

# Sponsorship Proposal

## Georgia Tech and Adidas



March 3, 2016

Adidas America  
Donation Committee  
5055 North Greeley Avenue  
Portland, OR 97217



To whom this may concern,

The Georgia Tech Athletic Association is a Division I NCAA collegiate athletic program that has been a gem in collegiate sport for over 100 years. We are looking to energize the Georgia Tech brand to excite our fans, but also maintain our sense of tradition. Due to growing competition in the ACC and NCAA we would like to raise our brand to higher levels than those of our competitors. Adidas can provide us with these exact services, and we believe our expectations will be exceeded. Our pursuit of excellence over the years has led us to do extraordinary things in our sporting programs, and we would like to see Adidas come alongside our program and help us to accomplish even greater feats.

Below is our sponsorship proposal, listing ways that this partnership will help raise awareness to Adidas sense of tradition, excellence, and conscious efforts to create a sustainable life cycle for its products. We believe that Georgia Tech shares these same values and have put forth our best efforts to provide opportunities for Adidas to gain as much, if not more benefit than Georgia Tech through this sponsorship. Georgia Tech would like to ask for \$1.5 million per year to help Georgia Tech and Adidas come together to show America how truly excellent these sport organizations are. We are looking forward to participating in this process with Adidas and are excited to see what comes of this partnership.

Sincerely,

Mike Bobinski  
Georgia Tech Director of Athletics

## Georgia Tech Athletic Association

### Overview

“I’m a Ramblin’ Wreck from Georgia Tech and a hell of a engineer. A hell of a, hell of a, hell of a, hell of an engineer.” This can be heard throughout the city of Atlanta, erupting from 55,000 fans at Bobby Dodd Football Stadium, or bursting through the doors of Hank McCamish Basketball Pavilion. The Georgia Tech Institute of Technology was originally founded in 1888. The Georgia Tech Athletic Association is currently a Division I NCAA program, and members of the Atlantic Coast Conference. Mike Bobinski is leading the Georgia Tech Athletic Association as its Director of Athletics. Georgia Tech finished within the top fifty for the Capital One Cup, a measure of a school’s athletic programs as a whole.



### Brief History

- Georgia School of Technology first opened its doors in 1888
- In 1893 Georgia Tech formed its first sports and football team
- Watts Gunn was first Georgia School of Technology student to win the NCAA individual golf championship
- Georgia School of Technology wins its first national championship in football in 1929
- First official school mascot was created in 1930, a Ford Model A Sports Coupe by the name of the Ramblin’ Wreck
- The name of the school is changed to the Georgia Institute of Technology in 1948
- Georgia Tech joins the ACC in 1978
- Men’s baseball team appears in first of three College World Series in 1994
- Men’s basketball team earns trip to the NCAA championship in 2004





## Main Venues



## Major Sports Facilities

- **Bobby Dodd Football Stadium**
  - Originally built in 1913 and named Grant Field
  - Renovated in 2003 to seat 55,000 fans
  - Contains thirty two executive suites and the President's Box.
- **McCamish Basketball Pavilion**
  - Opened in October 2012
  - Seats approximately 8,600 fans
- **Russ Chandler Baseball Stadium**
  - Reconstructed in 2002
  - Capacity of 4,157

## Merchandise Venues

Georgia Tech has a unique partnership with Barnes and Noble, allowing the college to open a state of the art bookstore paid for by Barnes and Noble. The book store was given a touch up and renovated in 2011, giving the store an attractive and appealing look. Inside the Barnes and Noble student book store is a section called the Technology Store. This is where students can purchase their technological necessities required for their classes.



