

CAYMAN ISLANDS DEPARTMENT OF TOURISM
Business Case Rationale: Rosslyn Park Rugby 7s partnership

Unit:	CIDOT UK
Procurement Method	3 quote advertising
Available & Approved Funding Source	£15,000 per annum – UK Advertising budget
Date of Purchase/Event/Meeting:	2020 – 2021 (option for further year to replace covid year)
Business Objective:	In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

<p>Options Considered: Please provide supporting documentation. (e.g. quotes, agendas, staff attending)</p>	<p>Cricket, Rugby, Hockey, Football, Running and Cycling are the most relevant sports in terms of either their size of fanbase or participation levels. All clubs within those sports are being investigated at as long as there is reasonable drive time to London Heathrow as their main international airport and the cost of entry so high to make the partnership unviable against other forms of advertising.</p> <p>For Rugby Union and Hockey, grass root sports at a youth level have a massive impact. Both sports at an U18 level tend to have an affluent demographic.</p> <p>Rosslyn Park are based in Roehampton in SW London between Putney and Richmond close to Fulham and Wandsworth – a highly affluent area of London.</p> <p>Rosslyn Park run two national Rugby 7s tournaments – The London Floodlit 7s and the National School 7s tournament (the oldest and largest rugby tournament in the world). These tournaments attract the top 7s playing clubs both professionally and at a school level. In turn the attendance at the events is the highly affluent city (Deloitte used to be title sponsor) and the fee paying private schools affluent parents. This is 100% the target demographic for raising awareness of Cayman.</p>
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	<p>Rosslyn Park School 7s attracts:</p> <ul style="list-style-type: none"> U11 Boys (16 teams) U13 Prep Schools Boys (60 teams) U13 Juniors Boys (132 teams) U14 Boys (160 teams) U15 Girls (16 teams) U16 Colts Boys (160 teams) U18 Vase Boys (180 teams) U18 Cup Boys (60 teams) U18 Girls (42 teams) U18 AASE Girls (8 teams) <p>846 teams competing (plus an additional 100 or so teams on the reserve list) comprising over 400 schools.</p>
<p>Identification of Assumptions, Constraints, Benefits, Costs and Risks</p>	<p>Assumptions: Rugby Union is considered the sport of the public school (fee paying) educated and its fan base match 100% with the Cayman target demographic. (over 12million 16+ in England engaged in Rugby)</p> <p>7s Rugby is becoming increasingly popular, especially with its emergence as an Olympic sport. Its less physical form (compared to 15 a side) is also popular with parents.</p> <p>Constraints:</p> <ul style="list-style-type: none"> • Slightly more male biased in participation. <p>Benefits:</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <ul style="list-style-type: none"> • Working with Rosslyn Park to formulate an international 7s tournament for schools in Cayman </div> <ul style="list-style-type: none"> • Increased awareness to Rugby Fans and parents of children club members and supporters as well as the wider rugby union community across teams that they play with the prominent front of shirt positioning. <p>Designation</p> <ul style="list-style-type: none"> • Official Travel destination of London Floodlit 7s and National School 7s <p>Branding rights</p> <ul style="list-style-type: none"> • 6 x Cayman Islands branded perimeter advertising boards (6m wide) • Goal post branding • logo and branding to be present on front of match official playing shirts and branding to be present on 120+ individual referees kits • single page advert in the tournament programme

	<ul style="list-style-type: none"> • advert on the live streaming channel (YouTube/Rosslyn Park FC) that will be shown live throughout the tournament week and then uploaded to tournament channel • Digital, online and social rights • Communication to Rosslyn Park’s school database of over 3500 schools • Promotional opportunities throughout the year via all the Club’s social media channels • Cayman Island logo on Club homepage with direct link through to Cayman Islands website <p>Hospitality</p> <ul style="list-style-type: none"> • Corporate tent for 20 guests at Floodlit 7s to invite media, trade and partners <p>Risks:</p> <ul style="list-style-type: none"> • Cancellation of games
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Submitted

Name: Richard Trasler Position: Marketing Exec
 Signature: Date:

Approved

Name: Adrian White Position: Regional Manager
 Signature: Date:

A. White

CAYMAN ISLANDS DEPARTMENT OF TOURISM
Business Case Rationale: London Irish Premiership Rugby Union partnership

