

Valuing Your Sponsorship Program

National Rural ITS Conference
Branson, MO

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global5*
COMMUNICATIONS



What's your Program worth?

Agency	Sponsor	Years	Value of Package	Yearly Value	# of Trucks	Annual Revenue per Truck
Georgia DOT	State Farm	3	\$ 5,100,000	\$ 1,700,000	N/A	unknown
Indiana DOT	State Farm	3	\$ 1,125,000	\$ 375,000	28	\$ 13,393
Maryland DOT	State Farm	3	\$ 1,300,000	\$ 433,333	52	\$ 8,333
NYDOT	State Farm	5	\$ 10,800,000	\$ 2,160,000	87	\$ 24,828
Penn DOT	State Farm	3	\$ 1,320,000	\$ 440,000	28	\$ 15,714
FDOT Road Ranger/D5	State Farm	1	\$ 321,000	\$ 321,000	13	\$ 24,692
Massachusetts Highway	Commerce Ins	5	\$ 2,800,000	\$ 560,000	20	\$ 28,000
New Jersey DOT	State Farm	3	\$ 5,400,000	\$ 1,800,000	52	\$ 34,615
Illinois	State Farm	3	\$ 1,800,000	\$ 600,000	13	\$ 46,154



What Sponsors Want...

- Sponsors value the opportunity to be part of an exclusive program
- By creating consistent and coordinated policies and sponsorship packages potential sponsors will hear one unified and consistent voice on behalf of your agency
- Some transportation departments have separated their revenue generation efforts
 - This decreases return by limiting sponsor packages and creating competition between consultants negotiating against one another to secure a sponsor, thus lowering rates for all products
- Putting all of your assets together, and developing consistent policies and procedures, the Department will create a unified voice to sponsors, and one that can negotiate the best possible rate of return



HOLISTIC APPROACH

- Revenue Generation for a state DOT is like a Menu...the more options the better
- Some Options include
 - 511
 - Freeway Safety Service Patrol
 - Rest Stops/Welcome Centers
 - Naming Rights
 - CCTV Feeds
- The Holistic Approach allows you to customize packages based on sponsor needs to optimize value for the sponsor and the Department



How can you get more \$\$\$ for your program?

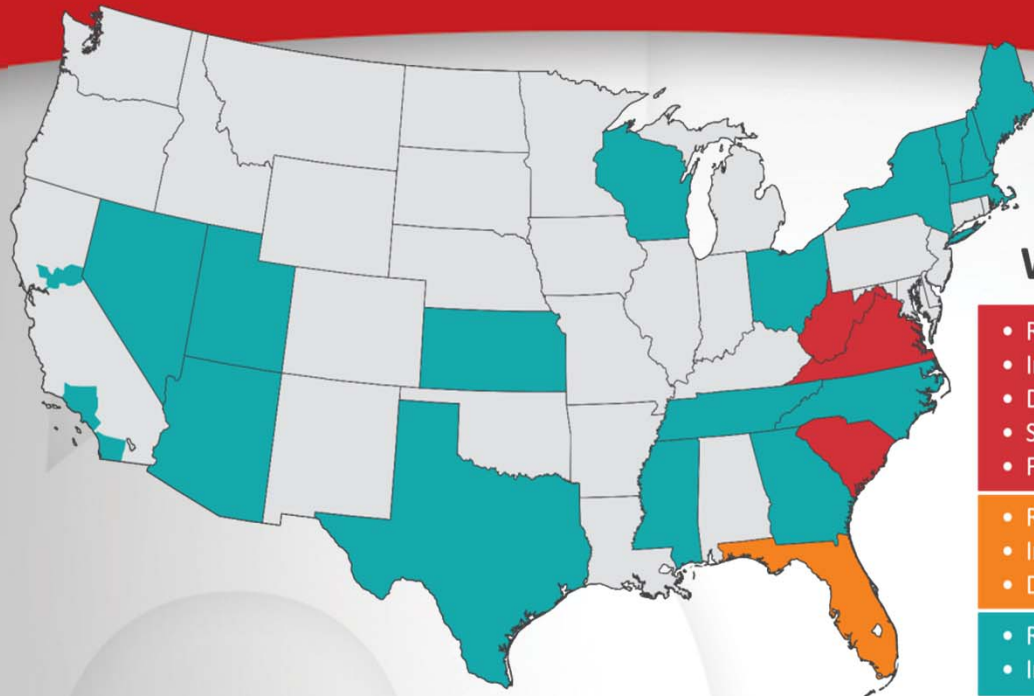
Media	Outreach	Tech Support	Special Projects	Rev Gen Information Management
Media Relations	Partnership Marketing	System Design	CCTV Attribution Analysis	General Public
News Events and Tours	Local Support	IVR, Website, App, P.S. Testing and Quality Control	Best Practices Training	DOT, FHWA, and Government Agencies
Press Releases	Tradeshows	Customer Feedback	Quantitative Analysis and Metrics	Industry Associations
PSAs/Videos	Placements: billboards, magazines, etc.	New Product Design, Test & Launch	Emergency Support (i.e.: blizzards, floods, terror threats)	Media Inquiries

FACTORS FOR ESTIMATING REVENUE

- Estimating of potential revenue is **not** a finite process
- At the end of the day only worth what someone is actually willing to pay for it
- Revenue projections and estimates are just that projections and estimates
- When negotiations begin these numbers are simply a starting point
- Cost(s) of the program?



OVERVIEW

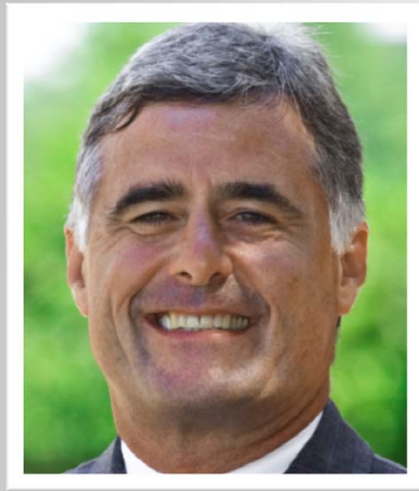


Work Performed by Global-5

- Revenue Valuation & Projections
 - Inventory of Assets
 - Development of Sponsorship Policies & Procedures
 - Sponsorship Sales, Marketing & Management
 - Federal Highway Compliance
- Revenue Valuation & Projections
 - Inventory of Assets
 - Development of Sponsorship Policies & Procedures
- Revenue Valuation & Projections
 - Inventory of Assets

- Global-5 has performed revenue generation services for 23 states
- Only firm in the country to have experience marketing sponsorships for 511, rest areas and welcome centers, naming rights, and Freeway Service Patrols
- Only work for transportation departments...no private clients.

THANK YOU!



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