

**Sports Marketing:
Utilizing Sports to Target Hispanic Consumers**
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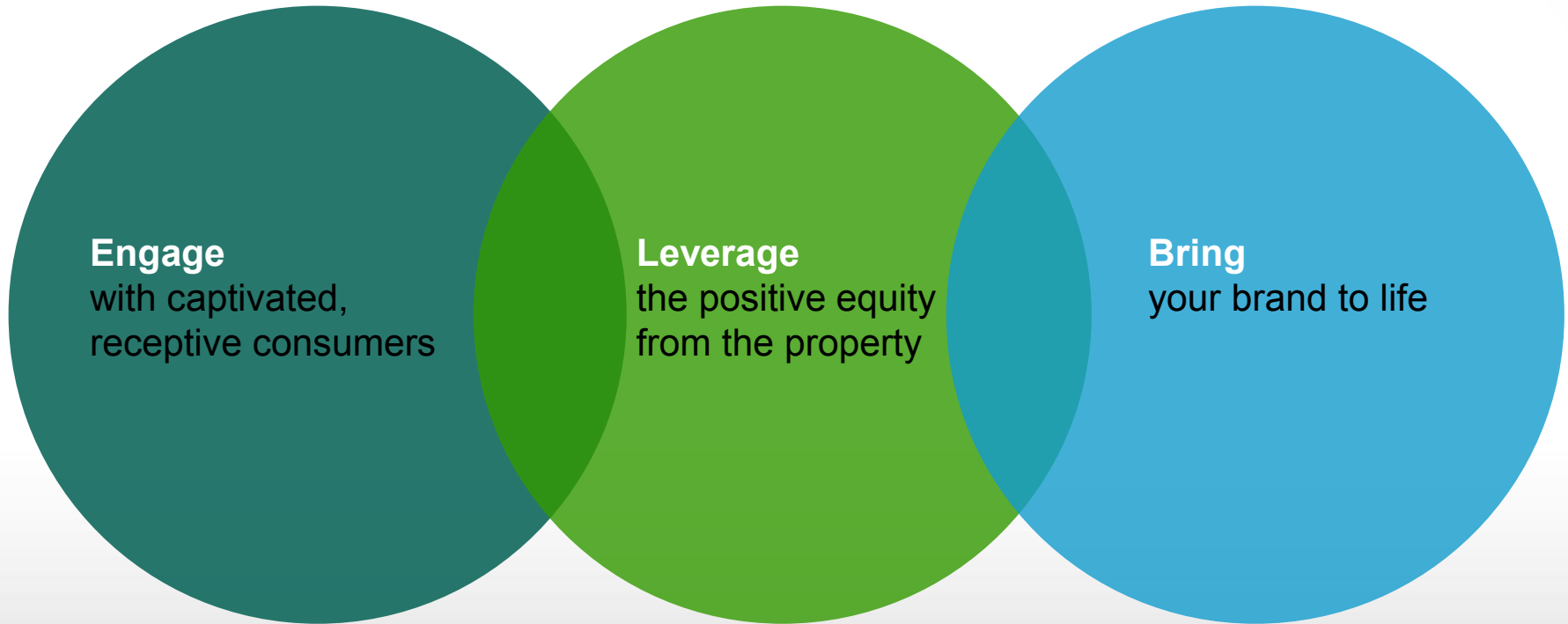
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Introduction

Sponsorship is a marketing tool that companies invest in to **connect with consumers through a shared passion point.**



