



# 11. Glossary of terms



Term	Definition
<b>Above-the-line (ATL)</b>	This is paid-for communication in the independent media and tends to focus on mass audiences, e.g. billboards, bus shelters, advertising on TV, in the newspapers or on social media channels. Also see 'below-the-line'.
<b>Activation</b>	Activation is the carrying out of marketing activity as part of the marketing and sponsorship process and at a basic level means bringing your sponsorship to life through a variety of planned activities.
<b>Ambush marketing</b>	A deliberate attempt by an organisation to associate itself with an event (often a sporting event) in order to gain some of the benefits associated with being an official sponsor without incurring the costs of sponsorship. For example by handing out branded merchandise outside an event with which a brand has no association, or raising a large branded blimp nearby.
<b>Assets</b>	"A useful and desirable thing or quality". Assets can take many forms, including branding opportunities, your athletes, development programmes, social media channels, etc. Also see 'Tangible Assets' and 'Intangible Assets'.
<b>Below-the-line (BTL)</b>	Below-the-line marketing is activity focused on targeted groups of consumers rather than a mass audience like ATL activity. The purpose of these activities is to develop the brand by creating awareness and building a brand profile. There are many methods of below-the-line activity, including sales promotions, direct marketing, PR, personal selling and sponsorship.
<b>Brand</b>	In basic terms, a brand is defined as a "name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product", (Philip Kotler/Gary Armstrong). However, a brand should also incorporate the 'brand promise' of a certain experience in relation to a product or service i.e. a narrative around it; this will often help develop a logo into a brand.
<b>Brand visibility</b>	Simply put, the opportunity to see a brand by an audience. For example, at an event a brand's visibility will link directly to its prominence of branding in the programme, on perimeter boards, signage, official's uniforms, give-aways (e.g. balloons), etc.
<b>Branding</b>	The process of applying a logo or strapline to physical items, for example: kit, perimeter boards, website, scoreboards, media backdrops, etc.
<b>Category exclusivity</b>	The right of a sponsor to be the only company within its product or service category associated with the sponsored property e.g. BMW would be the exclusive supplier within the vehicle category. See also 'product category'.
<b>Cause-related marketing</b>	A partnership between a company or brand and a charity or 'cause' by which the 'cause' benefits financially from the sale of specific products. The term was first used by American Express in 1983 when it supported the restoration of the Statue of Liberty.



Term	Definition
Co-branding	Branding which features both your sport's logo and that of your sponsor - the logos aren't necessarily placed together.
Commission	A fee paid to an agency - or individual - based on a percentage of the overall value (of a sponsorship package / programme) to a sponsor.
Composite logo or lock-up logo	A specially designed dual logo which is made up of your sport's logo and that of your sponsor. The two sit close together, implying a partnership.
Corporate social responsibility (CSR)	A company's sense of responsibility towards the community and environment (both social and ecological) in which it operates.
Designation	The official title by which a sponsor is known and which is usually agreed at the start of an agreement. The wording depends on the level of sponsorship and the product category. For example: <ul style="list-style-type: none"> <li>• Official partner</li> <li>• Official supplier of audio visual equipment</li> <li>• Team partner</li> </ul>
Direct mail	Direct mail is promotional material sent through the post to your members and / or participants.
Direct marketing	All activities which make it possible to promote products, services or specific messaging to a segment of the population by post, telephone, e-mail or other direct means.
E-marketing or internet marketing	Internet marketing, or online marketing, refers to advertising and marketing activity that uses the internet and emails to drive direct sales.
Endorsement	This is when a team or an individual athlete promotes a product or service. This can range from them simply sending a 'Tweet' to say they've just been using a particular product and how great it is, to a full (paid-for) advertising campaign where they're seen pictured with the product or using the product.
Engage	To have a conversation with your audience. You can interact with your audience on a face-to-face basis, or remotely via social media channels, promotional offers, competitions, etc.
First refusal	Generally used in relation to renewing a contract or the opportunity to sponsor an event. The rights holder will give the incumbent sponsor, or one of its existing partners, the first option on renewing or taking-up a sponsorship opportunity ahead of any other brand.
Intangible asset	Assets associated with a sport that you can't physically see or hold, for example, the prestige of winning a gold medal, reputation, goodwill of participants, etc.



