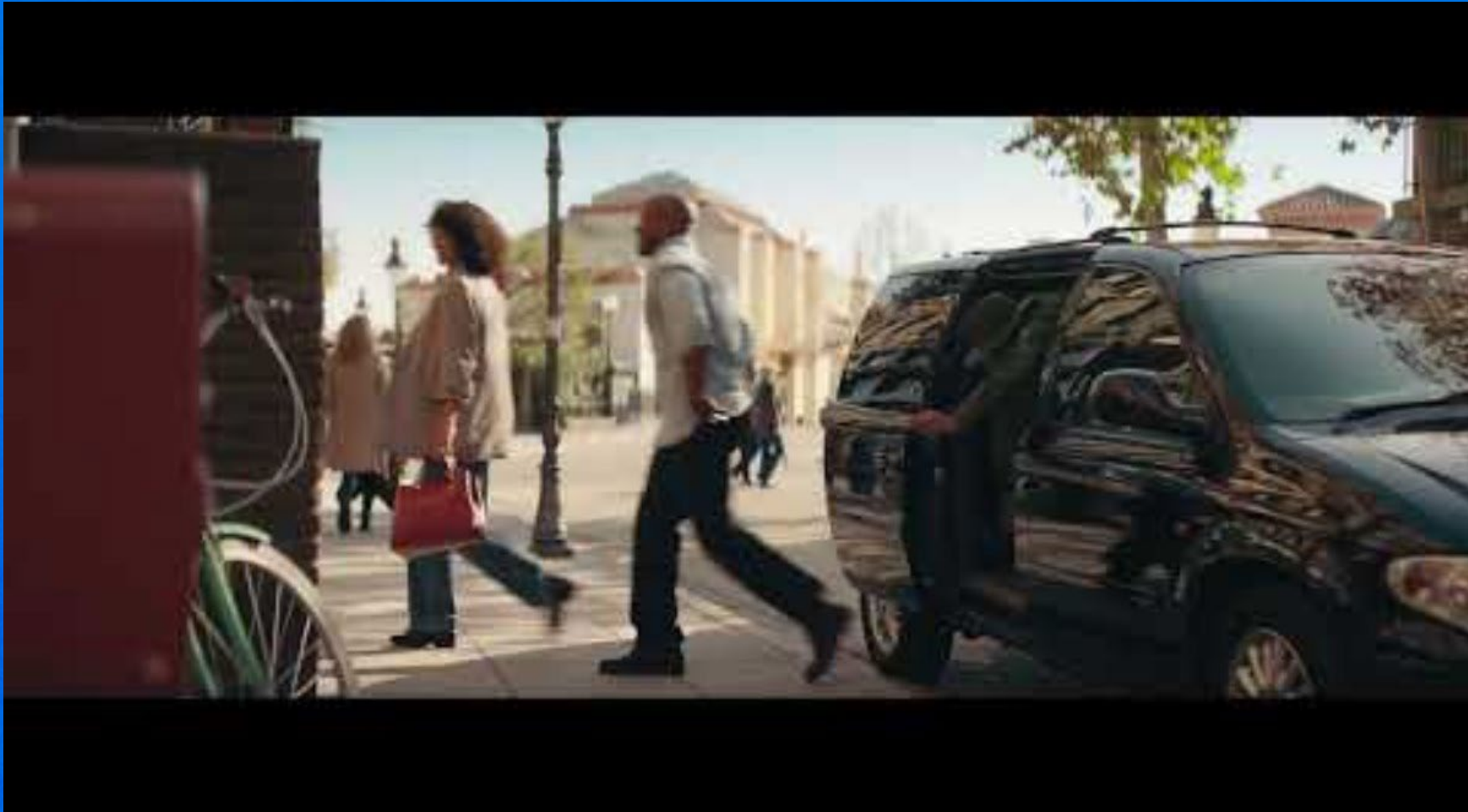
Medtronic

**TWIN CITIES
MARATHON
WEEKEND**

TWIN CITIES IN MOTION



Thrivent showed us the following commercial and asked how we can bring it to life during the Medtronic Twin Cities Marathon:



The Big Idea

Recreate the concept of the Thrivent commercial during the Medtronic Twin Cities Marathon

- Feature a Thrivent client running the marathon
- Feature their “Financial Plan” running the marathon along side the client
- “Financial Plan” runners represent the causes and communities the client cares about
- Four Thrivent charity partners were also included as runners, Thrivent donated \$1,000 per mile (\$26,200) to each charity



Thrivent Brand Impact Moments:

- Highlight the Thrivent Financial Plan on our More Than a Marathon LIVE stream
- Include the inspirational Thrivent commercial in the live stream commercial breaks
- Brand the Marathon Course with strategically placed Thrivent signage
- Share the story through social media
- Have an interactive Expo booth
- Include a lively cheer zone on the course with free food, music, and bleachers full of cheering fans
- Finish area photo opportunity on Sunday for all finishers



