



# Generating Incremental Non-Farebox Revenue through Corporate Partnership Programs

Carles Cantó

IMG Consulting

Vice President

Head of Public Sector & Tourism

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**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



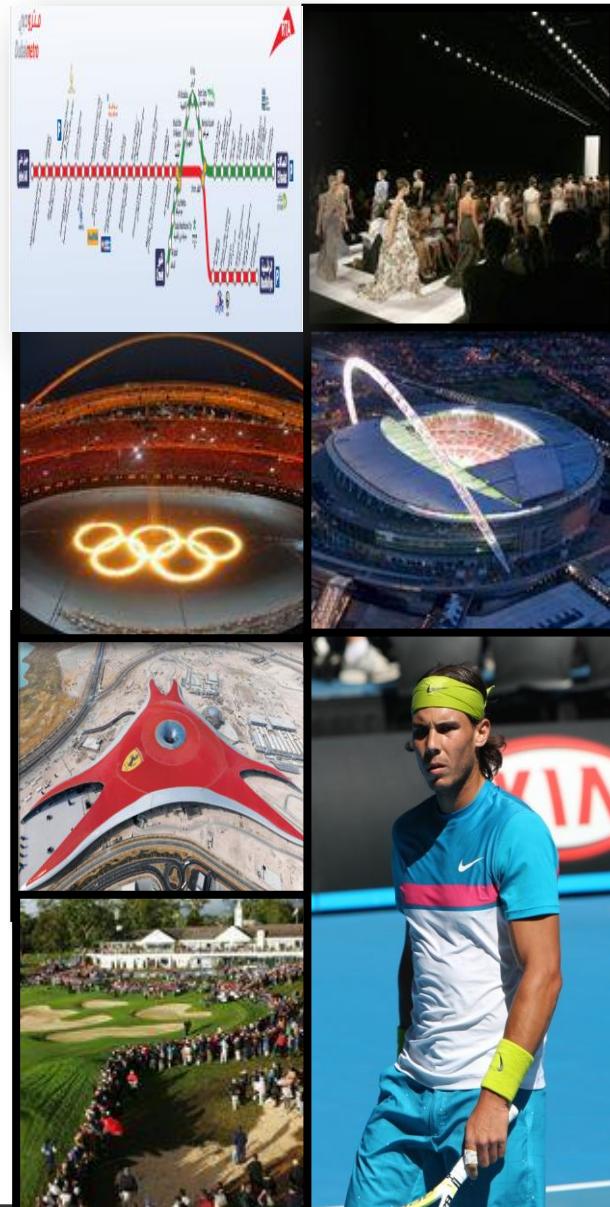
## » Media (TV, Internet, Mobile)



## » 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

 Gurgaon - Delhi	 Paris	 Dubai
 Transport for London	 Madrid	 Rome
 Montreal	 Massachusetts Bay Transportation Authority	 Boston
 Chicago	 Austin	 Rio de Janeiro



## Non-Transport space

 <p><b>Andalucía - Spain</b></p>	 <p><b>ALDAR</b> Abu Dhabi</p>	 <p><b>SINGAPORE SPORTS COUNCIL</b> <b>Singapore</b></p>
 <p><b>SINGAPORE FLYER</b> a moving experience at every turn <b>Singapore</b></p>	 <p><b>iMADRID!</b> <b>Madrid - Spain</b></p>	 <p><b>Agència Catalana de Turisme</b> <b>Catalunya - Spain</b></p>
 <p><b>New York City - USA</b></p>		



# Corporate Sponsorship Program: Objectives and Rights

## ECONOMIC

### PUBLIC TRANSPORT ENTITY

- » Increased revenues to:
  - Strengthen the financial health of the agency
  - Improve stations/lines/facilities/services
  - Fund service expansions
  - Provide for better maintained stations and other assets

