



# SD Wave FC

Jersey Sponsors + Marketing Plan

## The Team



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# Auto Companies

**Mission statement:** “We are here for one purpose, to help build a better world, where every person is free to move and pursue their dreams”.

**Sponsorships:** Los Angeles FC, beneficial to have another social soccer team sponsored by Ford. Benefit of having a men and women soccer team sponsored.

**Ford revenue:** \$74.66 billion

**Net worth:** \$55.2 Billion



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**Ford**

**Mission statement:** To create exceptional automotive value for our customers by harmoniously blending safety, quality and efficiency. With our diverse team, we will provide responsible stewardship to our community and environment while achieving stability and security now and for future generations.

**Sponsorships:** Chelsea FC, Women's soccer World Cup

**Net Worth:** \$313.5 billion

(Revenue /  
Operating Profit  
/ Net Profit unit:  
Billion KRW)

|                       | 2022 2Q  | 2021 2Q   | Y/y Change |
|-----------------------|----------|-----------|------------|
| Vehicle sales (Units) | 976,350  | 1,031,357 | △5.3%      |
| Korea                 | 182,298  | 200,682   | △9.2%      |
| Rest of the world     | 794,052  | 830,675   | △4.4%      |
| Revenue               | 35,999.9 | 30,326.1  | 18.7%      |
| Operating profit      | 2,979.8  | 1,886     | 58%        |
| Net profit            | 3,084.8  | 1,982.6   | 55.6%      |



**Hyundai**

# Auto Insurance Companies

**Mission Statement:** “Creating members for life by exceeding our members’ expectations through valuable products and legendary service. We are united by this common mission of helping our members.”

Home territory is in Southern California

**Sponsorships:** 3rd year sponsoring Joey Logano’s races

**Fiscal Results:**

|  | 2021           | 2020           |
|--|----------------|----------------|
| <b>OPERATING REVENUES</b>  |                |                |
| Administration fees earned:  |                |                |
| Commercial   | \$ 81,110,000  | \$ 74,856,000  |
| State insurance  | 38,568,000     | 34,594,000     |
| Labor  | 4,175,000      | 3,861,000      |
| Elections  | 3,522,000      | 2,935,000      |
| Totals   | 127,375,000    | 116,246,000    |
| Publications and education   | 1,067,000      | 678,000        |
| Other operating income   | 1,477,000      | 1,416,000      |
| Totals   | 129,919,000    | 118,340,000    |
| <b>OPERATING EXPENSES</b>  |                |                |
| Administration of tribunals  | 103,150,000    | 94,735,000     |
| Elections  | 3,896,000      | 3,507,000      |
| Publications and education   | 1,381,000      | 1,188,000      |
| General and administration   | 6,111,000      | 5,761,000      |
| Totals   | 114,538,000    | 105,191,000    |
| Net Operating Income   | 15,381,000     | 13,149,000     |
| <b>NON-OPERATING INCOME AND EXPENSES</b>   |                |                |
| Investment return, net   | 13,640,000     | 9,777,000      |
| Loss on disposal of assets   | (522,000)      | (55,000)       |
| <b>CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS BEFORE POSTRETIREMENT MEDICAL OBLIGATION ADJUSTMENT</b> |                |                |
| Postretirement medical obligation adjustment   | 1,475,000      | (1,338,000)    |
| <b>CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS</b>   |                |                |
|  | 29,974,000     | 21,533,000     |
| <b>NET ASSETS WITHOUT DONOR RESTRICTIONS, BEGINNING OF YEAR</b>  |                |                |
|  | 100,337,000    | 78,804,000     |
| <b>NET ASSETS WITHOUT DONOR RESTRICTIONS, END OF YEAR</b>  |                |                |
|  | \$ 130,311,000 | \$ 100,337,000 |





**Mission Statement:** “To provide affordable and dependable direct auto insurance to drivers across the United States, while also representing our customers in their time of need following an accident.”

**Sponsored:** 2021 Major Leagues Soccer Cup

**Net Worth:** 32 billion dollars as of 2021



**GEICO**

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**Geico**



# Tech and Software Companies





**Mission Statement:** “Inventing solutions to complex problems and making the world a better place.”  
San Diego based semiconductor company

Own the naming rights to Snapdragon stadium  
➤ Ray tracking chip: Snapdragon 8 Gen Z

**Sponsorship:** with ESL gaming: Snapdragon Pro Series



## Qualcomm Announces Fourth Quarter and Fiscal 2022 Results

Fiscal 2022 Revenues: \$44.2 billion

Fiscal 2022 EPS: GAAP \$11.37, Non-GAAP \$12.53

—Record Fiscal Year Revenues and EPS—

—QCT Diversification: Combined Fiscal Year IoT and Automotive Revenues Grew 38% Year-Over-Year—

—QCT Delivered Strong Fiscal Year EBT Growth: 65% Year-Over-Year—

NOV 2, 2022 | SAN DIEGO | Qualcomm products mentioned within this press release are offered by Qualcomm Technologies, Inc. and/or its subsidiaries.