Unit:	CIDOT UK
Procurement Method	3 quote advertising
Available & Approved Funding Source	£55,000 per annum – UK Advertising budget
Date of Purchase/Event/Meeting:	September 2020 - June 2022
Business Objective:	In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

Options Considered: Please provide supporting documentation. (e.g. quotes, agendas, staff attending)	Cricket, Rugby, Hockey, Football, Running and Cycling are the most relevant sports in terms of either their size of fanbase or participation levels. All clubs within those sports are being investigated at as long as there is reasonable drive time to London Heathrow as their main international airport and the cost of entry so high to make the partnership unviable against other forms of advertising. For Rugby Union, opportunities for Harlequins, Ospreys, and Northants were investigated (South West clubs were not as partnership with Gloucester Cricket covers that geography) but opportunities for a partnership including front of shirt exposure were either not available or not available for under £100k. London Irish original proposal was £350k.
Identification of Assumptions, Constraints, Benefits, Costs and Risks	Assumptions: Rugby Union is considered the sport of the public school (fee paying) educated and its fan base match 100% with the Cayman target demographic. (over 12million 16+ in England engaged in Rugby) London Irish had moved back to London from previously playing in Reading (their training base had stayed in affluent Sunbury in SW London). Their new modern stadium is a ground share with Brentford FC located at Kew Bridge between the affluent London suburbs of Richmond and Chiswick and close to Twickenham – the heart of English Rugby. The assumptions are that Premiership Rugby maintains its popularity and that despite Covid, games continue to be played and that TV screenings go up because of Covid as had been seen in Cricket and football.

	<p>The other assumption is that London Irish's move back to London grows their already significant database and fan following and they are able to demonstrate this for Cayman with their social media and newsletter distribution level to their fan base.</p> <p>Constraints:</p> <ul style="list-style-type: none"> • Core interest in county cricket is from September to the end of May. <p>Benefits:</p> <ul style="list-style-type: none"> • Increased awareness to London Irish fanbase as well as the wider rugby union community across teams that they play with the prominent front of shirt positioning. • Database : <table style="margin-left: 20px; border: none;"> <tr> <td>Email-subscribers</td> <td style="text-align: center;">-</td> <td style="text-align: right;">105k</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">-</td> <td style="text-align: right;">54k</td> </tr> <tr> <td>Facebook</td> <td style="text-align: center;">-</td> <td style="text-align: right;">90k</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">-</td> <td style="text-align: right;">51k</td> </tr> <tr> <td>LinkedIn</td> <td style="text-align: center;">-</td> <td style="text-align: right;">7k</td> </tr> <tr> <td>YouTube</td> <td style="text-align: center;">-</td> <td style="text-align: right;">4k</td> </tr> </table> <p style="margin-left: 20px;">Spectators inside Brentford Community Stadium</p> <ul style="list-style-type: none"> • Awareness through national TV coverage. • Awareness of digital video boards showing Cayman as a holiday destination during games. • Cayman Half time activation extends the rapport with fans. • Affluent catchment, who will be fed information and communications on the appeal of a holiday in Cayman. • Database capture opportunities. <p>Risks:</p> <ul style="list-style-type: none"> • Cancellation of games • Negative response from fanbase due to perceived tax haven status of Cayman. 	Email-subscribers	-	105k	Twitter	-	54k	Facebook	-	90k	Instagram	-	51k	LinkedIn	-	7k	YouTube	-	4k
Email-subscribers	-	105k																	
Twitter	-	54k																	
Facebook	-	90k																	
Instagram	-	51k																	
LinkedIn	-	7k																	
YouTube	-	4k																	

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Signature: Date:

Approved

Name: Adrian White Position: Regional Manager
Signature: Date:

Adrian White

CAYMAN ISLANDS DEPARTMENT OF TOURISM

Business Case Rationale: Gloucestershire County Cricket Club

Unit:	CIDOT UK
Procurement Method	3 quote advertising
Available & Approved Funding Source	£22,000 per annum – UK Advertising budget
Date of Purchase/Event/Meeting:	February 2020 to December 2021 with option for third year.
Business Objective:	In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

Options Considered: Please provide supporting documentation. (e.g. quotes, agendas, staff attending)	Cricket, Rugby, Hockey, Football, Running and Cycling are the most relevant sports in terms of either their size of fanbase or participation levels. All clubs within those sports are being investigated at as long as there is reasonable drive time to London Heathrow as their main international airport and the cost of entry so high to make the partnership unviable against other forms of advertising. For cricket, opportunities for Surrey, Middlesex, Hampshire, Kent were investigated but opportunities for a partnership including front of shirt exposure were either not available or not available for under £50k.
Identification of Assumptions, Constraints, Benefits, Costs and Risks	<p>Assumptions: Interest in cricket remains high due to strength of English team. English County Cricket season is played throughout the two contracted seasons. Gloucestershire County Cricket (GCCC) team are able to demonstrate a high social media and newsletter distribution level to their fan base.</p> <p>Constraints:</p> <ul style="list-style-type: none"> • Core interest in county cricket is from April to the end of September.