## MARKETING

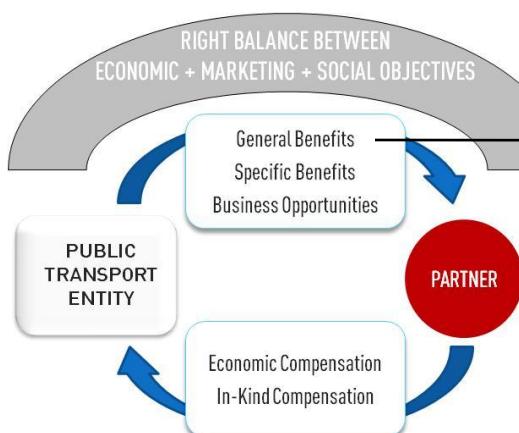
### COMPANIES

- » Exclusive rights to innovative marketing platforms
- » Corporate Social Responsibility
- » Business generation opportunities

## SOCIAL

### POPULATION

- » Improvement of public facilities and services while minimizing increased fares
- » Improve the experience of the riders



### Integrated corporate sponsorship platform:

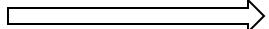
- ✓ Brand visibility
- ✓ Naming rights
- ✓ Retail opportunities
- ✓ Sampling
- ✓ Promotional activities
- ✓ Other

- ✓ Objective: incremental revenues
- ✓ Respecting outdoor advertising agency contracts (and retail)



# 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

Full

HSBC 

Station

Semi

HSBC 

Station  
@ Gloucester  
Road  
HSBC  Gloucester Road

Association

Gloucester Road  
Station  
in association with

HSBC 

Adoption

Gloucester Station  
has been  
renovated with the  
support of

HSBC 

Recurrent revenue

One-off revenue

  Level of Interest/Acceptance

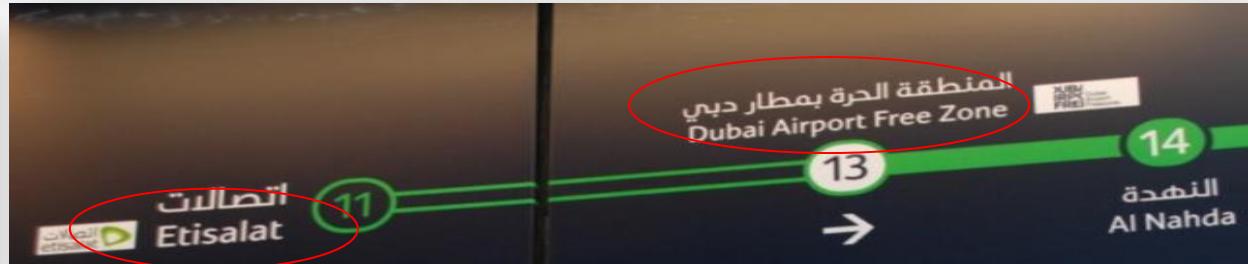


# Corporate Sponsorship Program: Examples Public Transport

هيئة الطرق والمواصلات  
ROADS & TRANSPORT AUTHORITY



RTA , Dubai



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



IMG Consulting Presentation MetroRail 2012

March 28, 2012

# Corporate Sponsorship Program: Examples Public Transport



TfL, London

Transport for London



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



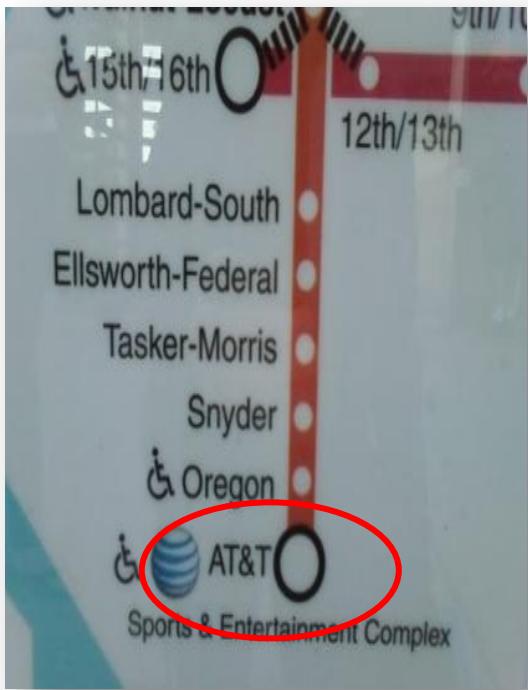
IMG Consulting Presentation MetroRail 2012

