The Roles that Sponsorships and CSR Play in Marketing and PR

Dennis Pittman
Director of Corporate Communications and Public Affairs
Smithfield
• Overview of programs
• How they relate to marketing and PR
• How they tie together
Doing Well and Doing Good
Disaster Relief and Engaging Influencers
Raising the Awareness of Food Insecurity

FY’13 by the Numbers:
- Donations: 38
- Cities: 28
- Servings of Protein: 4MM+
- Media Impressions: 63.8MM+
NELSON MANDELA HOSPITALIZED
SUFFERING FROM LUNG INFECTION
Engaging the Online Community

The Foodbank of the Virginia Peninsula

May 7

Smithfield Foods Inc @SmithfieldFoods

That’s the goal MT @feedmoreinc: We really appreciate it!
@SmithfieldFoods: 40k lbs. will feed lots... twitpic.com/cinrr

Hide photo Reply Retweet Favorite

Smithfield Foods

May 9

Our Smithfield brand is on the way today to donate 40,000 pounds of protein to Harvest Hope Food Bank through our Helping Hungry Homes program. Check out the truck getting loaded up!

Click here to learn more about the program:
http://smithfieldcommitments.com/key-outreach-efforts/helping-hungry-homes/

Smithfield Foods

April 24

Richmond International Raceway

Paula Deen joins us this afternoon at City Harvest in Long Island City, NY to help donate 25,000 lbs of protein to help those in the area greatly affected by Hurricane Sandy.

Like Comment Share

Sherry Bechtel, Doris Michel, Barrie Clark and 70 others like this.

View all 7 comments

Blair Wuesten Green Glad Smithfield donated to a great cause, but the guy on her left is my favorite.

May 23 at 5:23am

GO WHOLE HOG
Marketing at the Retail Level

In-Store Promotions

Events and Sales Support

POP Assets

Show Car Assets

Go Whole Hog
In-Store Sweepstakes and Promotions

More than 4,633 stores in our core markets

FSIs Scheduled to Complement Races

GO WHOLE HOG
In-Store Sweepstakes and Prize Menu

Smithfield Sweepstakes and Contests:

- Smithfield Race with Royalty
- Gwaltney Race with Royalty
- The King’s Smithfield Smokeout
- The King’s Gwaltney Smokeout
- Cookout with The King
- RACEGATING
- Eat like a King
- Ball Cap with Specified Purchase
- Diecast Car with Specified Purchase
- Meat Managers Sales Contest

Contest Prizes Can Include:

- Gift cards for race tickets, lodging, meals and transportation
- Track credentials
- Lunch with No. 43 Race Team
- Meet & Greets with Richard Petty and Aric Almirola
- No. 43 Race Team merchandise
- RPM Ridealong Experience vouchers

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POP Asset Menu

POP Assets Available for All Promotions:

- Standees
- Shelf danglers
- Rail strips
- A-frame signs
- Meat case signs
- Sliders
- Sleeveovers
- Tearpads
- Bag stuffers
- Floor graphics
- Entry drop boxes
- Posters
- Toppers
Examples of In-Store POP

GO WHOLE HOG
Smithfield No. 43 Show Car Assets

• Accompanying promotional video
• Free ball cap with specified purchase
• Free diecast car with specified purchase
• Hero cards with tearaway coupons
• Richard Petty and Aric Almirola standees
• More than 33 scheduled appearances in 2013
Strengthening Retailer Relationships

- Executive dinners with Richard Petty and Aric Almirola
- Meat managers sales contests
- In-store appearances by Richard Petty and Aric Almirola
- Show car appearances
- Media event at store
- Food bank donation partnership
- Custom sales kits and programs
- Custom events available
At-Track Activation and Events

Hospitality and Prize Fulfillment

At-Track Events

Branding Assets
Hospitality and Prize Fulfillment
Branding Assets

• Smithfield NASCAR races are #FueledByBacon!
  • Miss Piggy custom golf cart
  • Fueled By Bacon bumper sticker magnets and t-shirts
  • No. 43 pig key chains
  • Fueled By Bacon on top and side of hauler
  • Baconfessional photo/video booth
  • No. 43 Inflatable Pig
2012 Charlotte Race-Week Activation
Nurturing Brand Ambassadors at Daytona