**This connection allows you
to...**



Engage
with captivated,
receptive consumers

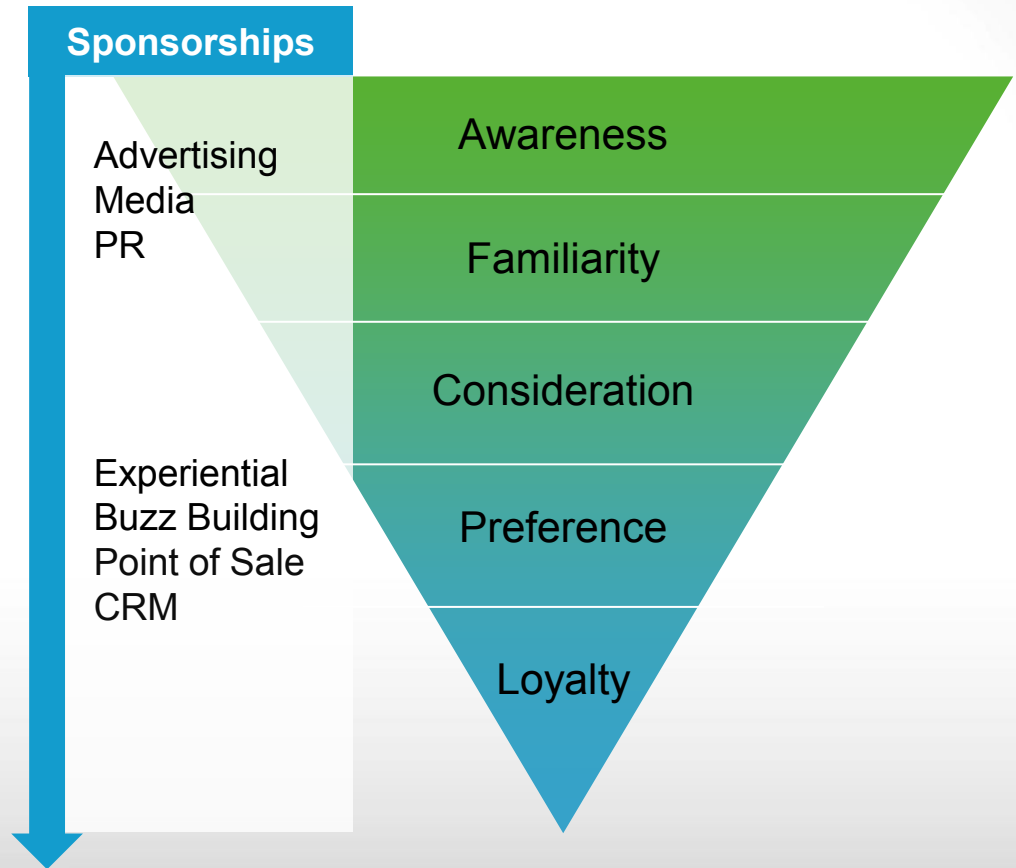
Leverage
the positive equity
from the property