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# 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

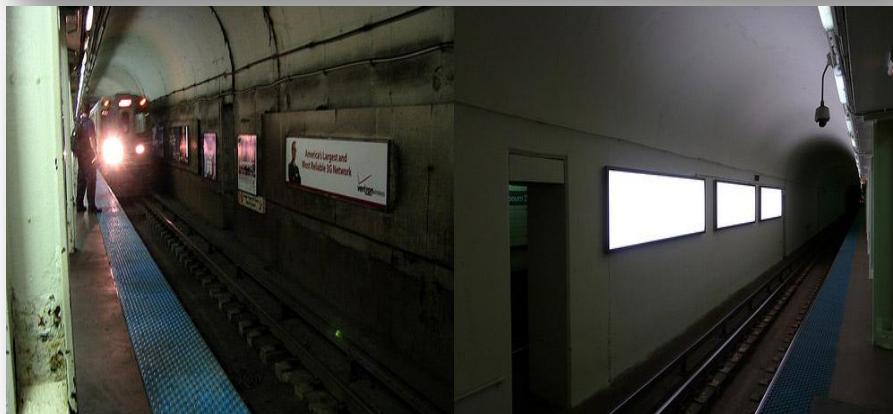


Before



After:

Steven Vance



CTA to brand popular program

Chicago Transit Authority

Chicago Transit Authority

Esta página está escrita en inglés. ¿Quieres traducirla? Traducir No

Chicago Transit Authority

### Corporate Partnership

CTA's Corporate Partnership program is a strategic initiative designed to create partnerships with well-established sponsors for a broad range of CTA assets.

This innovative program creates business across the board. It delivers unique opportunities, dynamic communication and promotion platforms, access to CTA's world-class iconic assets, and innovative branding connections.

Through this program, CTA is seeking long term partnerships that will provide value and benefits. Strategic partnership opportunities will be customized to meet specific requirements and, in addition to business generation, will include communication and promotion, access to facilities, branding, hospitality, events and naming rights of assets.

#### Opportunities

The following have been identified as opportunities for partnership at this time:

Asset	Download Application Packet	Release Date	Response Due Date (12pm CDT)	Term (years)
Programs				
New Year's Eve Penny Rides	<a href="#">Download</a>	March 12, 2012	April 20, 2012	3
Holiday Train	<a href="#">Download</a>	March 12, 2012	April 20, 2012	3
Free Rides for 1st Day of School	<a href="#">Download</a>	March 12, 2012	April 20, 2012	3
Bus & Train Tracker	<a href="#">Download</a>	March 12, 2012	April 20, 2012	1

#### Candidate sponsor criteria

Qualified categories

To be considered for this program, to meet our advertising guidelines for acceptable brands, products and services. See CTA's advertising guidelines in these two ordinances for more information:

- [Ordinance 31-109](#) Adopting Amended and Restated Advertising Guidelines and Procedures for Review of Advertising Determinations
- [Ordinance 31-124](#) An Ordinance Prohibiting Tobacco and Alcohol Advertising on All Property Owned, Operated or Maintained by the Chicago Transit Authority

General Criteria

The following criteria will be considered in the review of responses to a request for proposals under the program:

- [RFP Criteria](#)

Chicago Transit Authority

Inicio

31-109

31-124

inbox - Microsoft Outlook

Chicago Transit Authority

WEB

03/27/2012

**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

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- » 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**