

# MONUMENTAL SPORTS & ENTERTAINMENT

JERSEY  
SPONSORSHIP





.....  
**TABLE OF CONTENTS**  
\_\_\_\_\_

- Who We Are -  
A Unique Company ..... 1
- Washington D.C. -  
A Unique City ..... 2
- D.C. Demographics  
and Landscape ..... 3
- NBA Jersey Patch,  
Rules and  
Restrictions ..... 4
- Overview of the  
Current Landscape ..... 5

.....  
\*\*\*



- Learnings and  
Obersvations  
thus far ..... 6
- Values That Drive Us ..... 7
- Factors and  
Considerations with  
respect to sponsor  
recommendations ..... 8
- Recommendations ..... 9

.....  
\*\*\*



## A UNIQUE COMPANY

- Monumental Sports and Entertainment (MSE) is one of four distinctive companies in North America that own multiple sports teams and the building they play in. MSE owns Washington Wizards (NBA), Capitals (NHL), Mystics (WNBA), Valor (AFL), Baltimore Brigade and Capital One Center
- MSE also manages Kettler Capitals Iceplex and EagleBank Arena at George Mason University

\*\*\*



Corporate partnerships with MSE provides incredibly unique opportunities in a city that is home to a vast array of influential people and destination to millions each year

**Ted Leonsis, Founder and CEO, MSE**



## WASHINGTON WIZARDS

- The Washington Wizards franchise originated in 1961. It has produced 9 members of the Basketball Hall of Fame and qualified for postseason play 25 times, with 4 trips to the NBA Finals
- The franchise reached the pinnacle of the NBA in 1978 by winning the NBA Championship in seven games against Seattle

Source: [monumentalsports.com](http://monumentalsports.com)

\*\*\*



.....

**Washington D.C.** is home to millions of people including the nation's President, federal government, and many influential dignitaries. The region is an important economic, cultural and entertainment center serving as the headquarters to the US government, World Bank, International Monetary Fund (IMF), National Geographic Society, Discovery Communications and many more. A vast array of top colleges and universities, health and technology centers, research and development organizations populate the DC area

In addition to the diverse residents, DC serves millions of visitors each year with national attractions and events

.....

\*\*\*



.....

## A UNIQUE CITY

---

Washington D.C. is the most affluent market in the US in several key indicators of affluence

 Adults that make **\$100,000+** (scarborough)

 **Strongest Economy** (scarborough)

 Adults with most **Post-Graduate Degrees** (scarborough)

.....