- Smithfield hosted two culinary influencers from the Food Network during the Daytona 500 Race Weekend:
  - Simon Majumdar: most well-known as a judge on “Next Iron Chef,” “Iron Chef America,” and “Extreme Chef”
  - Michele Ragussis: most well-known as a contestant on “Next Food Network Star,” “Chopped,” and “24 Hour Restaurant Battle”

- Chefs enjoyed a pork-filled weekend of NASCAR activities including:
  - Tours of track, infields, garages and pits
  - Preparing lunch for No. 43 Smithfield Race Team
  - Meet and greets with Richard Petty and Aric Almirola
  - Breakfasts, lunches and dinners with Smithfield and RPM executives
  - Promoting Smithfield products ideal for tailgating during multiple interviews with on-track media
Reaching Influencers’ Networks

GO WHOLE HOG
Utilizing Influencers to Reach the Media

• Guest chefs and No. 43 driver Aric Almirola participated in various media interviews during the Daytona Race Weekend to promote Smithfield

  • FOX & Friends
  • Motor Racing Network Radio
FOX & Friends – Daytona

GO WHOLE HOG
DAYTONA CRASH
TIRES AND DEBRIS SENT FLYING INTO STANDS
NEARLY 100 PEOPLE RESCUED WITHOUT INJURY AFTER
Using NASCAR to Own the Media Message

Utilized NASCAR assets during “bacon shortage” news frenzy:

• Partnered with Richard Petty Motorsports to deliver bacon to each Sprint Cup Series race team at Talladega

• Driver Aric Almirola appeared on SPEED Network to discuss bacon delivery
Engaging the Online Community

Hey NASCAR fans! This is your last chance to submit questions for our Q&A with Richard Petty Motorsports at Speed Street on May 24th. Richard Petty, Aric Almirola and Dale Inman will all be there, so just submit your question in the comments below. Don't miss out on having one of YOUR questions answered!
Tying NASCAR to CSR

Utilizing NASCAR Assets for CSR Activations
Tying NASCAR to CSR

Completed 2013 NASCAR-related donations:

- Partnered with Food City at the Food City 500 Race Night to donate $2,000 to Victory Junction, and a combined 80,000+ pounds of protein to the Second Harvest Food Bank of East Tennessee, the Second Harvest Food Bank of North Tennessee, and the Southwestern Virginia 2nd Harvest Food Bank Inc.

- Partnered with Brookshire’s to donate 25,000+ pounds of protein to the Food Bank of Northwest Louisiana in conjunction with the NRA 500 Sprint Cup

- Partnered with the Richmond International Raceway to donate 40,000+ pounds to the Central Virginia Food Bank

- Donated 40,000+ pounds to the Community Food Bank of Central Alabama in conjunction with Talladega race weekend

- Donated 40,000+ pounds to the Harvest Hope Food Bank in conjunction with
Watkins Glen Donation
Spreading the Word through Social Media

In conjunction with the Darlington race this Saturday, we were in Florence, SC this morning to donate 40,000 pounds of much-needed protein to the Harvest Hope Food Bank. This large donation is part of our continued Helping Hungry Homes program, which aims to raise awareness of food insecurity in America.

Smithfield Foods Inc @SmithfieldFoods
RT @rpmotorsports: Our friends @SmithfieldFoods & us will have an announcement on @RaceHub Wed traditioncontinues pic.twitter.com/HEgLOAxzBW

Go Whole Hog
Tying NASCAR to CSR

Most recently:

- Partnered with Charlotte Motor Speedway to donate more than 3MM hot dogs to eight different food banks where sister tracks are located, as well as tornado disaster-relief efforts in Oklahoma.

- Launched donation program on FOX & Friends with Richard Petty in Pit Row at Charlotte Motor Speedway.

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Thank You!

Dennis Pittman
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