

# Street & Smith's SPORTS BUSINESS JOURNAL®

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## MARKETING/SPONSORSHIP

### D.C.'s Grand Prix series ready to ride Cadillac-style



#### MARKETING MATTERS

TERRY LEFTON

\$800,000.

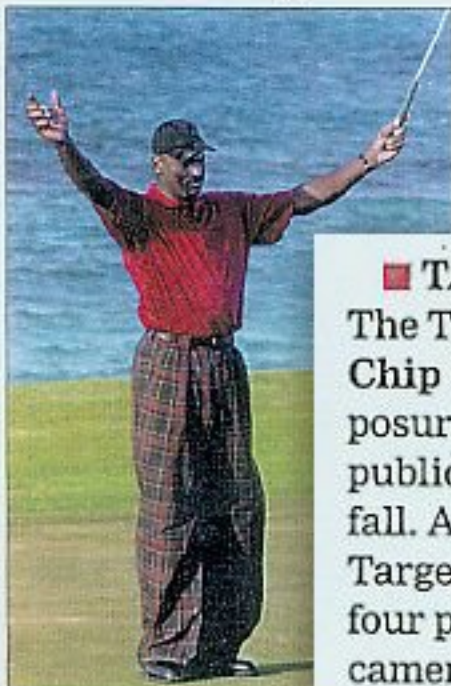
The weekend-long event features American Le Mans, Trans-Am and World Challenge GT races, along with an accompanying three-day festival that will include a concert, a celebrity race and a motorcycle jump by Robbie Knierel.

Coming on the heels of Cadillac's NFL corporate sponsorship and Super Bowl ad replete with Led Zepplin music, the race sponsorship continues a repositioning from a stodgy car brand to one decidedly embracing performance and technology.

"It is a real brand statement and a nice blank canvas to work with as [Cadillac] moves to a new identity," said a marketer involved in the deal.

The sponsorship leverages Cadillac's history of involvement in Le Mans racing. CBS will broadcast the Trans-Am race, and NBC is telecasting the American Le Mans Series race. Gilco Sports & Entertainment Marketing of Bethesda, Md., is selling sponsorships for the race; other inventory on the market includes a presenting sponsorship and 91 other sponsorships of varying levels to the event. Additional sponsors include Hyatt and Accelics Inc.

■ **TEERING UP M.J.:** It isn't often that SFX Sports puts Michael Jordan up for sale, but the agency is now on the street with a presenting sponsorship to



Michael Jordan's looking for foursome

His Airness' second celebrity key To accommodate Jordan's the NBA, the tourney has been from January and will be played 18-22 at The Ocean Club in the Bahamas.

NBC will televise a 90-minute highlights package in early October. The \$350,000 price tag for the presenting sponsorship includes six commercial units in the broadcast, hospitality, signs, hotel rooms and proximity to Jordan. Requirements for playing include celebrity status and a 15 handicap.

■ **ALMOST SIGNED, SEALED, DELIVERED:** FedEx is close to signing a deal with the PGA Tour; an affiliation that would allow it more schmooze opportunities with its core B-to-B customers. PGA Tour deals normally cost in the low seven figures, and FedEx deals typically include 20 percent or more barter. A PGA deal would add to an already impressive list of FedEx sports affiliations that includes the NFL, the Or-

ange Bowl, CART, the St. Jude Classic golf tournament in its home city of Memphis and naming rights for the Washington Redskins' stadium.

■ **TARGET-ING CONSUMERS:** The Team Target auto racing team of Chip Ganassi will receive some exposure from Fuji Film in a custom-

■ **TARGET-ING CONSUMERS:** The Team Target auto racing team of Chip Ganassi will receive some exposure from Fuji Film in a custom-publication promotion slated for this fall. A 16-page fan magazine on Team Target will be shrink-wrapped with four packs of Fuji film and single-use cameras sold in Target stores this September. Jigsaw Media in Stamford, Conn., handles.

city basketball courts in exchange for ad space on the backboards and a sports events and promotions company responsible for staging events like the Eddie Robinson Football Classic and other games. His charge is to make it a full-service sports marketing shop by adding capabilities like corporate consulting and sponsorship sales.

Arizona Diamondback Randy Johnson has signed to do print ads for Boeing, so we're trying to figure out what the synergy is between the left-handed 200-game winner and the manufacturer of commercial aircraft. Maybe it lies in the fact that both of them feed Seattle?

Audrey Dinofrio returns to SFX Sports Group as senior PR director after a 10-month hiatus.

Terry Lefton can be reached at [tlefton@amcity.com](mailto:tlefton@amcity.com).

### LPGA finds a good fit in DSW Shoes

BY JENNIFER LEE SHRYVER

DSW Shoe Warehouse completed a

agreement

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estimated that, including the sponsorship fee, DSW will spend at least \$3 million this year on its LPGA involvements.

The deal complements DSW's existing deals with LPGA Tour players Betsy King, Kristal Parker-Manzo, Michele Redman, Pam Kerrigan, Marisa Baena and Jill McGill, Levison said.

The company plans a charity incentive for its six players where for every sub-par round recorded in designated events, DSW will donate \$300 to the LPGA's official national charity, the Susan G. Komen Breast Cancer Foundation. DSW has guaranteed at least \$100,000.

DSW is a division of Columbus-based Value City Department stores.