



2018 IFEA Pinnacle Award Submission:  
Best Sponsor Ship Program for Individual Sponsor

## Denver Auto Show & AAA Colorado Insurance

### Introduction & Description of Main Event

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The Denver Auto Show is the largest consumer show of its kind between Chicago and Los Angeles. The century old show utilizes 400,000 plus square feet of floor space filled with the eye candy and technological innovation of the latest car and truck models. The Show attracts tens of thousands of enthusiastic consumers who have been lured by \$530,000+ in paid and promotional advertising. Associating with this highly-anticipated annual show provides its sponsors with extensive reach and tremendous exposure to impact and sell to their target customers.

The show was held from April 4-8, 2018 at the Colorado Convention Center. It is truly the largest attraction in the region for those researching, purchasing or simply admiring the latest automotive models, products and services.

To provide Sponsors with maximum sponsorship ROI, the reputation, quality, success and benefit of association with the Denver Auto Show is essential. For most of the past century, the Colorado Automobile Dealers Association of Colorado (CADA) has strived to be the industry champion for the automotive dealers operating in Colorado. A 501 (c) (6) membership organization, CADA represents 260 dealers statewide and is charged to be the advocate for new car and truck franchised dealerships, providing specialized expertise, training and communications.

These additional quick facts make the case that this consumer show is at the top of its game:

- ▶ Highly desirable audience representing higher income levels with a high degree of interest in purchasing automobiles in the next six months
- ▶ Annually sold-out exhibition space representing virtually every major automotive brand- the ultimate eye candy!
- ▶ Supported by an astounding \$530,000+ in paid and promotional advertising in more than a dozen print and broadcast outlets including promotional partners *The Denver Post* and *9NEWS*
- ▶ Extensive public relations efforts generating more than 7.3 million earned media impressions in 2017



## **Name of Program and Sponsor**

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MAXX was a new element for the Denver Auto Show and was brought in to engage with the audience. Specifically, MAXX was to be an intriguing, interactive and slightly edgy component of the Show. MAXX is a 9' tall interactive talking robot.

AAA Colorado Insurance has been the Presenting Sponsor of the Denver Auto Show for three years. While they had great success at the Show collecting leads, they didn't necessarily translate to quotes and policies being written. They wanted something new and fresh within their activation plan that would really draw the Auto Show audience to their booth.

## **Description and Purpose of Event / Program Being Sponsored**

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Each year the Denver Auto Show looks for a new feature to create excitement and energy above and beyond the vehicles themselves. With this in mind and wanting to tap into the multi generational allure of pop culture interest of super heros and transformers, the Show identified and located a 9' giant talking robot named MAXX.

Creative Strategies Group was able to broker the deal between MAXX being booked and sponsored by AAA Insurance, for an additional investment. This was the perfect element that provided them with an incredibly engaging on-site activation. Additionally, MAXX could be branded for the sponsor and incorporate social media hashtags to support and encourage their digital campaign and reach.

## Description of sponsor; level of sponsorship (cash & in-kind); details of the benefits package and length of sponsorship / partnership

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AAA Colorado has served the insurance needs of Colorado since 1931, representing a number of the region's most competitive and highly rated insurance companies. We are open to the public, but also provide special member discounts on some policies. Specializing in personal lines, AAA Insurance offers auto, home, life and long-term care insurance. AAA Colorado has 14 locations across the state that are staffed with knowledgeable, licensed insurance professionals.

AAA Insurance is the Presenting Sponsor of the Denver Auto Show for three (3) consecutive years. In 2018 they were a \$78,000 cash sponsor. They paid an additional \$15,000 to sponsor MAXX.

Additionally, they feature a full page Denver Auto Show cover promotion in the *EnCompass* issue that is distributed the month to two months (depending on the timing of the Show) prior to the Show, creating amazing awareness and intrigue for the Denver Auto Show. The promotion offers a complimentary pair of Auto Show tickets for every insurance quote requested between the publication release date and the start of the show. Within Colorado, *Encompass* is the most widely distributed publication reaching 400,000 homes and read by 660,000 people.

### **Schedule of Sponsor Rights & Benefits**

- ❖ **Presenting Sponsorship of the 2018 Denver Auto Show**
  - AAA Insurance's name/logo will receive top tier marquee status with the show's name, (e.g. "The 2018 Denver Auto Show presented by AAA Insurance *officially sponsored by* Public Service Credit Union and The Denver Post")
- ❖ **Category Exclusivity and Licensing Rights**
  - Complete category exclusivity protected for term of contract
  - Official Sponsorship includes "Official Insurer" status
- ❖ **Full Promotional Rights**
  - Name on the front of hard stock show tickets
  - Logo on online tickets
- ❖ **Dominant Branding in Official Show Program**
  - Presenting Sponsor recognition in 2018 Official Show Program distributed to 260,000 home subscribers with a 40,000 overprint for Show attendees
- ❖ **Guaranteed Media Coverage**
  - Event trademark lock-up in \$500,000+ Denver DMA paid and promotional advertising campaign

## **AAA Insurance Presenting Sponsor Rights & Benefits (continued)**

### **❖ Digital Marketing**

- Recognition, as allowed, in \$13,000+ paid and promotional digital advertising campaign including Facebook advertising and media partner websites
- Trademark ID and link to AAA Insurance's website from the Show's website
- Recognition in Show's electronic newsletter distributed to 20,000 email addresses four times prior to the Denver Auto Show
- Opportunity to provide content-rich information for placement in Denver Auto Show's social media outlets including Facebook (11,500 "Likes")

