

Water Tower Partners

A division of 33 North Sports and Entertainment



Water Tower Partners, LLC, a subsidiary of 33 North Sports and Entertainment, was established with the strategic objective of engaging the private sector in building and maintaining integrated partnerships that advance the goals of both the City and the partnering company. Amid a challenging economic time and historical budget cuts in all sectors of society, it is even more important than ever to have corporations as part of the solution to improve our communities, while positively impacting the brand itself and its bottom line.

Water Tower Partners was launched by Kevin Bryant and Abby Port. With over 40 years of combined experience in corporate sponsor procurement and brand activation, Bryant and Port realized that more and more brands were looking to reach “mainstreet” where people work, live and play. After analyzing the current property landscape, Bryant and Port created a strategy to connect cities and corporations in mutually beneficial partnerships that enhance the citizens' experience and create relevant exposure for the brand.

Our Strategy

- Develop an integrated corporate marketing program that serves the city and its corporate partners
- Strategically aggregate assets of the city and package them to take to market in a matter appealing to brands
- Manage and advise City on pricing of all sponsorship marketing and advertising assets, and creative ideation of new elements
- Target potential partners and create a category management matrix
- Develop and maintain a criterion for ROI
- Develop a go-to-market plan
- Secure corporate partners, negotiate contracts, and service accounts

Our Experience

We have developed successful corporate partnership strategies for the following properties, including, but not limited to:

- Southeastern Conference (SEC)
- NCAA
- Big 12 Conference
- Southern Conference
- Metro Atlantic Athletic Conference (MAAC)
- University of Tennessee
- Florida State University
- Notre Dame
- University of Kentucky
- University of South Carolina
- University of Michigan
- Oklahoma State University
- University of Texas
- University of Arizona
- Association of Historically Black Colleges
- Hoop It Up 3 on 3 Tournaments
- FLW
- Professional BASS anglers
- Shriners
- Nantahala Outdoor Center

We have participated in negotiations securing over half a billion dollars in major sponsorship agreements for the above properties, with some of the biggest brands in the world:

- Coca-Cola
- Regions Bank
- Chick-fil-A
- Cooper Tire
- Dr. Pepper
- Brown Forman
- Golden Flake
- Cingular Wireless (now part of AT&T)
- Worldspan
- Red Bull
- Chevrolet
- SunTrust
- Nokia

Water Tower Partners, LLC proposes developing a sponsorship platform that will enable the City of Roswell to strategically aggregate assets and package those assets appropriately to take to market in a manner that would be appealing to brands. This program would require an agency and team that understands the solicitation process as well as the execution of this type of platform. This project would require professional leadership and guidance on how to best monetize city operated facilities, events, and assets. The cultivation and advancement of this program would encompass the following:

Phase One

Sponsorship Discovery – Provide a strategic plan for the City of Roswell to discover the essence of creating a corporate partnership program and what that entails from a financial, philosophical and resource standpoint. This process would have Water Tower Partners providing strategic research, analysis, and recommendations on the go-to-market plan that would meet the City's municipality strategy of marketing, public relations, advertising and brand strategy.

Time Frame – Three months

Phase Two

Sponsorship Asset Pricing and Packaging – Sponsorship management of all Roswell owned and operated assets and events. Prospecting new business and potential partners while creating a category management matrix. Developing an ongoing asset database, while pricing the inventory to create sponsor packages attractive to brands. Provide strategic research, analysis and recommendations on all sponsorship and marketing opportunities, while ensuring sponsorship portfolio consistency. Ensure plans and proposals are in sync with the City's brand and revenue strategies. Manage and advise the City on pricing of all sponsorship marketing and advertising assets in addition to creative ideation of new elements. Develop and maintain consistent criteria for ROI and analysis catering to all aspects of the City of Roswell's business, while refining measurement and evaluation techniques in line with current industry trends.

33North Sports & Entertainment Recommended Scope of Work (SOW):

Phase 1 – April 1, 2013 – June 30, 2014

Creation of the new City of Roswell Corporate Partnership Program

Phase 2 – July 1, 2014 – September 30, 2014

Provide counsel on the City of Roswell's new corporate partnership program.

Counsel on activation and negotiate best practices and pricing.

Lead the initial phase of identifying prospects.

Be a strategic member of the RBA Corporate Partnership Marketing Committee

Staffing and Budget

Kevin Bryant, Abby Port, and one internal project manager as our day-to-day contact
All travel billed on actual costs; credits refunded to client.

Total Project Cost \$39,000

Made in three equal payments:

April 1, 2014 - \$13,000

May 1, 2014 - \$13,000

June 1, 2014 - \$13,000