

Sports Marketing Division



e-agency

Welcome to e-agency's Sports Division. With core strengths in Public Relations, Marketing Communications, and Interactive initiatives, we provide athletes, sports companies, sports organizations and other sports-related clients with:

- Public Relations
- Athlete & Team Publicity
- Sports Marketing
- Sports/Entertainment Consulting
- Event Publicity
- Event Marketing
- Fundraising and Sponsorship

Some of our clients include:

Special Olympics Northern California

Adopt-an-Athlete Program – Dynamic Web pages
Web Site Development – Volunteer Scheduling program
Media Relations / PR for athlete send-off/return

Race For PH

Event Marketing, Fundraising, Web Site Development, Event Publicity,
Public Relations Campaign, Media Relations, Fundraising and Sponsorship
Consulting

Los Angeles Triathlon Club



Organization Public Relations Campaign, Athlete Publicity. Event Marketing,
Fundraising and Sponsorship Consulting

Upland Sports Group

Company Public Relations Campaign
Media Relations

Some of the challenges with public relations efforts include:

- Maximizing the full reach of media contacts and relations for your athletes, company and/or event
- Focusing on building media relationships
- Providing editors and producers with enough relevant information to produce stories about your athletes/company/event
- Focusing on your core business while handling minimal public relations efforts yourself
- Creating publicity opportunities to attract new sponsors
- Effectively using your web site for public relations opportunities

In engaging a professional public relations consultant to handle these challenges, you will be able to achieve some important objectives:

- Increase name recognition of athletes/company/event
- Increase credibility of athletes/company/event
- Attract quality sponsors
- Stretch marketing budget
- Increase revenue and productivity

To establish your public relations plan it will be important to:

Build Media Relations

Establishing relations with targeted media professionals who have the power to publicize your athletes and company or event is imperative. This includes calling on specific editors and producers with relevant information.

In addition to networking with appropriate media contacts it is important to pitch to these contacts specific stories that will help create publicity opportunities for your athlete/company/event. This will include the production and distribution of press kits and press releases that are focused on stories, ideas and events.

Create Press Kits

The first step will be to create your press kit for your athlete/company/event. A press kit is essentially an "information kit" that will provide a journalist or a producer with background information about your athlete/company/event.

You will need to have press kits prepared for various events and whenever you are pitching a story to someone who knows nothing about your athlete/company/event. You also might want to send out an updated press kit once a year so that people following your athlete/company/event will have the most up-to-date information.

Having an electronic version of the press kit, residing on your Web site, also enables the media to quickly access the information they need. This also allows you to include video, audio, or multimedia presentations that can be the basis of a story.

The contents of your press kit should change depending on how you are using it. In general, it will include some or all of the following:

- Athlete/Company/Event Background
- One Page Fact Sheet
- Biographies
- Photographs
- Contact Information
- All current press releases
- Any relevant press clippings

Create Press Releases

Press releases should be written on all relevant athlete/company/event happenings. This includes, but is not limited to, hiring of new executives, representation of new athletes, new strategic alliances and partnerships, new sponsorship deals, event participation, trend stories, athlete accomplishments, etc. The goal of creating effective press releases is to provide the press with story ideas. Monitoring the editorial calendar of key publications will help with press release content by tailoring press releases to potential editorial needs.

Event Participation

Special events provide prime marketing opportunities. Having a company's principals, or its athletes, involved in special events such as speaking engagements will immediately help with awareness and credibility goals. It will be important to identify potential engagements with which to become involved.

Track Press

Tracking and clipping current and ongoing press for athlete/company/event is valuable. It is important to get a sense of how your athlete/company/event are being positioned and make necessary adjustments to marketing and public relations efforts accordingly. Additionally, it is helpful to include current editorial press for inclusion in press kits. However, it is difficult to track all coverage (especially in smaller publications) and this should be a cooperative effort.

Leverage Web Site

Your Web site is an important marketing and public relations tool. From providing information about your company to highlighting upcoming events, from delivering timely facts, figures, video and more to the press to capturing visitors to build your customer database, an effective Web site can attract business, investors, and the media. Another way to leverage your Web site is to optimize search engines and buy ad words, thereby reaching a targeted audience you normally wouldn't reach.

Additional ideas include:

- Media Training for athletes (Interview preparation)
- B-Roll (background video tape of specific athletes/events to help get story on television, makes it more convenient for producers)
- DVD's (with photos, audio and other media of athletes)

Fees

Hourly: Hourly rate is \$155 with no minimum contract. Hours are tracked and reported weekly so that the client can stay within budgetary constraints. Clients are billed at the beginning of each calendar month based on the documented actual time worked during the prior month.

Retainer: Services can be retained monthly for 30 hours at a rate of \$110.00 or \$3300. Retaining on a monthly basis gives you lower hourly rate and higher priority services. Retainer fees are billed at the beginning of each month.

Project: In certain situations, a project fee can be negotiated to meet a client's specific budget. Once a defined project plan is agreed upon, and accurate hours are estimated, then a project fee can be determined. Project fees are generally billed 1/3 up front, 1/3 in the middle, and 1/3 upon completion.

More Information

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