

## **Corporate Sponsorship Proposal for Pepsi Co.**

By Chea Johnson

When attempting to develop a corporate sponsorship proposal for Pepsi Co. using a “Ground Up” approach, we would start with a “needs analysis” of Pepsi Co. This would be achieved by listening to specific needs, expectations, and goals that Pepsi Co. desire out of this partnership. This approach will assist in cultivating a positive relationship and build up trust between the two organizations.

The aim of this partnership is to be mutually beneficial to Pepsi Co., our fans, and our venue. Pepsi Co. will have access to the thousands of fans and patron that visit events hosted at our venue. The opportunity to offer Pepsi products and market its brand products to the fan base would be a tremendous advantage for Pepsi Co. Having Pepsi Co. as a corporate sponsor enhances fan experience by providing quality beverage choices to patrons. Lastly, the monetary contribution this sponsorship provides helps towards economic stability of our organization.

We are seeking a 3-year commitment. Inventory being offered for this sponsorship is:

**Beverage Pouring Rights** – The exclusive rights to ALL non-alcoholic beverages sold at all events

### **Advertising Signage**

- Concourse TV monitors
- LED Boards
- Courtside digital banners at basketball or hockey games

### **Media Advertising**

Radio Broadcast (Home and Away) – Eight (30 second) ads on all radio broadcasts

Television (Home and Away) – Announced as official sponsor four times during TV broadcasts (basketball and hockey)

Social Media (Twitter/Instagram) – Game day (basketball and hockey) posts announcing official sponsorship

### **Additional Advertising**

- Event program
- Event Schedules
- Venue Website