\*\*\*

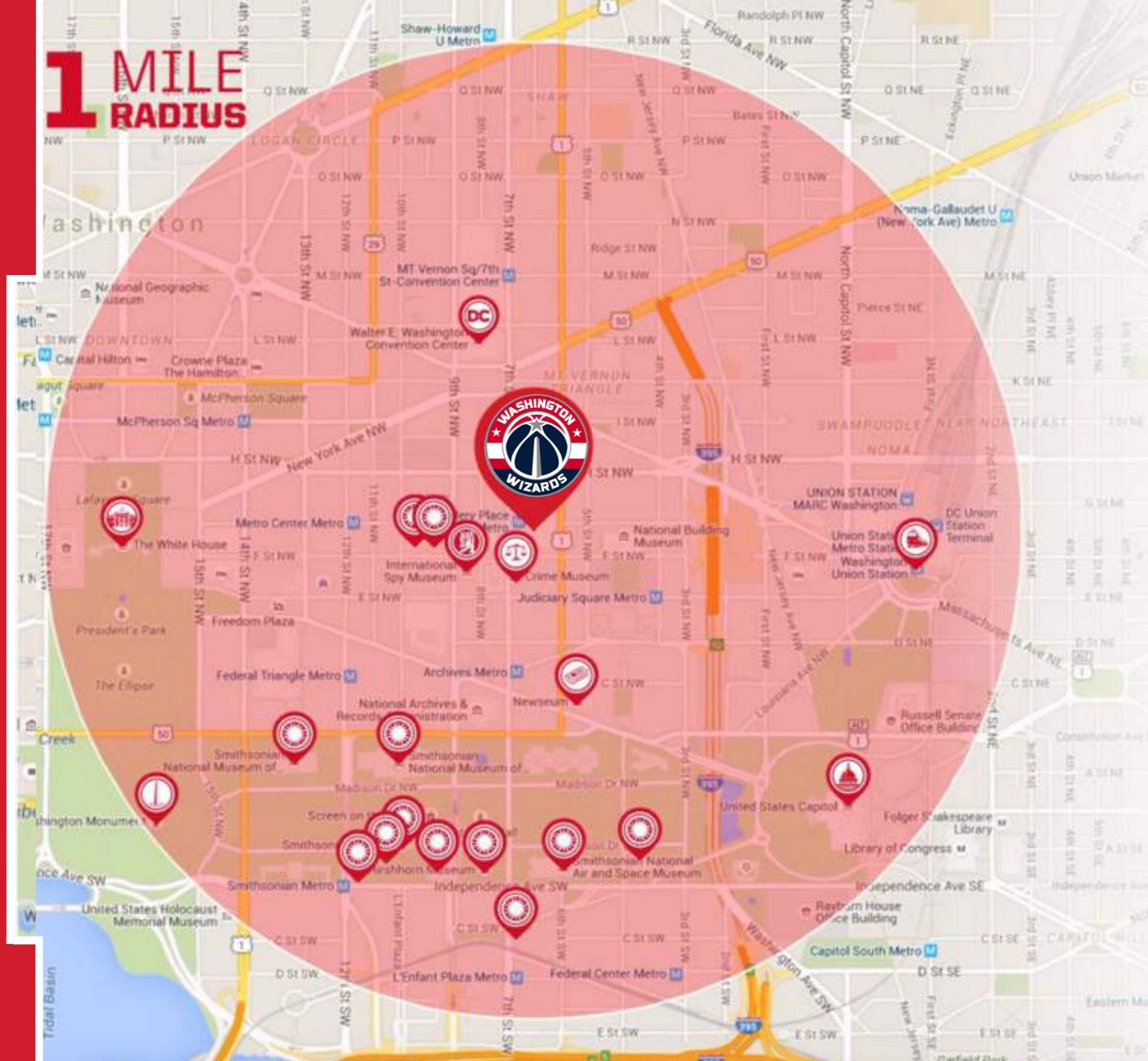


# D.C. DOMINATION

## 7.54 MILLION:

Population of D.C./Baltimore region, which as a combined market represents the 3rd largest market in the United States, behind only New York and Los Angeles

\*\*\*



## in the neighborhood



**WHITE HOUSE** receives over 6,000 visitors a day



**CAPITOL BUILDING** 3 million plus visitors visit annually



**WASHINGTON MONUMENT** more than 25 million visitors visit annually



**SMITHSONIAN MUSEUMS** In 2014, more than 23.5 million visited 10+ museums within 1 mile radius of Capital One Center



**INT'L SPY MUSEUM** attracts over 750,000 visitors in an average year



**REGAN NAT'L AIRPORT** over 24 million passengers travelled through Regan National in 2016



**NEWSEUM** In six years since relocation, it's attracted over 5 million visitors



**MONUMENTAL**  
SPORTS-ENTERTAINMENT

## DESTINATION D.C.

The hospitality and tourism industry has fueled the economy of the nation's capital every year, with an estimated **\$6.7 billion** in visitor spending in 2016

Source: [monumentalpartnerships.com](http://monumentalpartnerships.com)

\*\*\*



.....  
**NBA JERSEY PATCH,  
RULES AND  
RESTRICTIONS**  
—————

- Teams will be permitted to wear corporate advertising patches on the **upper-left** region of their jerseys
- The maximum patch size allowed on the jersey is **2.5 inch x 2.5 inch**
- NBA teams cannot sell sponsorship to alcohol, tobacco, gambling or media companies as well as those working in politics

.....  
\*\*\*

“

It’s my hope, independent of whatever additional revenues are generated through this patch program, that the greatest impact will be in this amplifying effect of companies choosing to associate directly with a team jersey, then going out and promoting that relationship to the largest market.

