

Fantasy Project - Corporate Sponsorships

Directions: Sponsorships are nearly a \$30 billion industry annual in the world of sports & entertainment. For this project section, you are to identify 4 corporate sponsors that your organization or festival will partner with. Keep in mind your target market(s), these partners need to make sense based on the needs and wants of your target audience.

→→ → → Look to the right. Coachella 2023 had a Neutrogena Experience on the festival grounds. This allowed people to learn about products and escape the sun but they also provided sunscreen stations all over the festival grounds as a way to promote but also protect people's skin from the hot festival sun. → → → → →

Neutrogena Activation



This year, Neutrogena made its debut as the official skin and sun care sponsor at Coachella. The brand installed sunscreen dispensers throughout the festival grounds, distributing more than 1,700 fluid ounces of sunscreen in the first weekend to provide festivalgoers with convenient access to sun protection. It also teamed up with experiential agency [Jack Morton Worldwide](#) to create a memorable on-site activation—a sensory, science-first experience that highlighted the Neutrogena brand's scientific formulations.

Photo: Francis Specker/AP Images

Name of Corporate Sponsor (one of these 4 must be local. For example: United is local to Chicago)	Rationale for Partnership - how does this sponsor connect to your target market	Promotional Outlets (give FOUR WAYS this brand's name/logo will be visible at your games/event)***
		1. 2. 3. 4.
		1. 2. 3. 4.
		1. 2. 3. 4.
		1. 2. 3. 4.

***Remember, there are more ways for companies to advertise at your games/festival than just a poster or a sign on the wall, be creative and think about all of the different places you could possibly see a company's name or logo.

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