



THE IEG VIEW

Jim Andrews Senior Vice President and Editorial Director, IEG, LLC

[About IEG](#)

- [Need Help?](#)
- [Sponsorship Blogs](#)
- [Overview](#)
- [Leadership Team](#)
- [Clients](#)
- [IEG In The News](#)
- [Advertising Opportunities](#)
- [Press Room](#)
- [Work for IEG](#)
- [Contact IEG](#)

See How We Help:

- [Sponsors](#)
- [Properties](#)
- [Agencies](#)
- [IEG's Sponsorship Blogs](#)
- [Sponsorship News](#)
- [Sponsorship Resource Center](#)
- [Sponsorship Jobs](#)
- [Sponsorship Forums](#)
- [Sponsorship Marketplace](#)
- [IEG Sponsorship Report](#)

IEG's Sponsorship Blog

[About IEG](#) > [Sponsorship Blogs](#) > [Jim Andrews](#) > [July 2011](#) > [Noteworthy Takeaways from the Sports Entertainment Summit](#)

Noteworthy Takeaways from the Sports Entertainment Summit

Posted: 7/18/2011 10:04:46 AM by [Jim Andrews](#) | with 0 comments

I attended the Sports Entertainment Summit produced by *Variety* and trade association Sports Video Group last week in Los Angeles and came away with the following nuggets:

Vince Thompson, president and CEO of Atlanta-based promotion agency Melt, LLC—who has led workshops at the IEG Annual Sponsorship Conference—noted that client brand Coke Zero saw in-store volume grow double digits as a result of this year's activation around the NCAA Men's Basketball Championships.

Peter Guber—founder and CEO of Mandalay Entertainment, owner of the Golden State Warriors and one of the most successful movie producers of all time—said the difference between marketing a sports team and a movie is that each movie is its own business with a short window in which to work. "A team also is more 'we'—broadcast partners, sponsors, etc.—than 'me,'" he noted.

Tom Shine, Reebok's senior vice president, sports and entertainment worldwide, said that early on the company took a shotgun approach to endorsements, spending "so much on athletes that we didn't have anything left to spend on marketing them. We now use a rifle instead of a shotgun." Shine noted that endorsement deals provide Reebok with "authenticity and credibility" and that the company is focused on the BRIC countries, with a special focus on India, which is seen as a potentially better market than China.

Jeff Diskin, senior vice president for global customer marketing at Hilton Worldwide, also called out India as of primary interest for the hotel giant.

Reebok's Shine relayed the story of the company's toning shoes, which were originally aimed at 20-to-40-year-old women, but quickly adopted by teens, who dubbed the line "the butt shoe." Reebok's takeaway, according to Shine, was that to reach young people, don't target them directly—let them find the product and allow them to "own it."

UFC president Dana White noted his organization now has 12 million followers on various social media (with many fans following the sport on multiple platforms, so there is plenty of duplication in that total number) and that his video blogs on receive one million views.

White is a big believer in giving a healthy amount of content away for free to entice consumers to come back and buy more. "You can sell them later." This extends to social media, where he does not restrict UFC fighters from Tweeting. "My advice to other sports and entertainment marketers is to dive in; social media is amazing and powerful."

Speaking on a separate panel from White, Twitter's Omid Ashtari singled out UFC as social media "champs," noting that all UFC events trend on Twitter.

Facebook's strategic partner development manager Nick Grudin gave similar kudos to UFC. The sports body streams some of its fights through Facebook.

Grudin shared that the top location for Facebook Places check-ins was airports. Second was sports events.

Casey Wasserman, chairman and CEO of Wasserman Media Group, believes "it won't be long until U.S. sports have sponsor logos on uniforms," citing the fact that "Manchester United, the most valuable franchise in the world" has Aon on its jersey fronts.

About the Author

Jim Andrews is senior vice president and editorial director of IEG. A 22-year industry veteran, he can remember tracking the industry on index cards and typesetting the early editions of *IEG Sponsorship Report*. Nevertheless, he has embraced the enhanced communication with the industry offered by social media and enjoys sharing his experienced views on issues of topical interest through his blog posts and commentary. [Follow Jim on Twitter!](#)

Subscribe

[RSS 2.0](#)
[Atom 1.0](#)

Jim's Categories

- [Activation](#)
- [Ambush Marketing](#)
- [Arts](#)
- [Cause Marketing](#)
- [Digital/New Media](#)
- [Endorsements](#)
- [Entertainment](#)
- [Featured](#)
- [Festivals/Fairs/Annual Events](#)
- [General Sponsorship Interest](#)
- [Government/Municipalities](#)
- [Medical Societies and Healthcare Sponsorship](#)
- [Olympics](#)
- [Pro Sports](#)
- [Selling](#)
- [Sponsorship Measurement](#)
- [Sports](#)
- [Valuation](#)

Jim's Recent Posts

- [Noteworthy Takeaways from the Sports Entertainment Summit](#)
- [IEG/ANA Event Tackles New Approaches to Sponsorship](#)
- [Activation Watch: Praiseworthy Programs from Budweiser and Spanish Insurer](#)

Wasserman assessed the difference between the NFL and NBA lockouts this way: “The NFL lockout is about dividing up a lot of dollars; the NBA lockout is about not enough dollars to go around.” Wasserman believes the NBA needs revenue sharing: “There is too much haves vs. have-nots in the NBA.”

AEG’s president of global partnerships Todd Goldstein mentioned that the JW Marriott at L.A. Live is the only Marriott to serve Coca-Cola products because AEG ensured that Coke’s L.A. Live sponsorship gave the company pouring rights at all venues in the complex.

[Read more blog posts](#)

Filed under: [entertainment](#), [pro sports](#), [social media](#), [sports](#), [endorsements](#)

[Share](#) |

Comments

This blog post currently doesn't have any comments.

Please [login](#) to post a comment.

Jim’s Tags

activation agency ambush marketing arts assets associations automotive backlash
beer beverage branded content **cause marketing** college sports contracts
destination/tourism **digital media** endorsements **entertainment** evaluation events
fashion festivals financial services government/ municipal green guidelines hospitals and
healthcare **how to get sponsorship** IEG IEG conference international legislation
local marathon media sponsorship medical societies motorsports museums/zoos/aquariums music
naming rights NASCAR negotiating new media **nonprofit** non-traditional categories
olympics packaging **pro sports** prospecting research retail **selling** servicing social
media soft drink spending sponsored content sponsorship measurement sponsorship ROI
sports strategic philanthropy taxation telecommunications theme parks trends valuation
venues what is sponsorship

IEG Bloggers

Read what’s on the minds of IEG’s sponsorship experts relating to the latest industry news and trends.

[Lesla Ukman](#)

[Jim Andrews](#)

Comments, views and opinions expressed by employees of IEG are those of the individual contributors and do not necessarily represent the views of IEG, LLC or its management.