	<ul style="list-style-type: none"> • Sponsor of County Championship team shirt, not the T20 version (although club sponsor for all games) <p>Benefits:</p> <ul style="list-style-type: none"> • Increased awareness to GCCC fanbase as well as the wider cricket community across teams that they play. • Database : <table style="margin-left: 20px; border: none;"> <tr> <td>Email-subscribers</td> <td style="text-align: center;">-</td> <td style="text-align: right;">120.4k</td> </tr> <tr> <td>Twitter</td> <td style="text-align: center;">-</td> <td style="text-align: right;">71.6k</td> </tr> <tr> <td>Facebook</td> <td style="text-align: center;">-</td> <td style="text-align: right;">48.9k</td> </tr> <tr> <td>Instagram</td> <td style="text-align: center;">-</td> <td style="text-align: right;">52.6k</td> </tr> <tr> <td>LinkedIn</td> <td style="text-align: center;">-</td> <td style="text-align: right;">2.5k</td> </tr> <tr> <td>YouTube</td> <td style="text-align: center;">-</td> <td style="text-align: right;">19.2k</td> </tr> <tr> <td>TikTok</td> <td style="text-align: center;">-</td> <td style="text-align: right;">2.9k</td> </tr> </table> • Spectators inside Bristol Ground - 70k • Awareness through national TV coverage. • Awareness of ground boards at England matches played at Bristol. • Affluent catchment, especially Cheltenham who will be fed information and communications on the appeal of a holiday in Cayman. • Database capture opportunities. <p>Risks:</p> <ul style="list-style-type: none"> • Cancellation of games • Negative response from fanbase due to perceived tax haven status of Cayman. 	Email-subscribers	-	120.4k	Twitter	-	71.6k	Facebook	-	48.9k	Instagram	-	52.6k	LinkedIn	-	2.5k	YouTube	-	19.2k	TikTok	-	2.9k
Email-subscribers	-	120.4k																				
Twitter	-	71.6k																				
Facebook	-	48.9k																				
Instagram	-	52.6k																				
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TikTok	-	2.9k																				

Submitted

Name: Richard Trasler Position: Marketing Exec
Signature: Date:

Approved

Name: Adrian White Position: Regional Manager
Signature: Date:

A. White

CAYMAN ISLANDS DEPARTMENT OF TOURISM
Business Case Rationale: Richmond Rugby Union partnership

Unit:	CIDOT UK
Procurement Method	3 quote advertising
Available & Approved Funding Source	£20,000 per annum – UK Advertising budget
Date of Purchase/Event/Meeting:	July 2020 – 30 th June 2022 (option for further year)
Business Objective:	In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

