

# Sponsorships and Advertising NABSA's Role



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# NABSA's Sponsorship Role

## Recommended Actions:

- Develop methodology for valuing bike share assets.
- Act as a national point of contact for participating members for initial queries by national and regional sponsors and brokers interested in supporting bike share.
- Develop a model sponsor contract language for members.



# Challenges and Remedies

## DEFICIT

- **Experience** valuing the asset properly and negotiating with sponsors;
- **Understanding** of value within the outdoor advertising industry;
- **Connections** to private capital/large companies

## SOLUTIONS

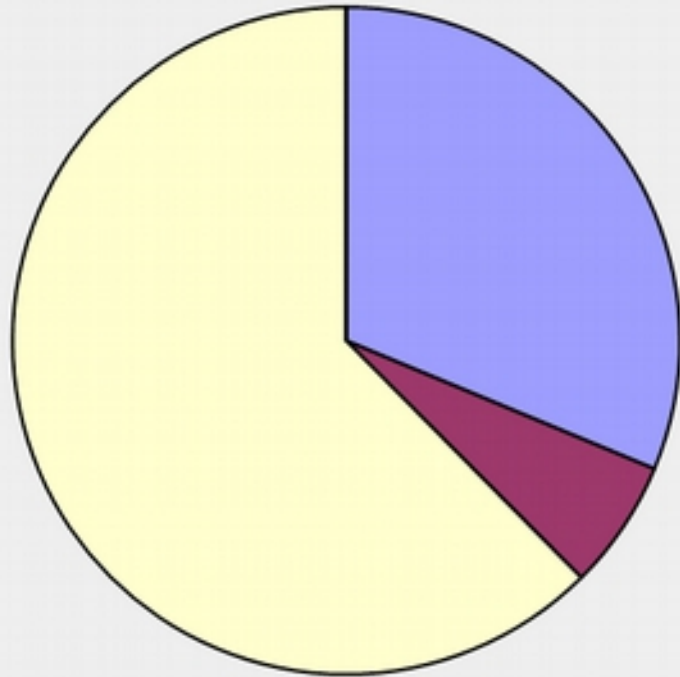
- **Expertise** on valuing assets and executing agreements
- **Educate** and engage the outdoor industry
- **Access** to large companies + brokers



