

Sponsorship

Client

Mazda Cars UK Ltd

Brief

Research and develop national/dealer sports sponsorship opportunity

What we did

- Negotiated with Richard Scudamore and other senior Football League management on behalf of Mazda Cars
- Managed the whole sponsorship – including provision of cars for the League and individual liaison between Mazda dealers and their local League Clubs

Result

Three year car sponsorship of The Football League and all clubs individually

Reaction

Mazda were very happy and, as a result, asked us to instigate/manage sponsorship of Barnardo's, a corporate entertainment box at Spurs and an extensive MX5 national test-drive programme.