”

**Adam Silver**  
**NBA Commissioner**



- The NBA also forbids teams from partnering with **competitors of Nike** for the jersey patch
- The sponsored-logoed jerseys can only sold at **team-controlled retail**
- For a foreign sponsor to activate the uniform patch in its home market, it must negotiate an additional NBA international rights deal

.....  
Source: Forbes, [NBA.com](http://NBA.com), [SportTechie.com](http://SportTechie.com), Sports Business Journal

.....  
\*\*\*



## OVERVIEW OF THE CURRENT LANDSCAPE

- Sixteen NBA teams have now officially announced jersey patch partnership with corporate brands for the course of the next 3 seasons
- The Golden State Warriors currently have secured the largest deal in the league, estimated to be around \$20 million a year from Japanese based Electronics company, Rakuten



# NBA JERSEY SPONSORSHIP LANDSCAPE

NBA TEAM	SPONSOR	VERTICAL	HEADQUARTERS
Atlanta Hawks	Sharecare	Healthcare	Atlanta, GA
Boston Celtics	General Electric	Engineering	Boston, MA
Brooklyn Nets	Infor	Software	New York, NY
Cleveland Cavaliers	Goodyear	Automobile & Manufacturing	Akron, OH
Denver Nuggets	Western Union	Financial	Englewood, CO
Detroit Pistons	Flagstar Bank	Financial	Troy, MI
Golden State Warriors	Rakuten	Electronics	Tokyo, Japan
Los Angeles Lakers	Wish	Ecommerce	San Francisco, CA
Miami Heat	Ultimate Software	Software	Weston, FL
Milwaukee Bucks	Harley Davidson	Automobile & Manufacturing	Milwaukee, WI
Timberwolves	Fitbit	Healthcare	San Francisco, CA
Orlando Magic	Disney (Resorts)	Entertainment/Hospitality	Orlando, FL
Philadelphia 76ers	StubHub	Ecommerce	San Francisco, CA
Sacramento Kings	Blue Diamond Almonds	Consumer Goods	Sacramento, CA
Toronto Raptors	Sun Life Financial	Financial	Toronto, ON
Utah Jazz	Qualtrics	Software	Provo, UT

NBA jersey sponsorship as of Oct 1, 2017



- The Cleveland Cavaliers come second with their \$10 million a year partnership with Goodyear Tires
- According to estimations, the jersey patch deals can generate over \$100 million per year for the teams over 3 years

Source: ESPN, Bleacher Report, SportTechie.com

\*\*\*

\*\*\*



LEARNINGS AND OBSERVATIONS FROM THE DEALS THUS FAR

- Jersey patch sponsors stem primarily from: **technology brands, financial institutions and local employers**
- It can be observed that some of the sponsors' objectives include: **brand visibility, community engagement and global outreach**
- Brands have outlined their supporting activation programs to complement jersey sponsorships

\*\*\*

Circular and green:  
Less obtrusive ad patch, seamlessly integrated with team's colors



VS



Original design and colors:  
Difficult to integrate with team's branding identity and uniform aesthetics



- **DESIGN AND AESTHETICS:** Shape and color of the logo matter, as this will indirectly affect jersey sales
- **MORE THAN JUST ADVERTISERS:** Tech-companies such as Fitbit, Qualtrics and Infor are also providing data-analytics services to their respective NBA team partners
- With patch deals, sponsors are aiming to maximize brand affinity though philanthropic endeavors (For instance, the Jazz will sport the logo of Qualtrics' charity initiative called 'Five for the Fight')

Source: Forbes, Front Office Sports

\*\*\*





## VALUES THAT DRIVE US

- Monumental Sports & Entertainment takes great pride in its values. Each value marks an important aspect of the values and commitments MSE makes to each of its partners. The principal priority is honoring partners' investments and association with all Monumental Sports & Entertainment properties which ultimately set a solid foundation which promises lasting success