- ❖ Tidal is considered one of the best music streaming services by many, with more than 3 million users

**Owned by:** Block, Inc formerly Square Inc, a multinational tech conglomerate

**Sponsorships:** Tidal currently has partnerships with around 60 different tech and automobile companies

**Fiscal:** In 2022 Block, Inc yielded a Gross Profit of 1.57 billion dollars in Q3

# Tidal

# Financial Services Companies

**Mission Statement:** to serve as a trusted partner to our clients by responsibly providing financial services that enable growth and economic progress.

**Sponsors:**

- New York Mets stadium
- Washington Open tennis championship
- Sponsors New York City's bike share (Citi Bike)

**Net worth: \$327.08 billion**

**Benefits of CitiGroup:**

- “With any Citi sponsorship, we aim to activate it in support of our business and brand while driving deeper engagement with the communities in which we serve.”- Jane Fraser CEO
- Citi Women's Leadership Development Program can be featured in advertising for young women looking to advance their careers
- Top 5 Biggest U.S. Banks in total assets (1.65 trillion in assets)



**Citigroup**



**Broadridge®**

**Broadridge**

**Mission Statement:** Broadridge earn's our clients' confidence every day by delivering real business value through leading technology-driven solutions that set the standard for the financial services industry and beyond.

New York based financial company founded in 2007

**Sponsors:** US women's rowing team

Hosts multiple women empowerment events such as women in leadership and women in technology

**Net Worth:As of December 02, 2022 is \$17.53B**



# Airline Companies



**Mission Statement:** “To connect people to what’s most important in their lives through friendly, reliable, and low-cost air travel”

**Promise:** “Deliver unmatched hospitality and cherishing passionate loyalty among our people.”

➤ Located in more than **120 airports, in 11 countries**

**Net Worth:** as of Dec. 1st : **\$23.7 Billion**

**Current Sponsorships:** MLB- San Diego Padres



**Southwest** 

**Southwest**



**Mission Statement:** “Committed to provide every citizen of the world with the best service of air travel to the extensive selection of destination possible.”

- **Slogan:** “You are why we fly”


**Current Sponsorships:**

- Basketball: Dallas Mavericks
- Hockey: Dallas Stars
- University of Texas Athletics

**Fiscal Results:**



American



**Life Science and Biotech  
Companies**

**UC San Diego Health**



Scripps

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**Missions Statement:** increase highest clinical quality of patient safety, and employee satisfaction

**Values:** patient is first

- complete respect for the rights of the individual
- we care for our patients every day
- strives to provide superior health services in a caring environment

**Sponsorships/Partnerships:**

- They do not sponsor anyone currently

**Networth: 3 billion**

**Scripps Health**



# #1 IN SAN DIEGO

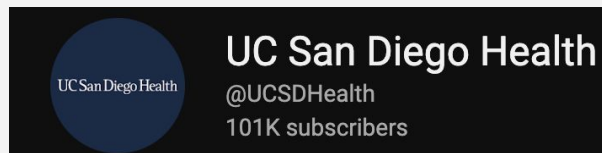
UC San Diego Health

- **Mission Statement:** To deliver outstanding patient care through commitment to the community, groundbreaking research and inspired teaching.
- **Networth: 8 billion**

### Sponsorships/Partnerships:

Currently sponsors Padres Petco Park Stadium

Partnership with California Hospital Association



- Ranked No 1 hospital in San Diego #5 in California
- UC San Diego Youtube with 101 subscribers
- 799 beds in UC San Diego Medical Center

# UC San Diego Health



# UC San Diego Health

Marketing Plan



# Promotions UC San Diego Health

## Partnerships

- ❖ Disney Night
- ❖ First Responder Night
- ❖ Injured List Report
- ❖ Future Waves

### Young Wave of the Game

Feature a new kid, battling a illness within UCSD, every month.

