The Roles that Sponsorships and CSR
Play in Marketing and PR

Dennis Pittman
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Smithfield

- Overview of programs
- How they relate to marketing and PR
- How they tie together

FY’13 by the Numbers:
- Donations: 35
- Cities: 28
- Servings of Protein: 4MM+
- Media Impressions: 63.8MM+
San Diego Donation Event

Engaging the Online Community

Marketing at the Retail Level

In-Store Sweepstakes and Promotions
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 & Greets 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
- Sleeve covers
- Tearpads
- Bag stuffers
- Floor graphics
- Entry drop boxes
- Posters
- Toppers

Examples of In-Store POP

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

Branding Assets
Hospitality and Prize Fulfillment

Branding Assets

- 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
- Baconess/essional photo/video booth

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

Reaching Influencers’ Networks

- Smithfield NASCAR races are #FueledByBacon!
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

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

Using NASCAR to Own the Media Message

Engaging the Online Community
Tying NASCAR to CSR

Utilizing NASCAR Assets for CSR Activations

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 40,000+ 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

Most recently:

- Partnered with Charlotte Motor Speedway to donate more than 5MM 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

Spreading the Word through Social Media
FOX & Friends

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Thank You!