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Independent Study & Mentorship

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Meeting with a Cowboy....as a Patriot

Assessment 9 - Interview

**Name of Professional: Joe Simler**

**Title: Sr. Manager of Corporate Sponsorships**

**Company: Dallas Cowboys**

**Date of Interview: October 31, 2018**

**Works Cited:**

Swaminathan, Shashi, and Joe Simler. "Informational Interview." 31 Oct. 2018.

**Assessment:**

Meeting with a member of the greatest business in football began with the purpose of finding a differentiation of sports marketing for a professional team rather than a supporting company such as Frito Lay, Pepsi, Jamba Juice, etc. While keeping this purpose in mind, the information that was actually found highlighted how corporate sponsorships and the public relations aspect of sports marketing displays that idea of two way success. Sponsorships essentially serve as a bridge between professional teams and external companies. This information ties back to the past research assessment detailing the benefits of using TV, as that too was a two-way revenue chain between broadcasting companies and the marketing company.

Additionally much of the information relayed by Mr. Simler solidified a plan for me in obtaining experience and prerequisites prior to my entry into the professional world of sports marketing.

Of the many items discussed, one of the most significant that I was educated upon was the division of sales and services. This provided a great detailed understanding of the components that contribute to a successful partnership. With this information I essentially created a mental plan that successfully reaches one key point of “driving everything back to retail”. Essentially for a team, they shouldn’t market the team or the sponsor, instead market the tangible product that is available for mass purchase. This shall prove to be an essential tactic to utilize in the future. Also, in order to create and maintain sponsors, the team must evaluate and meet the brand objectives of the partnering company. Essentially for The Ford Center , Ford could have an objective to sell a certain amount of trucks, and the Cowboys must then find some way to affiliate and advertise in partnership with Ford to ensure these sales. This is extremely important information going forward as for my original work. While the purpose is to engage kids and athletes in the community, I must also build publicity for Reedy Football. With the information learned, I essentially am incorporating a major idea of building the market, local philanthropy. This is one of the biggest ways to build a fan base, and with Catches for Cubs, I will be able to attract fans and publicity for Reedy Football. Therefore, as this essentially is a minor step, when it comes to doing the same task for a professional team, I will have evaluated pros and cons of the event thus maximizing the success at the professional level.

In addition to divisions of sales and services Mr. Simler informed me about economic management of sponsorships and marketing campaigns. Another key factor to address in my marketing plan for Catches for Cubs. Affiliation was an influential idea that essentially fulfills

that two way revenue production. As one team connects with an esteemed company or vice versa, this achieves the two way revenue idea. With this information if in some form or fashion I can affiliate Catches for Cubs with a major sports company or team such as the Cowboys or Nike, it will not only build credibility for the event, but also ensure more participants thus leading to a larger fan base for Reedy Football.

In conclusion going into the interview I didn't expect to be provided with such a deep understanding of establishing partnerships and the ways to manage the revenue produced. This information not only allows me to evaluate the success of the tactics discussed through my original work, but also leads me to further research how these partnerships are established. Additionally how and which companies do teams want to establish sponsorships with. Finally going forward I look to creating some sort of sellable products for the environment. That way I can donate percentages of the revenue produced towards Reedy, and also charitable organizations such as the Global Sports Foundation, that looks to get kids out on the fields or courts or just out playing sports.