Term	Definition
<b>Intellectual property (IP)</b>	IP is something unique that you have created. It includes items which are copyrighted, trademarked or patented. Examples include: a brand or logo, content you have written (eg for a website or on a leaflet), imagery, programmes you have developed, merchandise, etc.
<b>Interactive events</b>	An opportunity to physically engage with your audience and where you have an opportunity to meet them face-to-face. Typically this will be at some form of event and the audience will be the spectators. This could include anything from a 'meet and greet' with an athlete to some form of competition or 'have a go' activity.
<b>Leverage</b>	"To make use of". For example, how best to leverage an athlete appearance and make the most of the opportunity.
<b>Licensing</b>	Sports licensing is a contractual agreement by which a sports organisation or team gives a third party company a license to use its name, logo or trademark on the company's products or services. Payment for these rights can be via an up-front fee or a commission based on each item / service sold. The benefits of licensing are that you don't shoulder any of the risk should an item not sell, however you should monitor the quality / consistency of the product or service to ensure it is of a suitable quality that fits with your sport.
<b>Marketing in kind (MIK)</b>	Payment made in the form of marketing support / promotion, either instead of a cash fee or as well as. MIK can be very valuable when linking with a sponsor that has a good audience base or a strong marketing spend. If your sponsor is promoting your events on their social media pages, on their website or running a digital marketing campaign which includes reference to - and is therefore promoting - your sport, this has a value to your organisation. MIK can be very valuable but needs to be carefully defined and managed. See also value in kind (VIK).
<b>Media exposure</b>	This is about the opportunity to see (OTS) your sport, brand or brand messaging across media channels, including print, broadcast and online media.
<b>Media partner</b>	An exclusive agreement between your organisation and a specific media title that brings mutually beneficial publicity. You provide the media title with exclusive content (e.g. imagery, interviews, behind the scenes access, etc) in return for broadcast, print or online coverage.
<b>Merchandise</b>	Merchandise is any manufactured goods you buy or sell and for which you take on all the risk associated with stocking it. Usually these goods include sports clothing, equipment, bags, drinking bottles, etc and feature your sport's logo. You giveaway or sell this merchandise at events or through your website. Normally does not have any other company logo on it other than your own.
<b>Naming rights</b>	A company or brand buys the right to name a facility or event, typically for a defined period of time. For example, the Emirates Stadium.
<b>Partner</b>	Generally used to refer to the highest ranking sponsor of an organisation. For example for the London 2012 Games, tier one sponsors were referred to as 'partners', tier two sponsors as 'supporters' and tier three sponsors as 'suppliers'. In some instances however, the term 'partner' can simply mean any commercial partner or supplier working with you at any level. For some, 'partner' refers to non-commercial organisations that they're working with. The key is to agree what terminology you use and stick to it.
<b>Presenting partner</b>	A 'presenting partner' or 'title sponsor' attaches the name of the company or brand at the end (or, sometimes, beginning) of an existing team, competition or venue name. For example, the Yonex All England Badminton Championships or the RBS Six Nations. It can also be a presenting partner of an event such as 'The National Championships presented by ABC Co'. This would be the designation (see definition earlier) you would agree at the start of your agreement.