\*\*\*



## CORPORATE PARTNERSHIP PILLARS

- Building a community
- International connection
- Innovation and Technology
- World Class Service and Entertainment
- Leadership and Teamwork
- Humility and Integrity
- Fun and Engaging

\*\*\*



We prize leadership, but we value teamwork and collaboration and transparency even more. We treat each other with respect. We act with honesty and integrity. We remain humble

We provide first-class customer service and value for our fans

We innovate. We are nimble and first to market. We are not averse to risk

We measure our performance with specific objectives and metrics and our analysis and decisions are data-driven

We work tirelessly to build generationally exceptional teams that compete for championships year after year and create lifelong memories for our fans

We champion a double-bottom line that engages, unifies and gives back to the community we serve on a daily basis

We have fun. We are in the business of happiness



## KEY FACTORS IN THE RECOMMENDATION PROCESS FOR JERSEY SPONSORS

Level of importance rated on levels of Low, Moderate and High

- Location of the sponsor (High/Moderate)
- Brand fit (High)
- Values and mission statement alignment (High)
- Relevance to the D.C. area and brand Wizards (High)
- Spending budget (Moderate)

\*\*\*



- Prior interest or activity in the (sports) sponsorship space (Moderate)
- Potential benefits in broader deal with MSE (Moderate)
- Activation and Fan-Engagement Potential (High)
- Customer affinity and positive sentiment (High)
- Global presence/ international aspirations (Moderate)
- Aesthetic and Design fit (Low)

\*\*\*



ABOUT

- Emirates is an airline based in Dubai, United Arab Emirates and was founded in 1985

BRAND FIT

- The flourishing tourism and hospitality landscape of the DC region as well as the affluent lifestyle (purchasing power) of residents makes this an exciting prospect
- First of its kind investment for Emirates into the most commercialized and globalized American league
- In-arena opportunity to showcase corporate hospitality to an affluent spending market

\*\*\*



- **Strengthen relationships:** In 2012, Emirates helped contribute \$130M in annual spending by visitors in the DC area, created 2,787 jobs, added \$113M to US employee earnings, and resulted in an annual total economic output of \$326M to the DC area (Source: Emirates Media Center)
- Opportunity to promote the newly opened (2016) direct route between Washington and Dubai, thereby bringing two global destinations closer
- A partnership could entitle Emirates to call itself the “Official Travel Partner” and in turn help Wizards expand its fanbase to the Middle-East

\*\*\*

# GEICO

## ABOUT

- GEICO is an American Auto Insurance company. It is HQ in Chevy Chase, MD and was founded in 1936

## BRAND FIT

- Local company, representing the values and ethos of the DC region
- **Consistent branding:** Long sponsor of the Washington Wizards (visible branding on the stanchion at the venue)
- Active player with \$250M spending in the sports sponsorship/ad market

Source: [sponsorship.com](http://sponsorship.com), Insurance Journal

\*\*\*



- **National reach:** Work with and utilize players for GEICO advertisements. For instance, an ad about 'how quick John Wall is' with regard to GEICO's tagline
- **Visibility in key market:** According to Monument Sports<sup>1</sup>, 4.1M cars drive past Capital One center and close to 800,000 fans attend matches per season. Opens doors to engage fans through in-arena activation
- **CSR collaboration:** According to GEICO CSR report (2016), the company spent close to \$15M across educational, medical and military programs, much like the Washington Wizards

\*\*\*



ABOUT

- Marriott is an American multinational hospitality company that manages a broad portfolio of hotel and lodging facilities. It is HQ in Bethesda, MD

BRAND FIT

- Another local company, representing the values, hospitality and ethos of the DC region
- **Loyalty programs:** Opportunity to lure/offer season ticket holders loyalty benefits and influence decision making process with respect to hotel bookings

\*\*\*



- **Official Hospitality and Events Partner:** Leverage Marriott’s domestic and international presence to showcase luxury hospitality to the NBA fans through Wizard player events, jersey launches, corporate retreats, annual meetings, and other fan engagement activations
- **Marriott core values align closely with those of the Washington Wizards:**
  - We Put People First
  - We Pursue Excellence
  - We Embrace Change
  - We Act with Integrity
  - We Serve Our World

Source: [marriott.com](http://marriott.com)

\*\*\*



Music for everyone.