### **❖ Earned Media/Public Relations Initiatives**

- The Denver Auto Show conducts an aggressive public relations campaign which in the prior year generated more than 7.3 million media impressions with an earned media equivalence of \$196,000

### **❖ Premium Exhibit Space**

- Complimentary 1,500 square feet of coveted premium exhibition space

### **❖ Onsite Branding**

- Logo on digital marquee on the exterior of the Colorado Convention Center for the run of the show advertising making an estimated 410,000 impressions
- Top level logo placement on the Show's entry arch, pending logo use approval by the Sponsor
- Easel signs with AAA Insurance logo and sponsor level in Lobby directing attendees to booth, pending logo use approval by the Sponsor
- Right to have five (5) banners (3' x 6') placed in the Lobby and four (4) wall banners placed in the convention center

### **❖ Customer Relations and Staff Benefits**

- Hospitality packaging includes:
  - ◆ Two-hundred (200) complimentary show passes
  - ◆ Ten (10) Complimentary tickets Charity Preview Party
- Special discount pricing (\$3 off per retail price) providing deepest discount off show tickets for your promotions to be applied to quantities exceeding 100 tickets

## Overall Effectiveness/Success of the Program

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AAA Insurance's marketing and on-site activation campaigns were a huge success. They drew the desired audience attention and engagement at their booth. The social media campaign definitely moved the needle for them and they are already planning new hashtags and stronger social media plans for 2019.

MAXX brought people to the booth in a very organic way. As people waited to meet MAXX and take pictures, there was a very comfortable opportunity to chat about all that AAA Colorado offers from road side assistance for both cars and cyclists to the many insurance opportunities. They have already reserved MAXX for the 2019 Denver Auto Show and are discussing the possibility of bringing in a second actor to cover more appearances each day.

From a marketing standpoint, it created a lot of eenergy for the Show and brought families down who specifically wanted to meet MAXX... young and old members of the family! The television stations and videographers took advantage of capturing interviews with MAXX as well as B-roll coverage. With his strong AAA branding on his shoulders and chest plate, he was literally a walking billboard for AAA Insurance.

## Supporting Questions

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### ***What did you do to update/change this program from the year before? Were your update/changes successful?***

Previous year's had AAA Insurance agents on-site offering quotes and featured "Evie" their electric car re-charging truck. While this was endemic to the insurance business and AAA, it didn't lead to many qualified leads or energy within their booth. It was a very attractive set up, it just wasn't providing the anticipated ROI.

MAXX brought people to the booth in a very organic way and as people waited to meet MAXX and take pictures, there was a very comfortable opportunity to chat about all that AAA Colorado offers from road side assistance for both cars and cyclists to the many insurance opportunities.

An Auto Show Ambassador, who was stationed at the ticket booth, was giving a quick "not to be missed show assets" chat as people waited in line to purchase their tickets. He said that frequently he would be telling people about MAXX, the 9' tall robot in the AAA Insurance's booth. More often than not, their replies would be that they came to the Show to specifically meet MAXX.

### ***What challenges/obstacles did you foresee / encounter in creating the program, and how did you handle them?***

The two greatest challenges for the MAXX program was the physical exertion it takes to wear / move in the costume. The attendees tend to swarm around MAXX making it difficult to move safely through a crowd.

The owner / creator of MAXX originally only wanted to do four (4) appearances each day lasting about 45 minutes per appearance. AAA really wanted to have more throughout the day, so we compromised and made a posted schedule each day that advertised MAXX's six (6) appearances that would last approximately 30 minutes each.

Understanding that not everyone would be able to be there at the allotted times, AAA created a lifesize 9' tall MAXX cut out. Not the same experience, but a great make good and photo op that people really appreciated.

The second hurdle was both a simpler fix, but not without its obstacles. We wanted to create an enclosed 10' x 10' changing area for MAXX. The challenge was that the Auto Show floor layout is locked in six (6) months before the Show takes place and this "fix" was realized about two (2) months before the Show. A huge thank you to the Show producers who made some quiet alterations to the floor plan and created this space for MAXX just a short distance from AAA's sponsor booth.



MAXX wowing the crowds.



Kids absolutely loved MAXX!



# Meet MAXX!

## April 5<sup>th</sup> Appearances:

12:30 pm - 1:00 pm

2:00 pm - 2:30 pm

3:30 pm - 4:00 pm

5:00 pm - 5:30 pm

6:30 pm - 7:00 pm

8:00 pm - 8:30 pm

Enter our photo contest  
with Maxx and your chance to  
win a \$500 Visa gift card.\*

Here is how to enter to win:

**Step 1:** Take your photo with Maxx the Robot at the Denver Auto Show April 4-8 at the Colorado Convention Center

**Step 2:** Post your photo on Social Media to Twitter, Instagram or Facebook

**Step 3:** Use the contest hashtag #AAAMAXX in your comment

**Step 4:** Tag AAA Colorado in the post



\*All contest entries will be entered into a drawing and the winner will be announced on or about Monday, April 9th. Winner will be announced via AAA Colorado social media channels, and the winner will be tagged in the post. For official contest rules, visit [aaa.com/autoshow](http://aaa.com/autoshow).



Travel  
Auto Buying  
Services

# 2018 Denver Auto Show



Auto  
Home  
Renters  
Life



Auto  
Home  
Renters  
Life



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