



Johnno Spence Consulting Ltd.



# Sponsorship

Sports Media Relations & Sponsorship Consultancy

# Experience the Brand

JSC helps both sponsors and those looking for sponsorship. Our understanding of associative marketing and the sponsorship process has enabled us to achieve communication and commercial objectives for our clients. Investing in sponsorship will undoubtedly provide substantial exposure for your brand but our brief is to derive a return for your business from clear and measurable objectives. From one off event sponsorship to season long sponsorship campaigns, JSC have the expertise to activate and exploit commercial partnerships within sport.

**JSC Sport** specialises in using sponsorship, PR and Events to drive value for our clients. Our exceptional track record across these disciplines has led to a wide variety of clients, ranging from sports personalities to governing bodies.

## Case Study: Coral – Guinness Premiership

### BRIEF

- Promote the Coral.co.uk Brand through Sponsorship of the Guinness Premiership.
- Target ABC1 males who represent the majority demographic of Coral customers.
- To increase betting revenue on Rugby.

### SOLUTION

- Design a bespoke PR and communications campaign following the narrative of the Guinness Premiership.
- Coral Roadshow established to allow rugby fans of each Guinness Premiership club to engage with Coral and betting outside of betting shop – on pitch betting games and pre-match competitions targeting new audiences.
- Use Guinness Premiership players and Coral ambassadors to create brand advocacy.

### RESULTS

- Coral.co.uk was seen by 13.3 million cumulative viewers throughout the course of the season, 37% of which were ABC1 Males.
- Player branded interviews in national newspapers such as the Daily Express and Daily Mail.





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