Klipsch Music Center – Resqwater and Quality Inn Sponsorship Plan

An Honors Thesis (HONR 499)

By

Danielle Savich

Thesis Advisor
Professor Jeffrey Newton

Signed

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Abstract:

The fall semester of my senior year, I interned for Live Nation's Sponsorship department and was shown a whole new world of public relations that I had not known existed. This department of public relations has over time become my passion, and I decided to take one of the venues that I worked for during my semester with the sponsorship department and find two new sponsors that I felt would be a good fit for the venue. I chose Resqwater, which is an anti-hangover drink and the Quality Inn in Noblesville that is located a mere eight minutes away from the venue. It is to be noted that these companies will not be actual sponsors of Klipsch Music Center, but are just ones that I thought were good candidates to potentially be sponsors in the future. I hope this showcases all that I have learned over the course of my time at Ball State University and all the elements that go into creating successful sponsorship plans between two separate businesses.

Acknowledgements:

I would like to start off by thanking Professor Jeffrey Newton for helping me throughout the course of this task. He helped me find new ways of thinking in order to make both of these plans successful and pushed me to create the best work possible.

I also would like to thank my mom and dad for continuously pushing me to do the best I can. No matter what, they always support me and I know I can count on them to always being there.
DANIELLE SAVICH
SENIOR HONORS THESIS
SPONSORSHIP PLAN
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LIVE NATION
ENTERTAINMENT®

Klipsch

RESQWATER™
Anti-Hangover Drink

QUALITY INN
LIVE NATION SPONSORSHIP PLAN

For my honors thesis, I chose to focus on the sponsorship aspect of Public Relations. During the fall semester of my senior year, I accepted an internship with Live Nation under their Sponsorship department. Before this internship, I had very little knowledge about what all went into sponsorships for venues, and after completing the internship, it made me realize I would like to work in sponsorship post-graduation. One of the final projects I was supposed to complete for my internship in the fall was to find different sponsors for venues located within Indianapolis however, due to running out of time I was not able to do so. Since I hope to land a job with Live Nation after graduation, I decided to complete this project for my honors thesis. I chose to focus on different sponsorships for Klipsch Music Center, located in Noblesville, Indiana.
I chose to make my pitch for Resqwater to be a sponsor for Klipsch Music Center as if I worked at Klipsch Music Center, for Live Nation, and was explaining to Resqwater why they would be a good sponsor. Klipsch Music Center has over 500,000 fans per season attend their shows and with Resqwater’s already music based aesthetic, it would be a good way to get new customers in a different geographic than where their customer base is primarily located. Resqwater is extremely popular on the West coast, but has yet to make it that successfully in the Midwest. Resqwater is an anti-hangover drink that you are supposed to drink while drinking alcohol in order to not get a hangover the next day. I think it is an important point to mention that just because this drink is an anti-hangover drink, it does not in any way mean that fans and customers would overindulge in alcoholic beverages simply because they will not have a hangover the next day. I thought that Resqwater would be a great sponsor of the Legacy Club within Klipsch Music Center because they could partner with an alcohol sponsor and sell alcoholic beverages along with their anti-hangover drink and receive more publicity. By partnering with one of the well-known alcohol sponsors on site such as Riunite, Coors Light, or Jack Daniels, they would be able to get recognition from the customers who are already fans of these alcohol sponsors and be associated with these already dominant sponsors.
RESQWATER
SPONSORSHIP WITH KLIPSCH MUSIC CENTER
RESQWATER AND KLIPSCH MUSIC CENTER

• Klipsch Music Center held 27 concerts in 2014 which brought in a total attendance of 511,337 fans.

• In 2014, musical artists varied from Luke Bryan to Motley Crue to Wiz Khalifa to Fall Out Boy; a broad range of people are exposed to the different sponsorships we have placed throughout the venue at each show.

• With RESQWATER’s large involvement in the music scene, it seems fitting that this would be a mutually beneficial partnership for both RESQWATER and Klipsch Music Center.
Matt Cutshall (Vine Celebrity)

Luke Gray and friends (Pro Surfers)

CURRENT BRAND SPONSORS

Brody Jenner (Reality TV Star), Tal Cooperman (Owner of RESQWATER), Ryan Sheckler (Pro Skater)

Austin Carlile (Lead singer of Of Mice and Men), a friend, and Jack Barakat (Lead singer of All Time Low)
LEGACY CLUB

• The Legacy Club at Klipsch Music Center is an exclusive area of the venue that offers air conditioned restrooms, a bar, seating, and a terrace overlooking the plaza. Concert goers may buy access for $10 a person before the show on livenation.com and once they are at the show, if available.

• For an additional $25, Legacy Parking is also available to purchase in advance for patrons who want an easy in and out of the venue.