## Special Events



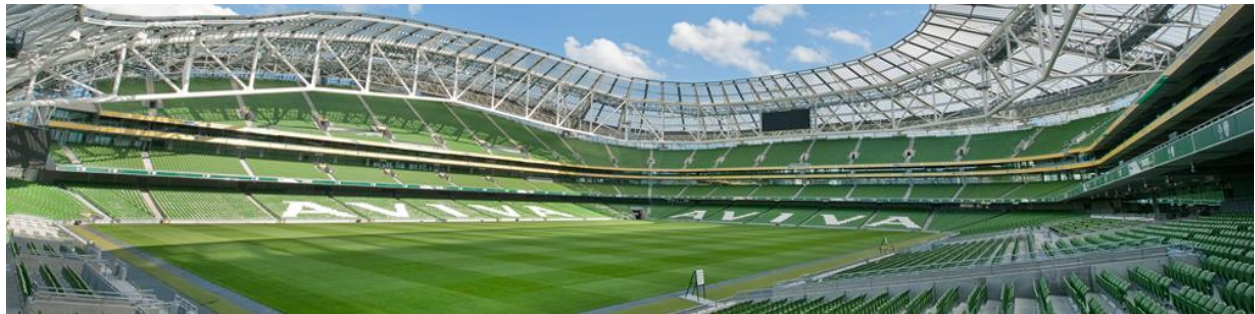
### NIRSA Championships

Georgia Tech will be hosting the NIRSA Championship Series Regional Basketball Championship at the Campus Recreation Center March 4-6, 2016. Universities from over **ten** different states will be sending their club teams to come and compete in pool-play to try and earn a position in the final rounds of bracket play to compete for first place in this collegiate club team tournament.



### Aer Lingus College Football Classic

To kick off the 2016 football season, Georgia Tech will be taking on the Fighting Irish of Notre Dame in the Aer Lingus College Football Classic. This is a special event held in **Dublin, Ireland** at **Aviva Stadium** on September 3, 2016. This is an extremely exciting event giving both teams the opportunity to make their mark opening day on foreign soil.



### NCAA 2016 Swimming and Diving Championship

March 17-19, Georgia Tech will be hosting the NCAA national championships in swimming and diving at the Georgia Tech Aquatic Center. The country's best swimmers will be competing to bring a national championship trophy home for their university.



## Fan Demographics

- Over 25,000 students are currently enrolled at Georgia Tech
- Georgia Tech is estimated to have the **second largest** fan base in the ACC
- Over 1.5 **million** fans across American support Georgia Tech



## Attendance Statistics

### Bobby Dodd Football Stadium

- Average attendance of 48,000 fans
- Sold out three games during the 2015-2016 season

### McCamish Basketball Pavilion

- Average attendance of 7,300 fans per game
- Increased attendance by over 50% in 2014, fourth highest jump in NCAA

### Russ Chandler Baseball Stadium

- Average attendance of 1,200 fans per game
- Increased fan attendance of 5% due to three recent College World Series Appearances



## Media Coverage

Georgia Tech Athletics are covered by these local and national media outlets



- 106.7 FM News Radio
- 680 AM Sports Radio
- GT Gameday streaming
- Fox Sports South
- ESPN



## Social Media Coverage

- Facebook: Over **100,000** followers
- Instagram: Over **25,000** followers
- Twitter: Over **36,000** followers



## Compatibility

Georgia Tech and Adidas strive towards similar organizational standards and goals that help make both of these establishments great. Adidas' efforts to hold tight to the tradition of its founder Adi Dassler creates an atmosphere of pursuing excellence that would complement Georgia Tech's deeply rooted traditions of pursuing greatness. Another quality instilled in Adidas is its commitment to customer satisfaction. Through Adidas' high standards for products, customers are rarely let down by what Adidas provides to its consumers. With the recent renovations to athletic facilities across the campus, both organizations side by side would create a high quality experience for all fans to enjoy and appreciate. Adidas and Georgia Tech also share a common interest in sustainability. Adidas has been steadily raising sustainability awareness through its "Sustainable Footprint" campaign. Georgia Tech has recently been assigned to a campaign that's goal is to create more sustainable cities. With these goals aligned Adidas and Georgia Tech can help to educate customers on the importance of living a sustainable lifestyle.

