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: 30
- Cities: 28
- Servings of Protein: 4MM+
- Media Impressions: 63.8MM+
San Diego Donation Event

Go Whole Hog

Engaging the Online Community

Marketing at the Retail Level

In-Store Sweepstakes and Promotions

More than 4,633 stores in our core

FSIs Scheduled to Complement Races
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 & Greet with Richard Petty and Aric Almirola
- No. 43 Race Team merchandise
- RPM Ridealong Experience vouchers

POP Asset Menu

POP Assets Available for All Promotions:
- Standees
- Shelf danglers
- Rail strips
- A-frame signs
- Meat case signs
- Sliders
- Sleeveovers
- Tear pads
- Bag stuffers
- Floor graphics
- Entry drop boxes
- Posters
- Toppers

Examples of In-Store POP

Examples of In-Store POP Smithfield No. 43 Show Car Assets

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
Hospitality and Prize Fulfillment

- 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
- Bacon/essional photo/video booth

Branding Assets

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2012 Charlotte Race-Week Activation

- 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, infield, 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

Nurturing Brand Ambassadors at Daytona

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Reaching Influencers’ Networks
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

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
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 45,000+ 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 Darlington race weekend

Watkins Glen Donation

Spreading the Word through Social Media

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!

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