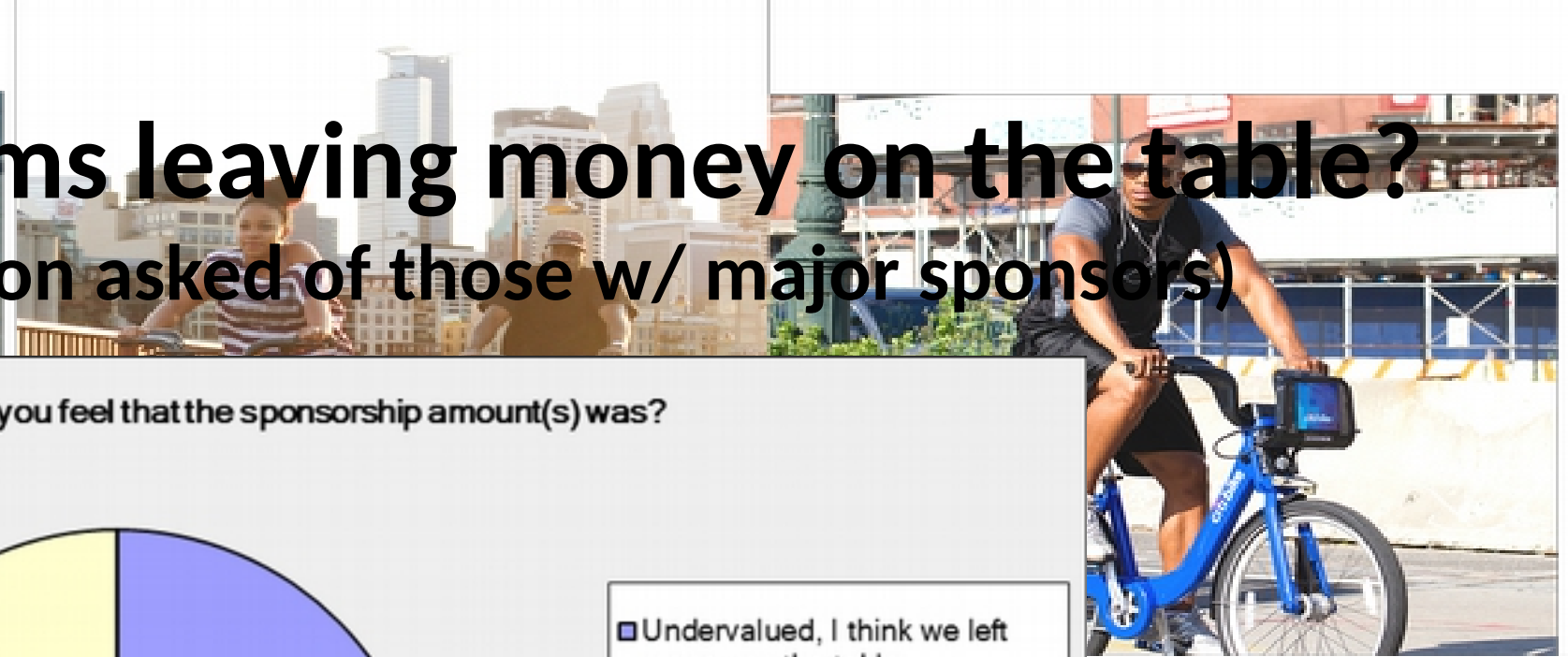
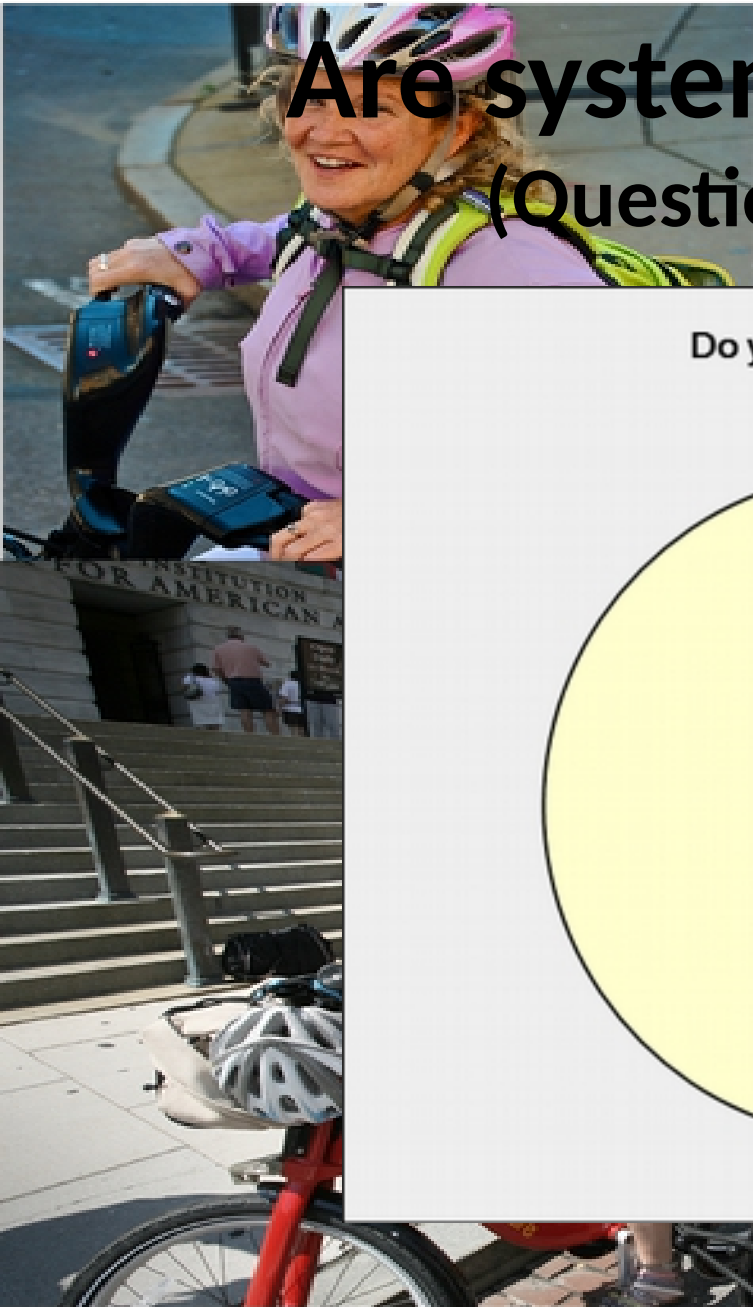
# Are systems leaving money on the table?

(Question asked of those w/ major sponsors)

Do you feel that the sponsorship amount(s) was?



- Undervalued, I think we left money on the table
- Overvalued, I think we did a good job maximizing the asset.
- Equaled the actual sponsor value of the asset.
- N/A - haven't determined value yet.





# NABSA Sponsor Survey

- 29 responses
- 60% systems operating
- 72% operate in cities of 500K or more
- System sizes split evenly of more or less than 50 stations
- 50% nonprofit owner vs. 40% local gov't



Ranking

data based

Rank

1#

2#



Actions Potential

Standard methodology for valuing bike share assets (i.e., help

Point of contact for companies interested in sponsoring bike



Rating

72

83



3#

4#

5#

6#

Model sponsor contracts that members could use as a

Inventory of bike share system sponsorship deals + amounts

Consultation/technical assistance in securing sponsors and

Recommended sponsor costs/levels for different sponsor

Advocacy for uniform sponsor product specifications (e.g.,



73

83

93

36



# NABSA's Sponsorship Role

## Recommended Actions:

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- Develop a model sponsor contract language for members.



## Additional Recommended Actions:

- Inquire with consultants about providing technical assistance and consulting to members
- Develop inventory of bike share system sponsorship deals