ABOUT

- Spotify is a music, podcast and video streaming service launched in Stockholm in 2008. It is set for an IPO early next year

BRAND FIT

- A partnership would bring together Spotify's mission of 'Music for everyone' and MSE's quest to provide a complete and memorable entertainment experience for fans. And what better way to bring people closer than sports and music?
- 78% of Spotify users are millennials and D.C. ranks in the top 10 most streaming markets in the US

\*\*\*

- Tap into the 42% millennial fan base of the Wizards
- 'Discover' player playlists: Spotify claims to help users 'discover' music easily. For instance, Imagine listening to what John Wall is playing on his device, on the way to the arena.
- Leverage Capital One center: One thing common to every basketball game is good music. Spotify can advertise its collection and promote live-music from up-and-coming musicians and DJs from D.C. area during pre-match/half-time break

(Source: Forbes, Expanded Rambling and Spotify Insights), [monumentalpartnerships.com](http://monumentalpartnerships.com), Nielsen)

\*\*\*



.....

## ABOUT

- MSI or Micro-Star International is a Taiwanese IT corporation, that primarily produces laptops, desktops, motherboards and graphic cards

## BRAND FIT

- MSI is the largest gaming laptop seller in the world
  - **Brand visibility through eSports:** Opportunity to partner with Team Liquid (eSports team purchased by Ted Leonsis) and eWizards, the franchise's official representation at the inaugural NBA 2K eLeague to be held in 2018
- .....

\*\*\*



- .....
- **Favorable market:** According to Mashable<sup>1</sup>, D.C. is making a strong push through strategic partnerships, building of gaming arenas and investments in eSports teams to position itself as the next biggest eSports destination
  - **In-arena activation(s):** Leverage Capital One center to engage young gaming fans during game nights as well as tap into the opportunity to host NBA 2K tournaments to enhance brand visibility
  - Enhance brand visibility throughout the country and capitalize on the decline of Alienware

Source: [newzoo.com](http://newzoo.com), eSportsObserver

.....

\*\*\*



.....

### ABOUT

- AirBnB is an online peer-to-peer lodging and hospitality service, enabling people to rent short-term stays

### BRAND FIT

- In 2016, AirBnB announced that it is expanding and venturing into **business travel**
- **Visibility in a key market:** Washington D.C. represents one of the fastest growing markets (76% annual growth) for AirBnb travelers in the United States  
(Source: [airbnb.com](http://airbnb.com), [airDNA.com](http://airDNA.com))

.....

\*\*\*



- .....
- **Successful past partnerships in sports:** FIBA (2015), Australian Men's Basketball Team (Boomers), Bayern Munich (2017), TCS Marathon  
(Source: [sponsorship.com](http://sponsorship.com), [airbnb.com](http://airbnb.com))
  - **AirBnb-In Arena collaboration:** Chance to show off hospitality to fans within the arena on game nights (through sponsored suite/lounge seating)
  - Opportunity for a broader partnership with MSE and offer luxury/business experiences to fans outside of just basketball

.....

\*\*\*





## ABOUT

- Lyft is an American private hire/transportation network company founded in 2012 in San Francisco, CA

## BRAND FIT

- D.C's Metrorail problems are nationally infamous. The Metro project hasn't exactly lived up to its billing - fare increments, slower rate of renovation and multiple train accidents, has led to several media sources calling it the 'worst in the country'

Source: Wasihington Examiner

\*\*\*



- Opportunity to capture market share in a messy transportation sector in the nation's capital and establish a loyal fan base
- **Viral social media content for both parties:** Create great content through activations for instance - 'Fan of the day' or 'Ride with a Wizard' as well as position Lyft as the Official Game-Night Transport Partner to promote car-pooling and night-time safety for riders

\*\*\*



**AKASH BHAT**

917-521-9966

[avb2128@columbia.edu](mailto:avb2128@columbia.edu)