Bring
your brand to life

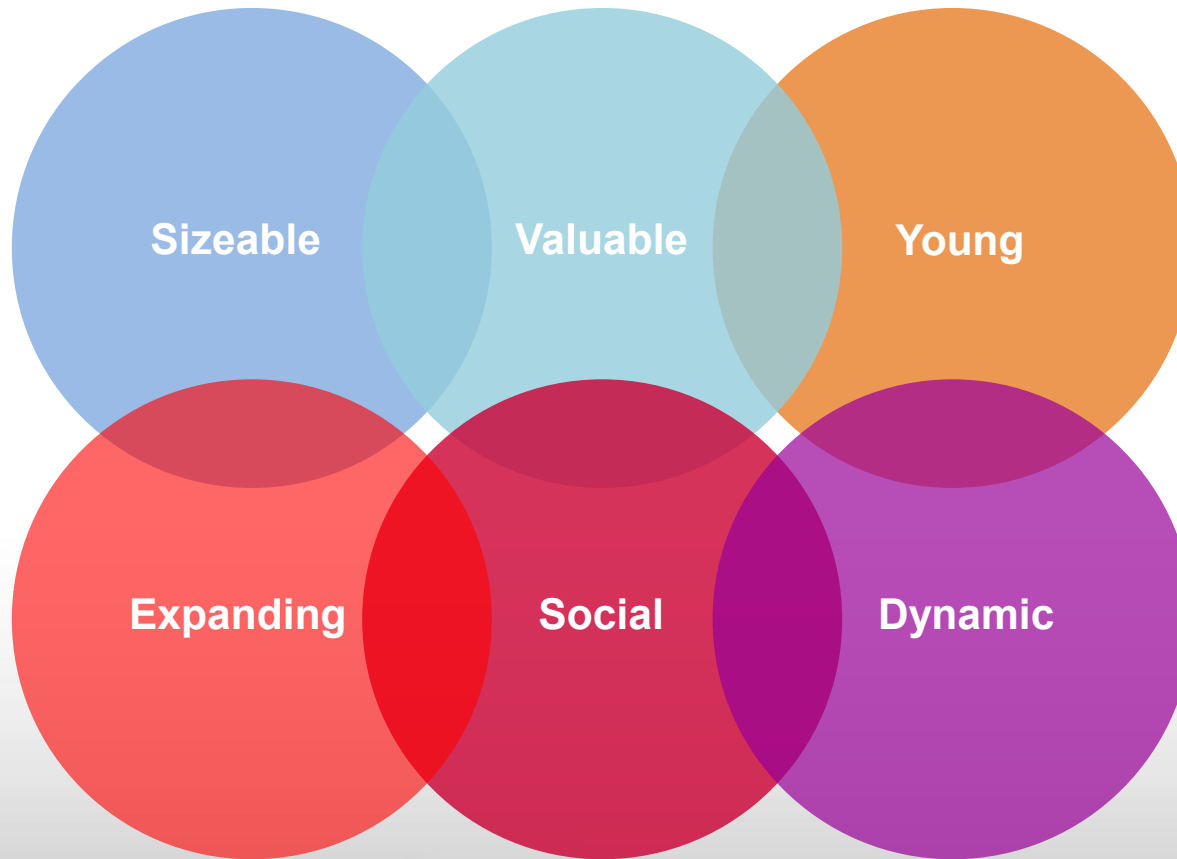


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Within the marketing mix, sponsorships serve as a supporting function by **enhancing and driving results** throughout the entire purchase funnel.



Hispanic marketers face an evolving segment that demands strategic thinking.

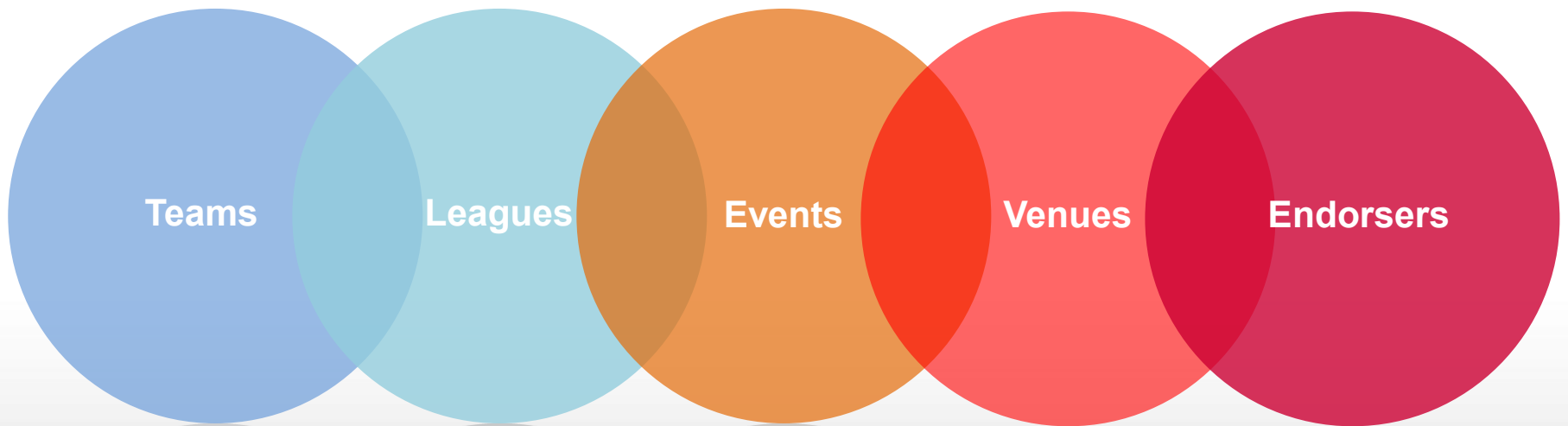


The sports landscape offers a **wide range of opportunities** that cut across different Hispanic sub-segments.



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The best sponsorship model is dependent on your specific objectives and category dynamics.



No two sponsorship deals should be identical. Understand how you plan to activate and secure assets to match.

Keys to activation include:

- Localized marketing plans
- One-on-one brand engagements
- Genuine commitment to cultural traditions



**In the experience of our clients,
sponsorships have the ability to:**

**Consistently
drive key metrics:**

- Awareness
- Preference
- Share

**Turn customers
into loyal brand
champions**

**Motivate & excite
employees**



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To make the case for investing in sponsorships, be sure to not only **provide the analysis** needed to prove it will **improve your brand perception**, but demonstrate how the partnership will **drive business to your bottom line**.



Q&A



Gracias.

