



## SAP - Global Sponsorship Programme

“Over the last few years these customer engagement programmes have proved to be extremely effective business platforms and provided a unique guest experience.”

Ben Riches, Director of Marketing and Communications - The Works London



### Objective

— Support SAP's sponsorship of leading sporting and cultural events which include: Motor sport: FIA Formula One: Vodafone McLaren Mercedes (Corporate Partner). Golf: Ernie Els and Gary Player (SAP ambassadors). Tennis: Andy Roddick (SAP ambassador) / ATP men's tour: SAP Open in San José, California (Title sponsor).

### Solution

- Design and implement SAP brand guidelines across all sponsorship properties.
- Develop end-to-end customer engagement programmes by engaging invited guests across all touch points from initial invitation to on-site and post event communications.
- Produce bespoke digital and printed communications, from invite to delegates packs.
- Design and supply branded merchandise and tailored gifts to support event activity globally.

### Results

— Over the last few years these programmes have proven to be extremely effective business platforms for SAP, and have provided a unique experience for SAP's guests.

## We are Open™

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200