



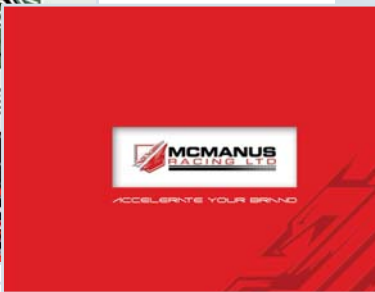
SWEENEY SPORTS MARKETING

Sweeney Sports Marketing has more than 19 years of experience building, managing and supporting successful sporting events and programs that help organizations *rise above™* the competition and break through the clutter!

Experience when it counts

Whether you are hosting a sporting event, creating a communications program to target fans and athletes, or developing a sponsorship program, Sweeney Sports Marketing delivers experience and expertise as strategists, consultants and practitioners that strengthens your team.

- Westfield Junior PGA Championship
- Junior Ryder Cup
- Cleveland Clinic Sports Health Group
- McManus Racing
- Blue Cross & Blue Shield Olympic Athlete Sponsorship
- The Alta House Bocceball Tournament
- Medical Mutual of Ohio
- Westfield Cup
- USASA Veteran's Cup
- Larsen Architects Sports Group
- Juice Free Athletics



What they say ...

"Cleveland WEWS TV5, WJW FOX 8 and WOIO 19 & 43 gave the Westfield Junior PGA Championship significant time. ... There's only so much of that time for golf and we made the cut during British Open week. Sweeney Sports Marketing worked very hard on our behalf on media relations ... and they do a great job for us."

→ **Gary Christy**,
director marketing communications,
Westfield Insurance

"I cannot tell you how much I appreciated your help before, during and after the Junior Ryder Cup. I should not be surprised, though. You guys always play well in big games."

→ **Tim Rogers**,
sports writer,
The Plain Dealer

"The agency demonstrates a keen understanding of our corporate culture, our business goals and the financial realities of

our marketing program. And through its thorough attention to details ... the agency has contributed significantly to measurable increases in sales."

→ **Thomas Neumann**,
manager, marketing services, Medical Mutual of Ohio



Sweeney Sports Marketing is in business to lead, and to create leaders, through the innovative delivery of marketing and public relations counsel, education and services. We deliver results, not excuses. We are motivated to greatness, and we work with clients that desire the same.

The GamePlan - Don't Leave it to Chance

The GamePlan is a customized strategic plan developed for your organization, event or program that lays the groundwork for success. Core components include a thorough Situation Review, Audience Breakdown, Objectives, Xs & Os (Strategies & Tactics), Timelines and Budgets.

Potential Audiences

Many audiences can impact your success, so Sweeney Sports Marketing makes sure no one is left out.

- Associations
- Board members
- Community members
- Employees
- Family & friends
- General public
- Government officials
- Hospitality & travel organizations
- Influentials
- Local businesses
- Media
- Players
- Police department
- Security personnel
- Shareholders
- Sponsors (and potential sponsors)
- Sports fans
- Visitors bureau

Objectives

Direction is a must! If you don't know where you're going, how will you know when you get there? Objectives define what you plan to accomplish, and give you the means to measure success. What matters most to you?

- Build awareness
- Drive attendance
- Create buzz
- Involve influentials and leaders
- Obtain media coverage
- Secure sponsorships
- Increase brand loyalty
- Secure volunteers
- Enhance relationships
- Drive sales
- Expand into new markets
- Change buying behaviors
- Enhance brand image

Xs & Os

Sweeney Sports Marketing provides the planning, consulting, management and execution services required to put your plan into action.

- Advertising
- Community relations
- Direct mail
- E-mail marketing
- Entertainment & hospitality
- Government relations
- Literature
- Media relations
- Promotions
- Publicity
- Research
- Special events
- Sponsorships
- Web site development

