



## How to Effectively Work with Athletes to Engage Your Employees and Clients, and Reach Consumers

		<b>BENEFITS</b>	<b>HERE'S HOW</b>
<b>1</b>	<b>TELL A GREAT STORY</b>	There's tremendous editorial interest in Canada's athletes leading into the 2014 Olympic Games. The effective use of athlete endorsers can generate considerable editorial attention for your product while lending a credible voice to your brand.	<ul style="list-style-type: none"><li>• Work with an athlete as a PR spokesperson to reach consumers through their story</li></ul>
<b>2</b>	<b>BUILD YOUR BRAND</b>	Athletes are a powerful addition to a company's marketing strategy. Their support of a product lends credibility and can heighten brand awareness in both paid and earned media. An athlete spokesperson can also revitalize brand image.	<ul style="list-style-type: none"><li>• Logo placement on an athlete</li><li>• Consumer engagements</li><li>• Public events, contests and promotions</li></ul>
<b>3</b>	<b>ENHANCE YOUR CLIENT AND COMMUNITY RELATIONSHIPS</b>	Athletes are incredible spokespersons whose stories resonate with corporate and youth audiences alike. They can have a positive impact on your client relationships, motivate your employees, and improve your community profile.	<ul style="list-style-type: none"><li>• Athlete speaking engagements/meet-and-greets with employees</li><li>• Gift presentations to clients</li><li>• Client hosting at events</li></ul>
<b>4</b>	<b>CREATE COMPETITIVE ADVANTAGES</b>	Great companies are constantly searching for campaign ideas that will separate them from their competition. An athlete spokesperson can prove to be a unique and effective addition that's not easily replicated by your competition.	<ul style="list-style-type: none"><li>• Create brand alignment through marketing campaigns with athlete</li></ul>
<b>5</b>	<b>BUILD YOUR CULTURE</b>	Athletes are great teammates. With so much attention paid to the importance of the core values within a corporation. Athletes are incredible everyday examples of all these values and can reflect and build your company's culture.	<ul style="list-style-type: none"><li>• Corporate team building events – "Learn-To"</li><li>• Meet-and-greets with employees</li></ul>



## BENEFITS

Athletes can appeal to many different audiences, so finding an authentic fit is important. Several sport marketing studies show that effective athlete endorsers can deliver your brand's message in a sincere and credible way.

We've been introduced to an entirely new generation of athletes that have captured the hearts and minds of Canadian consumers. Building an association with an athlete leading into the Olympic Games provides your brand with an opportunity to benefit as the sport gains editorial presence.

Getting started is easy. Athlete endorsement agreements range in price depending on your marketing objectives and the athlete. Customized programs are available.

When your company invests in an athlete relationship, there are both personal and professional benefits. Your employees will develop a sincere connection with the athlete and share directly in their athletic successes and challenges.

Let Manifesto Sport Management play matchmaker to help you find the right athlete for your company. We're on the ground floor. We're at the rinks, the ovals and the half pipes that reveal the next generation of Canadian sport heroes.

## HERE'S HOW

- Generate editorial coverage through athlete's story
- Testimonials by athletes about your company
- Align before the Olympics, build the relationship and become an active part of the athlete's story and contribute directly to their success
- Ask us! We're happy to help you get started
- Create a personal connection for your employees
- Athlete postcards share their successes and challenges
- Visit [www.manifestosport.com](http://www.manifestosport.com) for more information

**6** **ATHLETES DELIVER CREDIBILITY AND AUTHENTICITY**

**7** **IT'S NOT JUST ABOUT THE OLYMPICS**

**8** **THE COST IS LESS THAN YOU THINK**

**9** **AND THE RETURN IS GREATER**

**10** **WE PLAY MATCHMAKER**



**Sources:**

- Dave Walker, "Celebrity Ads that Sell," Ipsos Ideas
- Jo Van Hoecke, Wim Van Hoecke, Paul De Knop & Marijke Taks, "The Contribution of Local Heroes in the Athlete and Endorsement Mix," Cyber-Cyber-Journal of Sport Marketing
- Lisa Ericsson and Emma Hakansson, "Athletes as Celebrity Endorsers"
- Lys Hugessen, "Going for Gold with the 2004 Athens Olympics," Ipsos Ideas

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