

PRICING YOUR PACKAGES

Pricing Tangible Assets-Sample

Asset Description	Number	\$ Amount	Calculation	Value
Guaranteed Media:				
• Commercial Spots	2 30-second spots	\$2,500 CP:30	2 x \$2,500	\$5,000
• Organization Newsletter/Publication Ad	1 pg. 4-C	\$1,500	1 x \$1,500	\$1,500
• Program Book Ad	1 pg. B&W	\$1,500	1 x \$1,500	\$1,500
Guaranteed Media Buy with Sponsor ID		\$200,000	\$200,000 x 10%	\$20,000
TV Broadcast with Sponsor ID Visible/Audible	200 30-second ID	\$2,500 Avg. CP:30	200 x \$2,500 x 10%	\$50,000
VIP Packages:				
• Tickets	50	\$10	50 x \$10	\$500
• Sponsor Passes	12	\$50 Avg.	12 x \$50	\$600
• Parking	12	\$10	12 x \$10	\$120
• Merchandise	12	\$15	12 x \$15	\$180
Celebrity Appearances	3	\$100/hour	3 x \$100	\$300
Booth/Display Space	2	\$1,250/booth	2 x \$1,250	\$2,500
Facility Rental	1	\$1,600/night	1 x \$1,600/night	\$1,600
Mailing List Rental	30,000 names	\$0.065/name	30,000 x \$0.065	\$1,950
Guaranteed Non-Measured Media with Sponsor ID:				
• PA Announcements	16	\$0.0025/impression	16 x 150,000 live aud. x 50% x \$0.0025	\$3,000
• Banners	20	\$0.0025/impression	20 x 150,000 live aud. x 50% x \$0.0025	\$3,750
• Tickets/Passes	150,000	\$0.0025/impression	150,000 x \$0.0025	\$375
• Schedules (distributed)	100,000	\$0.02/impression	100,000 x \$0.02	\$2,000
• Event Publications	100,000	\$0.02/impression	100,000 x \$0.02	\$2,000
• Merchandise (e.g., T-shirts)	400	\$0.03/impression	400 x \$0.03	\$12
• Posters/Flyers	136,000	\$0.01/impression	136,000 x \$0.01	\$1,360
On-Site Sampling	45,000	\$0.15/sample	45,000 x \$0.15	\$6,750
TOTAL				\$104,997

Key: CP:30 = Cost Per 30 Second; B&W = Black & White; Avg. = Average; 4-C = Four-Color

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Pricing Tangible Assets-Worksheet

Asset Description	Number	\$ Amount	Calculation	Value
Guaranteed Media:				
• Commercial Spots				
• Organization Newsletter/Publication Ad				
• Program Book Ad				
Guaranteed Media Buy with Sponsor ID				
TV Broadcast with Sponsor ID Visible/Audible				
VIP Packages:				
• Tickets				
• Sponsor Passes				
• Parking				
• Merchandise				
Celebrity Appearances				
Booth/Display Space				
Facility Rental				
Mailing List Rental				
Guaranteed Non-Measured Media with Sponsor ID:				
• PA Announcements				
• Banners				
• Tickets/Passes				
• Schedules (distributed)				
• Event Publications				
• Merchandise (e.g., T-shirts)				
• Posters/Flyers				
On-Site Sampling				
TOTAL				

Key: CP:30 = Cost Per 30 Second; B&W = Black & White; Avg. = Average; 4-C = Four-Color

(Pricing your Packages continued)

EXAMPLES OF INTANGIBLE ASSETS

- Prestige of Sponsored Property
- Recognizability of Property Marks and Logos
- Category Exclusivity
- Level of Audience Interest/Loyalty
- Desirability of Audience/Markets
- Degree of Sponsor Clutter
- Susceptibility of Property to Ambush
- Ability to Deliver on Promises
- Networking Opportunities with Cosponsors
- Established Track Record