



Generating Incremental Non-Farebox Revenue through Corporate Partnership Programs

Carles Cantó

IMG Consulting

Vice President

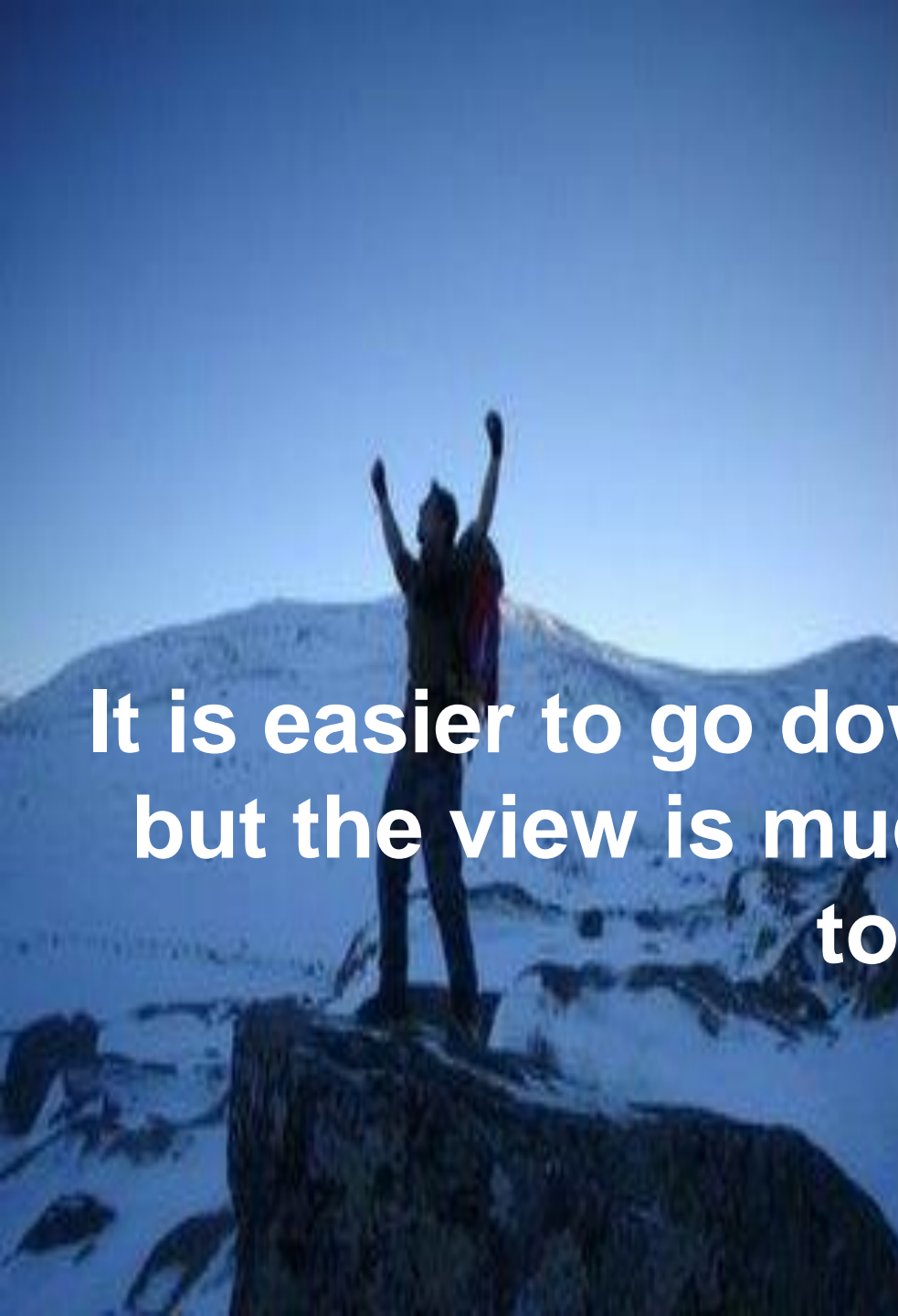
Head of Public Sector & Tourism

March 28, 2012



27 – 29 March 2012, Grange Tower Bridge Hotel, London, UK

**It is easier to go down the hill than up,
but the view is much better from the
top**



IMG Core Competences

» **Celebrities** (Roger Federer, Rafael Nadal, Maria Sharapova, Gisele Bündchen, Heidi Klum, Sergio Garcia, Annie Leibovitz, Vera Wang, Michael Johnson, etc.)