TCM Teamwork

- Met with the Executive Director of the More than a Marathon LIVE and local TV partner to ensure we can have live cut-ins of the Thrivent Financial Plan runners during the marathon
 - Amazingly they said yes, including several live cut-in interviews during the Marathon Live stream
- Met with the Course Operations Manager to ensure strategic placement for on-course signage and secure a cheer zone on the very full Summit Avenue hill
- Ensure the social media team can help create and share prior to Marathon Sunday
- Secure a high traffic Expo booth and 27th Mile photo opportunity location
- Share the final sponsorship agreement with impacted TCM staff prior to signing to ensure a successful activation



Thrivent Financial Plan Planning

- How do we find a Thrivent client who is a marathon runner and is interested in running with a group of other runners?
- How do we find 7 additional runners, plus 3 alternates, who can run a 4-hour marathon in costume? How do we make runner friendly costumes?
- We called our pace team manager and offered runners a stipend to be part of the Financial Plan
- After weeks of vetting, they found the Thrivent client, Jim Browning, and 11 runners to be his Financial Plan
- These runners met and ran together several times prior to race day ensuring they were would be able to stick together for 4+ hours of running
 - The team practiced running with a selfie stick for the live check-in



Thrivent Financial Plan Planning

- Set up weekly meetings with the More Than a Marathon LIVE team and Thrivent to plan the live coverage of the Thrivent Financial Plan
 - Thrivent wanted as many live check-ins as possible during the Marathon, however we focused on 5 specific check-ins to ensure we would be able to work through plans to ensure they were possible. Live TV can be tricky, so simplifying this was important to success.
- Set-up regular meeting with Course Operations and the Thrivent team to ensure on-course signage, cheer zones, and finish area photo stops are planned, permitted and ready to go.
- Connect the Thrivent and TCM social media teams to ensure story telling will be cohesive and engaging
- Connect the Thrivent team with the Health & Fitness Expo manager to ensure the space is correct and power needs are met



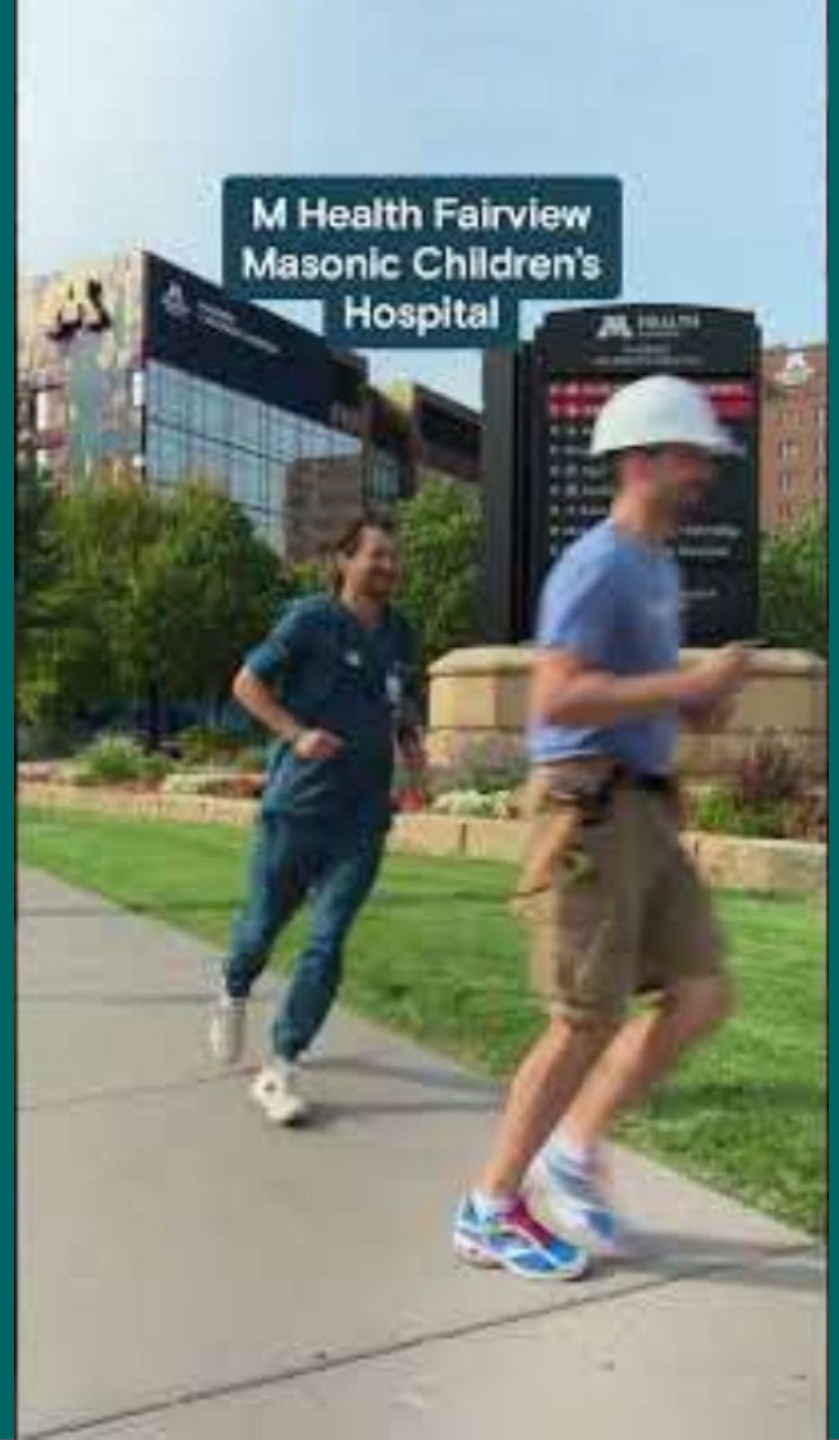
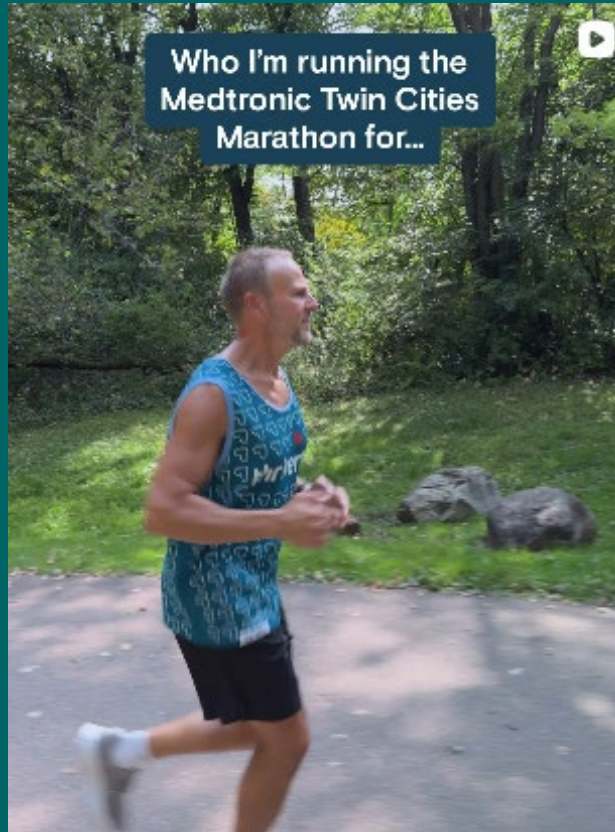
Simplification

