

SPONSOR LOGIC[®]

Sponsorship Development, Management, Sales & Coaching Solutions

SponsorLogic, Inc., is a successful sponsorship firm driven by unequalled national sponsorship management experience and unflinching accountability in the pursuit of improving its clients' sponsorship results.

SponsorLogic has a repeatable methodology for producing elite, multi-year sponsorship commitments for professional and trade associations in a model that radically improves member value, respects each association's unique culture, safeguards the association's reputation, and provides measurable return-on-investment for sponsors.

The firm was founded in 1997 by well-known sponsorship industry expert Mel Poole. View Poole's LinkedIn profile at www.linkedin.com/pub/mel-poole/3/930/482

SponsorLogic services orbit around four core activities:

- Collaborating with all stakeholders of premier associations and properties to create relevant and powerful new sponsorship models, maximize existing sponsorship programs and attract multi-year commitments from corporate partners.
- Working with companies engaged in business-to-business sponsorship marketing to produce higher return-on-investment, stronger interaction with relevant decision-makers, top-of-mind positioning and measurable success.
- Providing best-practices training and thought-leadership that empower properties and sponsors to dramatically increase the desired outcome of their sponsorship activities.
- Developing, selling, managing, improving and renewing the most productive and measurable sponsorships in the business-to-business segment.

Current clients include:

- The National Electrical Contractors Association, whose members control 65 percent of spending in the \$130-billion electrical, lighting, communications and integrated building systems industries in the United States. A SponsorLogic client since 2008.
- The Association for Manufacturing Technology, owner and operator of the International Manufacturing and Technology Show, the largest manufacturing trade show in the Western Hemisphere, and the second-largest trade show in the United States (second only to CES, the Consumer Electronics Show). A SponsorLogic client since 2010.
- The Sheet Metal and Air Conditioning Contractors' National Association, which is comprised of the largest contractors in the U.S. who work in the heating, ventilation, air conditioning, architectural and industrial sheet metal industries in the industrial, commercial, institutional and residential markets. A SponsorLogic client since 2012.



Mel Poole

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Clients

SponsorLogic owner Mel Poole has national marketing, management, coaching and/or training experience with these organizations:



Former SponsorLogic clients include the National Association of Home Builders; the National Apartment Association; EDUCAUSE; Construction Financial Management Association; the Hearth, Patio & Barbecue Association; Public Television affiliate WTVI; United Way of the Carolinas; Ladies Professional Golf Association; PGA Tour; National Auctioneers Association; National Golf Course Owners Association; Cliff Drysdale Tennis; USA Luge; USA Bobsled; USA Curling; Absolut Vodka; Valvoline; Ingersoll Rand; Chicago Pneumatic; Club Car; Dale Earnhardt Inc.; Verizon; Conesco Insurance; Channellock; Cleveland Gear; ToolSource.com; Total Sports; and others.

SponsorLogic also has an exclusive advisory relationship with marketing industry thought-leader Steve Miller and the Association Net. Members of the invitation-only Net include the Association for Manufacturing Technology; the International Communications Industry Association; the Toy Industry Association; the American Pet Products Association; the International Housewares Association; the National Confectioners Association; the Association of Equipment Manufacturers; Snowsports Industries America; the Outdoor Power Equipment Institute; the Society of Manufacturing Engineers; and more.

Poole is frequently interviewed as a sponsorship industry expert. His comments have appeared in *The New York Times*; *Detroit News*; *Fortune* magazine; *USA Today*; *GolfWorld Business*; *IEG Sponsorship Report*; *New York Post*; *Atlanta Constitution*; *Dallas Morning News*; *Car & Driver* magazine; *Indianapolis Star*; *SportsBusiness Journal*; *Charlotte Observer*; *Bloomberg Business News*; National Public Radio plus the Associated Press, Reuters and UPS news services. He's also participated as a keynote speaker and expert-panel moderator at gatherings of the PGA Tour Tournament Directors Association; the LPGA Annual Meeting; the LPGA Tournament Directors Association; and the *SportsBusiness Journal* Sports Business Symposium.

Prior to founding SponsorLogic, Poole was one of 4 partners at the largest motorsports marketing agency in the United States. He had senior executive oversight of national sports sponsorship programs of Mercedes-Benz of North America; Mazda; John Deere; Maxwell House; Country Time lemonade; Kraft Foods; Reckitt Benckiser; Mazda; Dentyne; Warner Lambert; Sears' DieHard and Craftsman brands; Square D; Smithfield; Hill & Knowlton; Macmillan Publishing and others.

SponsorLogic's best-practices expertise, demonstrated successes, strategies and tactics adapt and apply customized and proven models to the measurable financial benefit of its clients.

Whether you represent a property intent on improving its sponsorship program or a B2B company engaged in marketing through sponsorship, contact SponsorLogic founder Mel Poole for a candid discussion focused on measurably improving your sponsorship outcomes.



Client Testimonials



"The National Electrical Contractors Association asked Mel Poole and SponsorLogic to objectively revamp its national sponsorship program. Within a few months, Mel inventoried, packaged and valued NECA's assets in an innovative manner that was compatible with the expectations of its members, executive leadership and the industry. NECA also asked him to sell the new program. We launched sales in the fourth quarter, when most sponsors had already made their marketing commitments for the following year, against a backdrop where media headlines every day were focusing attention on the rapidly faltering economy. The result was that Mel sold out the top-tier of the new program in 10 days. Clearly, the sponsors who came aboard our new program saw the value. They made multi-year, six-figure commitments to NECA without hesitation. We believe that speaks to the clear value that was created within our new sponsorship framework. Mel's work produced a program that is welcomed by all NECA stakeholders and is important to NECA's bottom line. We are seeing new, long-term levels of sponsorship revenue that we would not have thought were possible to achieve. The program continues to grow as SponsorLogic manages it for us. NECA would recommend Mel and SponsorLogic to any organization that wishes to make a positive impact on its long-term sponsorship results."



"Totally revamped United Way's approach to sponsorship, streamlining and packaging assets to attract sponsors and designing programs that deliver measurable value... Also trained our senior staff to understand what it takes to attract, sell and service top-tier sponsors... A knowledgeable, innovative, flexible, hands-on professional every step of the way... Highly recommended."



"Crafted a specific sponsorship-marketing plan that was a huge success in return on investment, raising brand awareness among key customers and opening new business channels ... An attentive, conscientious business partner."



"Reacted quickly to changing goals and opportunities while never losing sight of the quality, creativity and integrity Mercedes demands ... Resourceful, accessible, energetic ... Brought value to Mercedes' motor sports, PGA Tour and ATP Tour sports investments."



"Applied initiative and excellent industry contacts to help launch and manage a new product line... Did a great job of keeping the program on course without requiring day-to-day supervision... Developed and pre-qualified new opportunities and ideas for us that brought tangible value to the program... Applied a professional, relentless, level-headed approach to building our business."



"Created an innovative program to help the LPGA build its brand among sports-marketing decision-makers... Executed the plan with professionalism and tenacity ... A good business partner and a valuable asset to the LPGA."



"Analytical, responsive, intuitive and creative in servicing our needs ... Understood our business and helped us reach our goals ... Pleasant and helpful, no matter the circumstances."