» **Events**

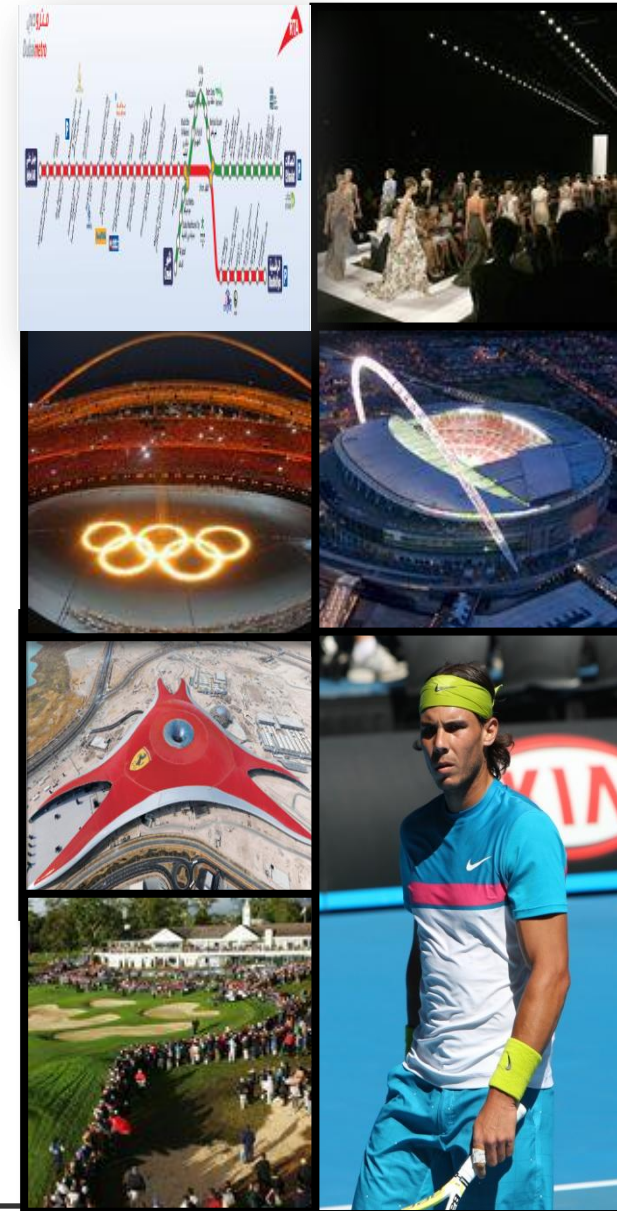


» **Media** (TV, Internet, Mobile)

» **Consulting**

- Corporate
- Olympics
- **Public Sector & Tourism**
- Motorsports

» **Other** (Golf Courses, Licensing, Stadia, Colleges, Merchandising, Academies, etc.)



IMG Consulting Clients

» The world's biggest brands trust IMG Consulting.



Transport space



Non-Transport space



Corporate Sponsorship Program: Objectives and Rights

ECONOMIC	MARKETING	SOCIAL
PUBLIC TRANSPORT ENTITY	COMPANIES	POPULATION
<ul style="list-style-type: none"> » Increased revenues to: <ul style="list-style-type: none"> • Strengthen the financial health of the agency • Improve stations/lines/facilities/services • Fund service expansions • Provide for better maintained stations and other assets 	<ul style="list-style-type: none"> » Exclusive rights to innovative marketing platforms » Corporate Social Responsibility » Business generation opportunities 	<ul style="list-style-type: none"> » Improvement of public facilities and services while minimizing increased fares » Improve the experience of the riders



Corporate Sponsorship Program: Naming Rights

Integrated corporate sponsorship platform:

- ✓ Brand visibility
- ✓ Naming rights →
- ✓ Retail opportunities
- ✓ Sampling
- ✓ Promotional activities
- ✓ Other