## Tradition

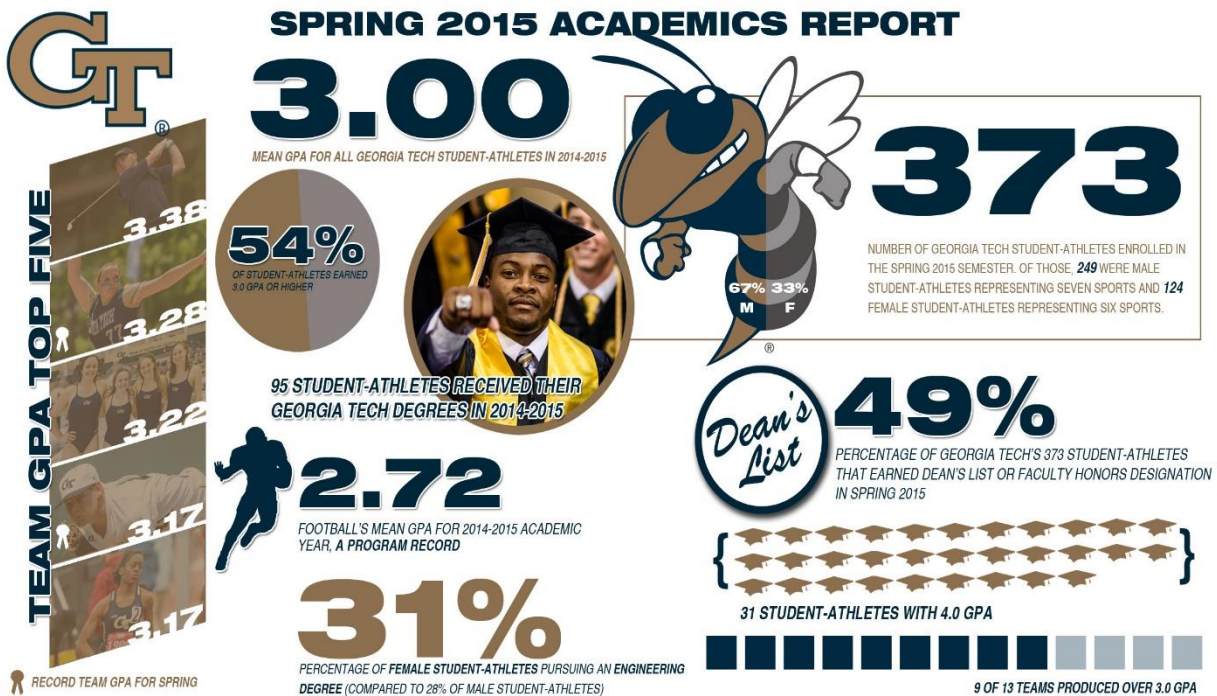
Adi Dassler founded Adidas in 1949 to pursue one goal; to provide Germany's Olympic athletes with equipment that would give them a competitive edge over their competition. This sense of tradition and pride has become the backbone to the hard work put forth by Adidas and its efforts in creating new and better products for its customers. Georgia Tech has a similar sense of tradition and pride. For over fifty years the Ramblin' Wreck has led the football team onto the field, and Georgia Tech's fight song is over seventy years old. These are just a few examples of how Georgia Tech and its fans have dug deep into its roots and maintained traditions for almost a century. Pairing both organizations respect to tradition can provide fans with not just memories, but a lifestyle full of traditions.





## Excellence

Adidas is dominating the sports market and the reason is excellence. Adidas provides not only a consistent product that meets customer's needs, they also exceed expectations by providing fashionable gear, at affordable prices. Adidas is constantly providing their sponsored teams with new uniforms with unique looks specific to the organization they are serving. Similarly Georgia Tech is continuously updating their facilities to provide both players and athletes with the best facilities, but not sacrificing education. Georgia Tech takes pride in its academic integrity and efforts to encourage student athletes to excel on and off the court. Combining efforts between these two organizations can provide experiences and products for fans that simply can't be beat.



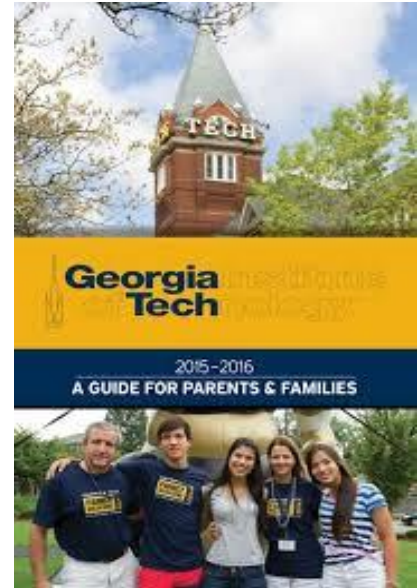
## Sustainability

Adidas has made great steps in improving their environmental footprint through their "Sustainable Footprint" project. This project allows customers the opportunity to recycle Adidas products, rewarding the customers who recycle their shoes. Adidas is doing its part to try and raise awareness to the importance of living a sustainable lifestyle. Likewise Georgia Tech places a heavy emphasis on recycling by providing recycling filters at every athletic facility on campus. Not only does Georgia Tech encourage recycling, but it is also involved in a \$12 million project to build a blueprint for sustainable buildings for emerging cities to follow when constructing new buildings. While both companies push for improving sustainability on a large scale, combining the efforts of both organizations will prove to be extremely effective.