Options Considered: Please provide supporting documentation. (e.g. quotes, agendas, staff attending)	<p>Cricket, Rugby, Hockey, Football, Running and Cycling are the most relevant sports in terms of either their size of fanbase or participation levels. All clubs within those sports are being investigated at as long as there is reasonable drive time to London Heathrow as their main international airport and the cost of entry so high to make the partnership unviable against other forms of advertising.</p> <p>For Rugby Union and Hockey, grass root sports at a youth level have a massive impact. Both sports at an U18 level tend to have an affluent demographic.</p> <p>The London Borough of Richmond upon Thames in southwest London forms part of Outer London and is the only London borough on both sides of the River Thames. Richmond is ranked #1 (out of 305) local authority in the country by how well they perform. Tom Hardy, Angelina Jolie and Sir David Attenborough have bought homes here, and nearby Teddington was named the best place to live in London by <i>The Sunday Times</i> last year. Richmond recently captured international fame as the setting for the US TV series <i>Ted Lasso</i> and is the Borough also is home to Kew Gardens and Richmond Park. Richmond has even been voted the happiest place in London to live for seven consecutive years in the property portal Rightmove’s annual poll however you will not find a house to buy for less than a million pounds.</p> <p>Founded in 1861, Richmond rugby is the second oldest rugby club in England. Richmond rugby is central to the Richmond community with over</p>
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	<p>2500 members and an annual footfall of 150,000 to 200,000 people to all their events.</p> <p>Richmond Rugby field five men's teams, (the mens 1XV are in the Championship, the second tier of English rugby) three women's teams and junior teams from ages U6 to U18. Partnership with Richmond rugby provides the opportunity and frequency for CIDOT to engage, educate and drive trial with an affluent area of SW London.</p>
<p>Identification of Assumptions, Constraints, Benefits, Costs and Risks</p>	<p>Assumptions: Rugby Union is considered the sport of the public school (fee paying) educated and its fan base match 100% with the Cayman target demographic. (over 12million 16+ in England engaged in Rugby)</p> <p>Richmond Rugby remain a dominant community sports club in the area with a very affluent base.</p> <p>Constraints:</p> <ul style="list-style-type: none"> • Slightly more male biased in participation, but focus is on parents rather than the child. <p>Benefits:</p> <ul style="list-style-type: none"> • Increased awareness to Richmond Rugby club members and supporters as well as the wider rugby union community across teams that they play with the prominent front of shirt positioning. <p>Designation</p> <ul style="list-style-type: none"> • Official Travel destination of Richmond Rugby <p>Branding rights</p> <ul style="list-style-type: none"> • Richmond Rugby lock-up logo • Cayman Islands branding on all junior Richmond rugby team shirts • Cayman Islands branded OOH A316 exit board (from 2019) • 2 x Cayman Islands branded perimeter advertising boards (6m wide) around both Pitch 1 and Pitch 2 for all Richmond home games <p>Digital, online and social rights</p> <ul style="list-style-type: none"> • Press release sent out to Club database announcing Partnership • Promotional opportunities throughout the year via all the Club's social media channels • Cayman Island logo on Club homepage with direct link through to Cayman Islands website <p>Print</p> <ul style="list-style-type: none"> • 1 x Cayman Islands advert in every Richmond home match day programme

CAYMAN ISLANDS



GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN

	<ul style="list-style-type: none">• Cayman Islands logo to feature on back page of Goalposts (annual Club review) sent out to all members <p>Risks:</p> <ul style="list-style-type: none">• Cancellation of games

Submitted

Name: Richard Trasler Position: Marketing Exec
Signature: Date:

Approved

Name: Adrian White Position: Regional Manager
Signature: Date:

A. White

CAYMAN ISLANDS DEPARTMENT OF TOURISM
Business Case Rationale: Richmond Runfest partnership

Unit:	CIDOT UK
Procurement Method	
Available & Approved Funding Source	£5,000 + vat per annum – UK Advertising budget plus activation
Date of Purchase/Event/Meeting:	1/2021 – 12/2022 (option for further year)
Business Objective:	In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