Term	Definition
Product (or service) category	A particular group of related products or services. A sponsor will want the right to be the exclusive provider of a product or service within their category, e.g. cars, telecommunications, competitive apparel, sports drinks.
Property	A sporting organisation, event, programme or athlete which has potential to attract a sponsor and has some value or rights associated with it.
Renewal	The opportunity to renew a contract with a sponsor once the existing term has come to an end. Also see 'First Refusal'.
Return on investment (ROI)	<p>To understand the success of a sponsorship, a brand will want to measure the return on investment it has achieved. What it actually measures will be determined by its objectives, but could include:</p> <ul style="list-style-type: none"> <li>• Number of samples given away at events</li> <li>• Coverage in the press</li> <li>• Contact details captured at an event</li> <li>• Number of 'Likes' in response to a Facebook post, or re-Tweets received on Twitter</li> <li>• The number of test drives generated at a sponsored event</li> <li>• Number of clients entertained at an event</li> <li>• Number of promotional offers redeemed following a sponsored event</li> </ul> <p>These measures can also be termed as key performance indicators or KPIs and are generally agreed at the start of a sponsorship. The ROI for a brand is very important so make sure you understand what their measurement tools will be at the start.</p>
Rights	"A legal or moral entitlement to have or do something." On receipt of a 'rights fee', a sports governing body (the rights holder) passes over certain rights to another organisation (the sponsor) to use and exploit certain assets and benefits in relation to their organisation, or an event, team or programme.
Rights fee	The payment made in cash or in kind (products or services) by the sponsor to the rights holder in order to secure the legal rights of association with a sport, programme or event.
Rights holder	An organisation - or individual - that owns an exclusive set of rights and controls who uses them and how they are used.
Royalty	A payment to the rights owner for the use of property, for example organisational or event logos. A royalty payment is made to the legal owner of the property by a third party who wishes to make use of it for the purposes of generating revenue. In most cases, royalties are designed to compensate the owner for the asset's use and are legally binding.



Term	Definition
Segmented marketing	Marketing activity which targets specific audiences. For example, one audience could be participants aged under 16, another could be those participants' parents. You'd use a very different approach to engage with the children to that which you'd use with their parents.
Servicing	This means looking after your sponsors and ensuring they have access to all of the rights they have paid for as part of their sponsorship deal.
Sponsor	An agreement involving a rights holder and a company / brand, in which the company / brand pays a sponsorship fee - consisting of cash or product / service - in return for the opportunity to use certain rights that the rights holder owns. The company/brand is known as a 'sponsor'.
Sponsorship	Sponsorship is a powerful marketing and communications tool uniquely combining brand, business and employee benefits. Through content association and targeted activation, it creates brand experiences that differentiate and add value.
Sponsorship package	A sponsorship package is a package of benefits or rights that are offered to a business or person in exchange for the provision of cash or value in kind.
Strapline	A strap line is a short sentence that represents a business, brand, project or concept. For example: Lawn Tennis Association - Getting more people playing tennis, more often Nike - Just do it
Suppliers	Suppliers are companies that provide a product or service to the property that is being sponsored. In many cases, their product / service will contribute as VIK to the sponsorship investment. For example:- Competitive apparel- Cars- Hotel accommodation- Insurance
Tangible asset	Physical assets which can be seen and / or held. E.g. tickets to events, branded perimeter boards, an athlete appearance. (Also see 'intangible asset').
Target audience	A specific group of people within the target market at which a product or the marketing message of a product is aimed at.



Term	Definition
Target market	A group of customers towards which a business has decided to aim its marketing efforts and ultimately its merchandise.
Term	The duration of a sponsorship contract; can relate to a multi-year deal or a single event deal.
Title sponsor	A sponsor that has rights to a specific title of an event or team e.g. The Emirates (Arsena,'s Football Stadium). (see also Presenting Partners)
(Value) In-Kind (VIK)	When a product or service is given in lieu of cash as part of a sponsorship deal.



**This toolkit has been developed on behalf of the RFU by Orchard Connects.**

**Orchard Connects is a sponsorship agency who work with rights holders requiring strategic advice and sponsorship sales support.**

**They also work with brands seeking partnerships or looking to make existing partnerships work harder.**