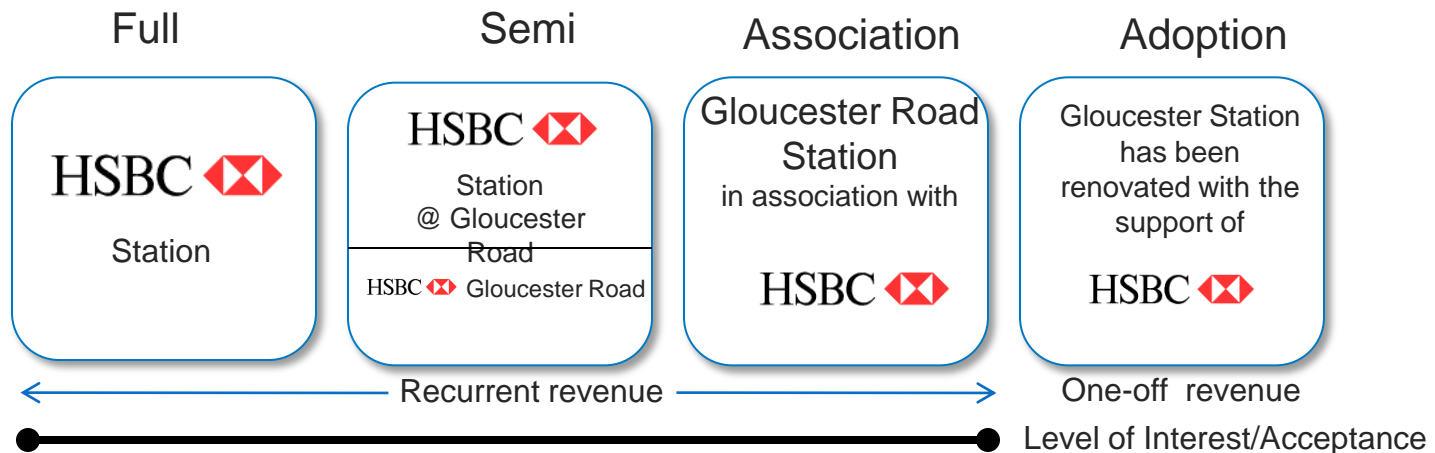
Naming Rights

- Long term
- Secure funds
- Yearly inflation adjustments
- Brands to know the exact investment from day one
- Lower risk for public entity

+

Advertising

- Short term
- Fluctuation
- Subject to market conditions
- Not secured funds
- Brands can invest more “tactically”
- Annual review

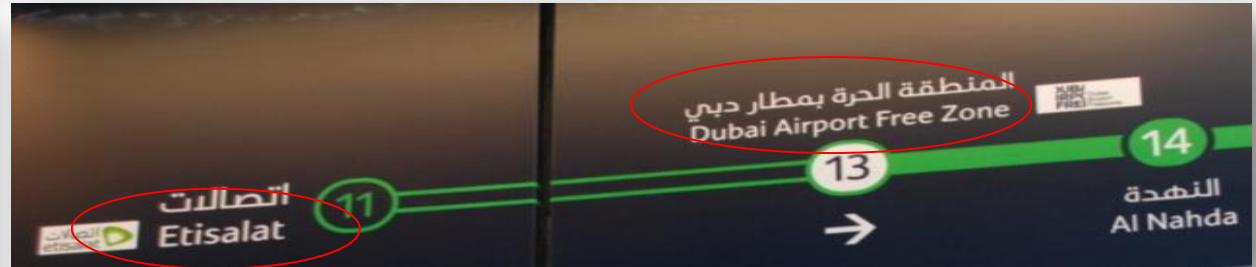


Corporate Sponsorship Program: Examples Public Transport

هيئة الطرق والمواصلات
ROADS & TRANSPORT AUTHORITY

RTA

RTA, Dubai



US\$250 million over 10 years. Total 10 stations. Additional stations being commercialized.



Corporate Sponsorship Program: Examples Public Transport



Transport for London

TfL, London



GBP36 million over 10 years: Emirates Air Line “cable car” - London



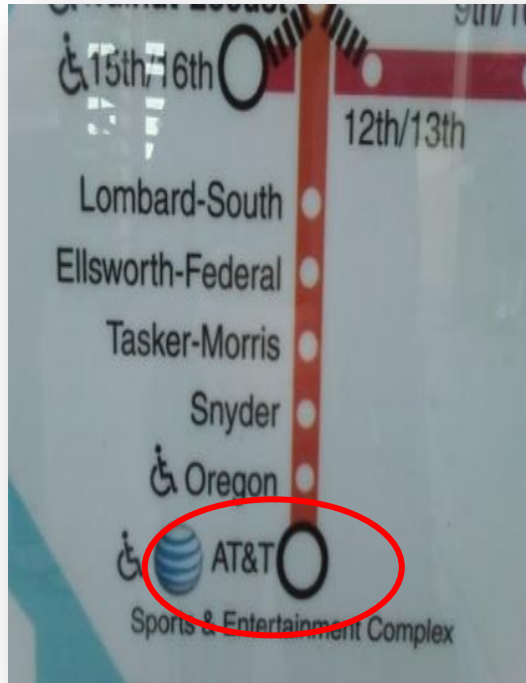
IMG Consulting Presentation MetroRail 2012