### Ride the Wave

-20% discount for UCSD Health employees  
-Free tickets for employee of the month

### Aspiring Waves

Club Soccer Teams Night  
-free entry for players



# Injury Report & Timeout

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## UCSD Health Injury Report

- ❖ Featured on jumbotron and broadcast
- ❖ Player Name, Injury sustained, and recovery timeline
- ❖ Sponsored by UCSD Health



## UCSD Health Injury Timeout

- ❖ Injury requiring trainer assistance and timeout
- ❖ Trainer will have UCSD Health branded medical equipment/towels

gettyimages®  
Jenny Chuang/ISI Photos

# Slogans for Marketing Campaign

## Slogans for UC San Diego Health Sponsorship

- ❖ UC San Diego Health: “We're on the ball when it comes to your health.”
- ❖ UC San Diego, we keep the Wave rolling with speedy recovery.
- ❖ “Don't get tide down, your health is our priority”
- ❖ “We run this beach. UC San Diego Health, now an official sponsor of the San Diego Wave”
- ❖ “When there's a will, there's a wave” (marketing slogan for hype videos and reels)

# Jersey Launch Party

**UCSD Jersey Launch Party**

- ❖ Location: Snapdragon Stadium
- ❖ Advertising: Social Media, Email list
- ❖ Attendees: Fans, Players, Coaches, UCSD Health
- ❖ Products: Jerseys, Hoodies, Concessions, Memorabilia

**Build Hype**

Include athletes, fan challenges, performances

**Showcase new sponsor**

UCSD and Wave logos photobooths, stands, and players walk out with new uniform on the pitch

**Sales**

Booth to sell jerseys with new UCSD sponsor available after launch



# Brooklyn Nets City Jersey Launch Party



## Neymar's visitation to Hospital for kids with Cancer



<https://youtu.be/n-ODF6aHo4k>

### Level of Engagement:

- 267K views

UC San Diego Health

**UC San Diego Health**

@UCSDHealth

101K subscribers

### Call to Action:

- Utilizing the youtube channel and the subscribers the UC San Diego already has

# Commercial Idea

## UC San Diego Health X San Diego Wave:



01

Camera spans to  
Players hugging and  
meeting patients

Close ups or 1:1 shot  
of connection  
between athlete +  
patient

02

Shot of player  
handing jersey to  
patient

Span out to see  
hospital setting

Zoom in on UC San  
Diego Health logo

Span out to black  
background with UC  
San Diego Logo

03

### Commercial Draft:

- ❖ **Location:** UC San Diego Hospital
- ❖ **Advertising:** Posted to youtube + Team social
- ❖ **Attendees:** Wave Players + UC San Diego patients of hospital
- ❖ **Products:** Jerseys signed and given to patients

Message of the Commercial: Connect SD Wave to the Community with the UC San Diego Health sponsorship

Let's defeat  
**breast  
cancer**  
together

## Cancer Awareness Month SD Wave Commercial

### Commercial Draft:

- ❖ **Location:** UC San Diego Moores Cancer Center or Wave Field
- ❖ **Advertising:** Advertised at games and TV
- ❖ **Attendees:** Wave Players + Breast Cancer Survivors/patients
- ❖ **Products:** Fleece Crewnecks given to patients in chemo

01

Camera spans to  
Players on the Wave  
field - with fans

Close ups or 1:1 shot  
of connection  
between athlete +  
patient

Zoom in on cancer  
ribbon and the Waves  
logo

Span out to field  
overhead with UC San  
Diego Moores cancer  
center logo

02

Shot of patient  
wearing the  
crew neck

Span out to see  
the team on  
field

03



# Logo Incorporation: Rebranding Sponsored Jersey

## Cancer Awareness Month



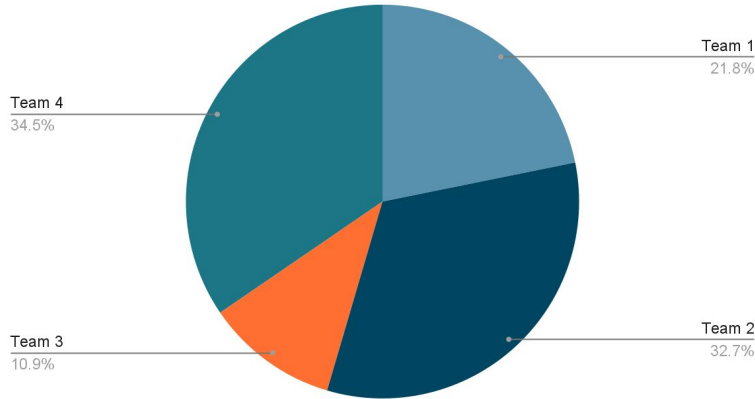
**San Diego Wave Crew Neck:**  
For the patients



**San Diego Wave Jersey:**  
SD Wave players



Points scored



Total Sponsorship Amount: \$500,000

Jerseys: \$100,000

Trainers for Injury timeout: \$150,000

Commercial: \$200,000

Launch Party: \$3,000

Cancer Awareness Month: \$47,000

THANK YOU

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