• Combined packages are available in advance for entry for two to the Legacy Club and a parking pass for $45.
Located in the heart of the main traffic flow in the South Plaza, the Legacy Club offers a private area for up to 500 patrons per night.
The Legacy Club and Legacy Parking are mentioned on livenation.com and ticketmaster.com, in e-blasts sent by Live Nation, and on signage inside the main gates and in the parking lot. This is a great way to showcase RESQWATER to fans, and get them aware of the product immediately upon entering the main gates.
• Consumers have the ability to purchase Legacy Club and Parking at the time of purchasing their concert ticket. Each concert fan will see the Legacy Upgrade options before submitting their ticket purchase.

• Legacy Parking is mentioned in the Venue Information section on the Klipsch Music Center venue page on livenation.com and ticketmaster.com.
E-BLASTS & EXP APP

• Legacy Club and Parking are advertised on Fan Advisory E-Blasts that go out before each show to fans who opt-in for updates.

• Legacy upgrades can also be purchased on the Live Nation Experience App Website on the day of a show when upgrades to Legacy are available.
Located in the heart of the South Plaza, the Legacy Club is seen by fans heading to their seats, grabbing a drink, or getting some food. Friendly employees stand at the entrance to wristband those who have already purchased Legacy Club passes, and to sell them to those who don't.
The exclusive Legacy Club parking lot is located to the left of main gates. The easy-in and easy-out parking lot is a must for concert fans who want to beat the traffic. Seven (7) directional signs leading to the designated area and four (4) pole signs define the area as the “Legacy Parking” section.
RESQWATER PAIRS WITH OTHER SPONSORS

- Within the Legacy Club itself, RESQWATER could partner with one of the alcohol sponsors on site, such as Brown Forman, Coors Light, or Riunite.

- The alcohol sponsor's products, as well as RESQWATER, could be sold together since RESQWATER is more effective when consumed between drinks.

- This would help bring in more money for both companies, and with more money there is greater opportunity to do even more promotional work for these sponsors.
SIGNATURE DRINK PROMOTION

- If RESQWATER has primary ownership over the Legacy Club, for certain concerts they could feature the signature drink of the night
  - RESQWATER would sell a signature drink of the night based on whatever the artists favorite drink is
  - They have done this before in the past around college football teams and their school’s signature drinks and it went over well (to the right is an example of the graphics done for this promo in the past)
  - Same concept, but with fans drinking their favorite musical artist's favorite drinks

![College Cocktails Image]

- Top 12 pre-season football teams and their school's signature drinks for your game-day party
- Brought to you by RESQWATER

1. Florida State University Garnett and Gold
2. University of Alabama Slammer
3. University of Oregon Naked Duck

Nickelback - Jack Daniels Honey
No Doubt - Fuzzy Navel
SOCIAL MEDIA PROMOTION

- RESQWATER's national tagline is "What to drink, when you drink;" at Klipsch Music Center it could be "What I drink, when I drink"
  - Fans could hold up their RESQWATER and what ever other liquor they are drinking at the show and post photos to social media with the hashtag #WhatIDrinkWhenIDrink
  - This will help benefit RESQWATER as well as our other alcohol distributors such as Brown Forman, Coors Light, and Riunite since both would be getting tagged in the photos
  - A promo could evolve out of this and at each show, the lucky fan that posts the most creative photo while using this hashtag and tagging both companies, can win a free pair of concert tickets
  - This could run on Twitter, Facebook and Instagram
ON-SITE EXIT FLYERING

VISIT: www.resqwater.com
FOR 25% OFF YOUR PURCHASE
RESQWATER
Anti-Hangover Drink
ENTER PROMO CODE: KMC15

• After certain concerts, a street team for RESQWATER could pass out promotional codes to get a percentage off on their online purchase of RESQWATER

• RESQWATER is sold online and at certain retailers, but the closest location to Indianapolis is in Missouri
  • To rectify this problem, with an increase of sales from the exit flyering promo codes, there would be more of a need for a retailer in Indianapolis to carry this product
SUMMARY & INVESTMENT

- Exclusive naming rights to the Legacy Club and Legacy Parking Lot at Klipsch Music Center
- Logo and/or name included in Fan Advisory e-cards, the ExpApp, and Livenation.com
- Customized entrance backlit sign
- Ability to customize five (5) directional signs in the parking lot and ten (10) pole signs in the Legacy Parking Lot

INVESTMENT:

$75,000
QUALITY INN

I chose to make my pitch for Quality Inn to be a sponsor with Klipsch Music Center as though I worked for Live Nation, but am trying to convince Klipsch Music Center that they should pursue a partnership with Quality Inn. I felt this would be beneficial to try to make these two sponsorships with different approaches because it would give me practice on how to be able to sell a sponsorship from both scenarios. I believe Quality Inn would be a great sponsor of Klipsch Music Center because they are one of the hotels located closest to the music venue and are one of the cheaper hotel options in the area. By having a partnership with this hotel, Klipsch Music Center can attract concert-goers from a broader range than just the Indianapolis area, as well as fans from all over Indiana by offering them deals at this hotel. This is the most beneficial aspect of this sponsorship seeing that if fans stay at Quality Inn and have a good experience, they will recommend this hotel to friends and family who may be going to Klipsch Music Center for a concert. One of the main features I thought would be beneficial for Quality Inn would be to have banner ads on the website, mobile app, etc., so that when fans are looking at concerts at Klipsch Music Center, they’re also thinking about where they will be staying the night of the show.
QUALITY INN SPONSORSHIP WITH KLIPSCH MUSIC CENTER
QUALITY INN AND KLIPSCH MUSIC CENTER

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• With Quality Inn’s broad range of guests who stay at their hotel, this links well with Klipsch Music Center seeing as to how they have a broad range of musical artists from different genres perform at their venue which will bring in a broad range of guests.
QUALITY INN BRAND SPENDING

•Quality Inn from January – July 2014, has spent $2,045,000 on branding
  –This is almost double the amount your company has spent the past two years, and in only six months as opposed to a full year
  –With this much of additional funds being put into branding, it seems that this a realistic sponsorship with your business since Quality Inn has the funds available to get branding out in the public eye even more
LIVENATION.COM AND TICKETMASTER.COM

• When fans go to purchase their tickets on both LiveNation.com and Ticketmaster.com, there could be deals at Quality Inn each web page since the hotel is so close to the venue.
  
  – To get even more publicity, there could also be ads on both the mobile version of these web sites, emails sent out by these web sites, and when fans order their tickets, an ad could be on the actual printed out ticket fans bring to shows.
LN.COM & TM.COM PACKAGES

- Ticketmaster.com Geo-targeted ad units
  - 300x250
  - 728x90
  - 160x600
  - 465x40

- LiveNation.com Geo-targeted ad units
- 300x250
- 728x90

- Ticketmaster and LiveNation.com Mobile Sites
- Geo-targeted 300x50 units
MOBILE PACKAGE

- Opportunity to target mobile users on [http://m.livenation.com](http://m.livenation.com) and [http://m.ticketmaster.com](http://m.ticketmaster.com) with geo-targeted mobile ad units

- Typical packages are from 1 month – 3 months, but can be customized to meet client needs
E-MAIL CAMPAIGN

• A geo-targeted 300x250 static ad unit on the Live Nation Set List and TicketMaster TicketAlert weekly newsletter
• Live Nation Set List distributed weekly in 40 major markets
• Email packages are purchased on a weekly basis only
• Custom plan can be developed by market-item needed for plan:
  – Targeted market, timeframe, budget
TICKETMASTER TICKETFAST

• A 270x207 static banner ad on TM.com ticketfast print-at-home ticket
• Call to action ad works best for this type of ad
• 1 static ad spot available per time frame
• Reporting is based on ticketfast tickets printed
• Ad creative must be very simple due to system requirements
SOCIAL MEDIA CAMPAIGN

• Quality Inn could partner with Klipsch Music Center and Uber and have a promotion where fans could submit a tweet, picture, or short video explaining why they deserve to win the contest
  – Winners would receive two free concert tickets to the show of their choice at Klipsch Music Center, a ride to the concert and back provided by Uber, and a two night stay for free at Quality Inn
  – This is a great way to get the word out about all the sponsors, and could lead to more coverage since three different outlets would be showcasing this promotion and getting three times as many eyes to see this contest
  – This is also a great way to encourage people from out of town to attend the events, and create a larger fan base outside of just Indianapolis, but rather surrounding cities and towns
SUMMARY AND INVESTMENT

- Advertisement space on LiveNation.com and TicketMaster.com
- Advertisement space on the mobile versions of LiveNation.com and TicketMaster.com
- Advertisement space on both Live Nation Set List and Ticketmaster
  TicketFast weekly emails sent out to fans
- TicketMaster TicketFast advertisement space

TOTAL INVESTMENT = $50,000
Overall, both of these companies would be great sponsors at Live Nation's Klipsch Music Center in Indianapolis, Indiana. They both would bring in a large investment for the company, and hopefully would continue to grow with the venue over the years. For different reasons, they both appeal to the general demographic of concert-goers at this venue, and could help bring in a different clientele of fans based on these new sponsorships.
Live Nation Employee Manual

<https://www.choicehotels.com/quality-inn>.