March 28, 2012

Corporate Sponsorship Program: Examples Public Transport



SEPTA, Philadelphia



**Formerly named as Pattison station was renamed as AT & T Station.
US\$5 million over 5 years.**



Corporate Sponsorship Program: Examples Public Transport



CTA, Chicago

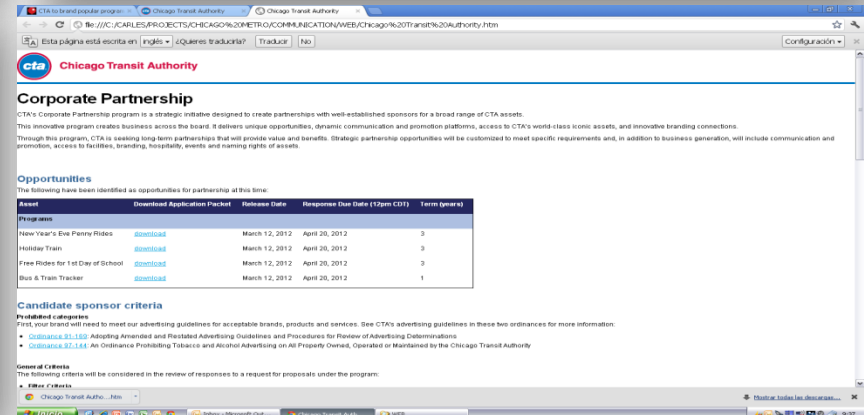
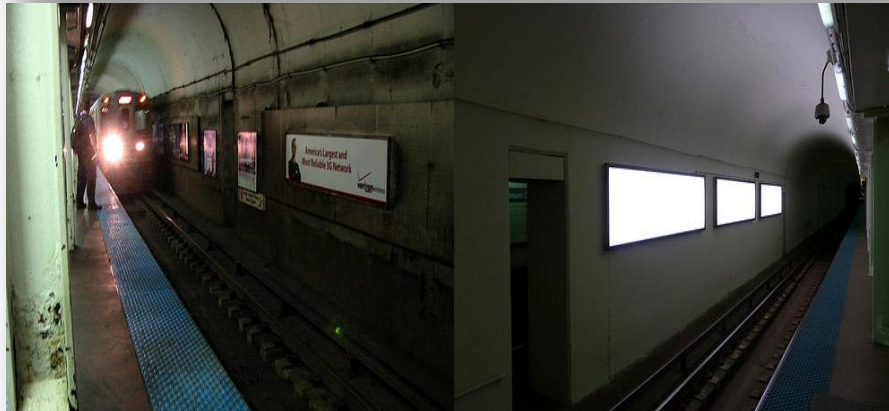


Before



After:

Steven Vance



US\$4 million one – off to renovate the North / Clybourn station in Chicago
Currently, commercializing more assets



Corporate Sponsorship Program: Examples Public Transport



Las Vegas Monorail,
Las Vegas



US\$60 million over 12 years: the deal includes one station and the wrap up of some monorail trains.



Methodological approach



Task 1

Assessment of the Opportunity

- » Identification of Assets
- » Identification of Benefits / Rights
- » Definition of Packages
- » Test
- » Estimation of Revenues
- » Scenarios



Task 2

Process Guidelines and Design of Communication Plan

- » Design of the process
- » Design of a Communication Plan
- » Design of the organization structure



Task 3

Commercialization

- » Deployment Comm. Plan & Process
- » Commercialization Meetings
- » Evaluation of Proposals
- » Recommendations
- » Negotiations
- » Contracts
- » Presentation of Deals



Task 4


Activation

- » Assistance in delivering the rights/benefits
- » Reporting system
- » Assistance in engaging partners to activate

Key Aspects and Main Challenges

- » To balance economic, marketing and social objectives
- » Holistic – Integral Offering: assets across the board
- » Holistic – Integral Benefits/Rights: bundle benefits/rights to create holistic sponsor/partner packages, generating synergies (branding + sampling + direct marketing + activities +, etc.)
- » Respect existing advertising and retail contracts
- » Avoid overcommercialization
 - » Limited number of assets: “Less is more”
 - » Selection of the assets
- » Population and companies opinion on Naming Rights (Full, Semi, Association, Adoption)
- » Methodological approach to the value/price
- » Fulfill public administration/entities procedures/requirements
- » Transparency of the process and image of the public transport entity: criteria, weights, deadlines, etc.
- » Process to create a competitive platform and maximize revenues (incl. communication plan)





*“Challenge: those who say it
can’t be done are usually
interrupted by others doing it”*

James A. Baldwin

Thank You

IMG