

Bank of America Championship Sponsor Case History

- Company: Consumer Food Company
- Objectives: Increase Shelf Space at Key Account
Drive Sales
Strengthen Relations with Personnel at Key Account
- Promotions: Show Membership card of Key Account and receive \$5.00 off any ticket
Sweepstakes to win tickets and opportunity to meet Champions Tour pro
On-site signage
Pro-Am involvement
Tickets and hospitality for internal sales incentive contests
- Investment: \$40,000
- Results: The result was a 300% increase in our Featured product during the 6 week merchandising event.
- Client Comments: The Bank of America Championship has been an Outstanding Partnership for our company and our retail customers. It provides a wonderful opportunity and environment to entertain clients BUT of greater importance is the partnerships' ability to GROW SALES!
- This past year our company and our retail account partnered to provide club members a sweepstakes contest and discounts to the event by purchasing our brands. The result was a 300% increase in Sales of the featured Product during the 6 week merchandising event.
- There is also the benefit of additional Company and Brand Awareness a result of Bank of America Championship Marketing – We were proud to co-sponsor an on-site fan event featuring a Champions Tour pro.
- The final building block for our Company is the ability to motivate our internal sales people using contests with prizes related to the event. This motivates and rewards individuals who have success in growing the brands involved in the partnership.
- More information: For more information, contact Brian Oates at 877-559-GOLF or by email at boates@bankofamericachampionship.com