## **Target Markets**

Georgia Tech's two largest target market are students ranging from 18-24 years old, and middle class families located in Atlanta. These two groups of Georgia Tech fans are crucial to the growth of the Georgia Tech brand. Providing Georgia Tech student athletes, and students with an excellent facilities, apparel, and experiences will create loyal fans. Adidas has been providing college students with fantastic gear to provide students an opportunity to represent their university. Middle class families can come to Georgia Tech athletic events and experience some of the greatest college sport traditions in America at an affordable cost. By offering this experience at a price that is in range of middle class families, this has grown the population of Georgia Tech fans over the years. Adidas has applied the same concepts of affordable costs to their apparel lines, allowing middle age families to provide equipment for their children's sporting needs. Also providing middle class families the opportunity to partake in the efforts to help make Atlanta a more sustainable place to live will demand an appreciation for the Georgia Tech and Adidas brand.



## **Sponsorship Package**

### **Increased Sales Opportunities**

- Section in Barnes and Noble bookstore specifically for Adidas apparel
- Build walk in merchandise stores at all three major sports facilities
- Offer students and season ticket holders with an online discount code for Adidas products
- Raffles for fans to win an Adidas merchandise pack
- Build standalone Adidas apparel store on campus

Adidas will be able to obtain information about their consumers through the surveys required to fill out to participate in raffles. Walk in stores are proven to produce higher sales than regular merchandise tent, providing these specifically for Adidas apparel will draw fans in to wander and make a selection from the large variety of products. Also by providing students and season ticket holders with a discount code, this should help boost internet sales by steering these consumers from other brands.



## Increased Brand Awareness

- Suites will be named the “Adidas VIP Boxes”
- Official sponsor of all athletic uniforms and apparel
- Premier stadium signage
- Radio advertisements on local radio stations
- Signage in every athletic facility
- Offer discount on concessions if you like and Adidas social media page
- Offer opportunities for students to be Adidas ambassadors



By providing students and fans with only Adidas specific apparel and changing the suites into the “Adidas VIP Boxes” will help fans become familiar with the excellent products and services that Adidas can offer them, even outside of Georgia Tech merchandise.

## Improved Community Images

- Dedicate one game each season for fans to participate in the “Sustainable Footprint” project
- Provide Adidas equipment to the local YMCA’s to promote physical activity
- Official sponsor of all the Georgia Tech Athletic Associations charitable events

Spreading awareness of the Sustainable Footprint project with help raise awareness of Adidas strong emphasis on its environmental impact. Bins will be set out at one football and basketball game a season, and fans who bring in their old shoes to be recycled through the program will receive a coupon code to Adidas online store, and few lucky fans will receive a prize of a \$100 to the Georgia Tech merchandise store. Also Adidas will donate basketballs and other assorted needs to local YMCA’s to promote a healthy lifestyle for the children of Atlanta. By raising the efforts to provide services that serve the local community, Adidas will rise above its competitors as an organization who cares for the people they are serving.





**Total Package Value: \$1,800,000**

**Adidas Investment: \$1,500,000**

## **Impact Measurement**

### Increasing Sales

Through this partnership, Adidas will see an increase in both physical sales, and online sales. Adidas should also see an increase in customer response information. The following processes will be implemented to calculate the success of the sponsorship:

- Calculate total sales and the new Adidas specific merchandise stores
- Compose data on the increase in online sales through the use of Georgia Tech discount codes

### Increasing Brand Awareness

This sponsorship offers the opportunities for the Adidas brand to grow even stronger than it already is. Determining the awareness of Georgia Tech fans is crucial to this process. The following means will be taken to determine the success of increasing brand awareness:

- Conduct surveys with students waiting in line to enter into the student section at games
- Offer discount on concessions to all fans who fill out an Adidas awareness survey
- Collect data on new social media interactions between Georgia Tech fans and Adidas social media pages
- Compile data from Adidas student ambassadors

### Community Image

The community surrounding Georgia Tech will become more aware of programs that Adidas offers. Actions will be implemented to ensure that this partnership raises the community's knowledge of these programs. The following steps will be taken to quantify that data:

- Count number of fans who donate shoes to be recycled at games
- Conduct surveys on campus asking students about familiarity with Adidas' charitable acts
- Collect surveys conducted by the YMCA's to calculate the raise in awareness of Adidas' local services to the community