



Strategy • Execution • Measurement



TEAMING UP
FOR SUCCESS.



GLOBAL SPORTS ADVISORS. STRONG. SMART. SERIOUSLY COMMITTED TO YOUR SUCCESS.



With Global Sports Advisors, you get top players in the field of sports marketing — skilled experts who understand the value of a strong brand, and are pros at working with the leagues, the media, the retail outlets and the marketing agencies. As a result, you get more than advice. You get an integrated plan that is strategic, smart and successful - one that maximizes your exposure and, most importantly, your ROI.

So go ahead and expect a whole lot more than just another consulting service. The instant you hire us, we join *your* team, dedicated to helping your players become more effective, and ensuring everyone stays focused on the goal. Your win becomes our win. And, oh yes, we do expect to win.



WE HELP GET YOUR GAME PLAN DOWN.

Want to win at sports marketing? You need a plan — one based on insight in some very key areas. What are your marketing and advertising objectives? How much should you spend? How do sponsorships and other programs coordinate with current product launches, and do they fit well with your brand positioning? Will you get approval internally? What kind of ROI can you expect? What media will be most effective? How will you measure results? Will there be accompanying promotions and merchandising programs? How about timing?

At Global Sports Advisors, we help you answer these and other critical questions. We examine your strengths, your weaknesses, your competition. We run through different game plans until, together, we get to the one that will get you a win.



WE HELP YOU RUN WITH IT.

When it comes to executing your sports marketing programs, our experts know that an integrated approach is absolutely crucial in maximizing value. Advertising, events, PR, online programs, packaging, licensing programs and partnerships all must live within your brand, and synchronize with each other to strengthen and reinforce your messaging and your image — even *within* your trade channels. By strategically integrating each program in your plan, we differentiate you from other sports marketers and break through the clutter with campaigns that are memorable, strong and successful.

WE KEEP SCORE.

At Global Sports Advisors, we take scorekeeping seriously. We help you evaluate criteria in five key performance areas: strategic alignment, creative media, trade acceptance, integration and execution. And we do it in a way only experienced professionals can — meticulously, methodically, consistently. So at the end of the game, you've got the analysis and ROI and KPI numbers you need to plan your next big win.



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SERVICES

Strategy

- Situation Assessment
- Best Practices
- Brand Alignment
- Marketing Objectives
- Ideation

Execution

- Consumer Promotions
- Retail Activation
- Digital Media
- Analysis and Negotiation
- Technology and Process Improvement

Measurement

- Brand Equity
- Cross-Functional Spending
- ROI/KPI Matrix
- Summary of Measured Results