- Partner wanted unique copy to be read for each More Than a Marathon LIVE Thrivent mention, which was a recipe for disaster. We worked together to merge the messages into one cohesive message that could be used numerous times during the More Than a Marathon LIVE stream.
- Executive Director of the live stream knew there would be need for a segment producer for the five live cut-ins. Since we did not have the bandwidth for this role, Thrivent provided the segment producer.
 - The Thrivent segment producer was able to be included in all production meetings as a full member of the production team
 - The producer did an amazing job and was integral into the success of the More Than a Marathon LIVE production



Pre-Race Activities

- Social media story telling about Jim and his Financial Plan marathon journey



Pre-Race Activities

- Interactive expo booth
- Expo attendees filled out over 1,250 hearts sharing who they are running for
- The hearts were added to a tree in the booth
- This activation helped the Thrivent brand signal its focus on supporting the people, causes and communities you love!



Pre-Race Activities

The Thrivent headquarters is located across the street from the Medtronic Twin Cities Marathon start line, so Thrivent created a display on their building that all Marathon runners would see as they start their 26.2 mile journey to the State Capitol in St. Paul.



The Big Day: Start Line Video

Thanks to teamwork, planning and simplification, the Thrivent Financial Plan activation was a smashing success!



The Big Day: Live check-in with Jim and his Financial Plan



The Big Day: Live check-in at the Thrivent Cheer Zone



Thrivent Cheer Zone

Thrivent brought energy, music, food and bleachers to Mile 23 of the Marathon with their cheer zone. A few hundred supporters cheered on participants as they summited the top of Summit Ave. Hill, including Jim and his Financial Plan!



The Big Day: Jim and his Financial Plan arriving at the marathon finish line



The Big Day: Jim and his Financial Plan post-race interview



Thrivent Finish Festival Photo Stop

Thrivent created a finish festival photo stop on the steps of the state capitol that work as a location to award their 4 charity partners their \$26.2K checks!





Post Event Feedback

“Twin Cities in Motion was a fabulous partner in taking a crazy idea and running with it! We asked: “Can we recreate our Thrivent ad during the Medtronic Twin Cities Marathon?” Together, they helped us create a living example of how Thrivent is right alongside its clients during every step of their financial journey. From finding an enthusiastic runner, who was also a Thrivent client, to supporting his race day team – made up of seven other runners in costumes who symbolized his financial plan – TCM was direct, creative and supportive.”

– Annie Leither, Brand Partnership & Activation Manager



Thank You, Charlie Mahler

The Thrivent More Than a Marathon LIVE partnership would not have been possible without TCM's newly retired former Senior Communications Manager and More Than a Marathon LIVE Executive Director, Charlie Mahler!





Questions?



Fredrikson

Medtronic

KARE 11

iHeart

StarTribune

Thank You!

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