Options Considered: Please provide supporting documentation. (e.g. quotes, agendas, staff attending)	<p>Cricket, Rugby, Hockey, Football, Running and Cycling are the most relevant sports in terms of either their size of fanbase or participation levels. All clubs within those sports are being investigated at as long as there is reasonable drive time to London Heathrow as their main international airport and the cost of entry so high to make the partnership unviable against other forms of advertising.</p> <p>Running is the largest participation sport in the UK with an equal gender split across participants. The London Marathon is the single largest charity fundraising event in the world, and this is replicated across most running events.</p> <p>The London Borough of Richmond upon Thames in southwest London forms part of Outer London and is the only London borough on both sides of the River Thames. Richmond is ranked #1 (out of 305) local authority in the country by how well they perform. Tom Hardy, Angelina Jolie and Sir David Attenborough have bought homes here, and nearby Teddington was named the best place to live in London by <i>The Sunday Times</i> last year. Richmond recently captured international fame as the setting for the US TV series <i>Ted Lasso</i> and is the Borough also is home to Kew Gardens and Richmond Park. Richmond has even been voted the happiest place in London to live for seven consecutive years in the property portal Rightmove’s annual poll however you will not find a house to buy for less than a million pounds.</p>
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	<p>Richmond Runfest is successfully run by the Bedfords (David Bedford is the ex London Marathon Director and Olympic Athlete) and is the largest participation event in West London https://www.run-fest.com/ Annual Races include Kew the Run (10k, Half Marathon, Mile) in Kew Gardens, Worthing Runfest (10k, Half Marathon, Mile) Kempton Park Running Festival (5k, 10k, Half Marathon, Marathon) and Richmond Runfest (10k, Half Marathon, Marathon)</p>
<p>Identification of Assumptions, Constraints, Benefits, Costs and Risks</p>	<p>Assumptions: Opportunity to tie in with the Cayman Marathon to promote the destination and put it on the runner’s calendar. (Runners just need the race as the excuse to take the trip and make a “runcation”. Assumption is Cayman Marathon continues to be run effectively with status as a Boston qualifier.</p> <p>2nd assumption is that the popularity of running remains high.</p> <p>Constraints:</p> <ul style="list-style-type: none"> • Very little, cost to participate is just a pair of running shoes and entry fee to the race. <p>Benefits:</p> <ul style="list-style-type: none"> • Increased awareness to the wider Richmond community <p><u>Event Website Presence</u></p> <ul style="list-style-type: none"> • Logo, image, link and 50wd copy on Official Sponsor page • Logo and link on sponsor strip of website <p><u>Direct Email Marketing</u></p> <ul style="list-style-type: none"> • Logo included in sponsor strip of all E-Newsletter communications • Solus content to promote Cayman Islands deals and “sister” race three times a year (minimum) to a 35K database in the pre-race build up • Promotion of prize fund on all Marathon, half marathon & 10K communications. • Press: Promotion of Cayman Islands prize fund for winners • Feature in post-race E-Goodybag(s) of all events to all finishers • Logo and full page feature in Event Race Guide(s) (2019 downloaded 19,250 times) click here for 2019



Social Media

- Minimum of 5 posts on all Richmond RUNFEST channels to promote prize fund on all relevant Marathon, half marathon and 10K communications.
- Post Cayman Race feature with Richmond winners.
- Additional opportunities (min 4 per year) to promote Cayman offers and “sister” race.

On-Site Exposure

- Partner logo on sponsor boards - start and finish gantries - top section
- *Banner role 2 x 0.90 by 20m on start/finish line barriers
- *Feather flags at finish
- Opportunity to place branded merchandise into runners goody bag
- Cayman Islands video played on big screen at festival finish in Old Deer Park (COVID permitting)

(*Cayman Islands to provide or RRF can create at small additional cost)

Influence

- Introduction to elite or “legend” British runners for invitation to participate in the Cayman race in return for media exposure.

Partnership – Title Partner of the Richmond Sundown 5K

Naming Rights

- Logo Lockup created by RUNFEST and used on all digital & print in association with the 5K event

Direct Email Marketing

- Logo Lockup and agreed vent name used in all 5K E-Newsletter communications
- Cayman Islands featured in minimum of 4 E-Newsletters to 5K database in the pre-race build up including the ‘Results’ email to all finishers post-race
- Partner bespoke copy inserted in the participant confirmation email upon registering

Event Website Presence

- RUNFEST will bespoke the [5K event page](#) with:

	<ul style="list-style-type: none"> - <u>Cayman Islands hero image</u> - <u>Logo lock up</u> - <u>New branded 'register' buttons</u> - <u>40 word copy, link and image</u> <p><u>On-Site Exposure</u></p> <ul style="list-style-type: none"> • Partner logo on sponsor boards - start and finish gantries • Cayman Islands themed entertainment on course (giving runners the 'Caribbean feel') • Logo Lockup on all finisher photos • Cayman can provide Cayman designer finisher t-shirts <p><u>Social Media</u></p> <ul style="list-style-type: none"> • Minimum of 3 Cayman Islands 5K social posts on Richmond RUNFEST Official channels <p>Risks:</p> <ul style="list-style-type: none"> • Cancellation of races

Submitted

Name: Richard Trasler

Position: Marketing Exec

Signature:

Date:

Approved

Name: Adrian White

Position: Regional Manager

Signature:

Date:

A. White

British Canoeing

Cayman Islands Department of Tourism

CIDOT Objectives

How does this opportunity increase our build brand awareness against our target audiences in the UK.

Research (IPSOS, and focus groups) have shown that the UK market does not understand that Cayman is anything other than a financial centre and tax haven. Whilst for many the perception is not necessarily negative, it is because of a lack of knowledge of what Cayman has to offer.

In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

Watersports are one of the key activities for visitors to enjoy in the natural wonders of Cayman Kayak Tours can take you to magical places that are otherwise inaccessible – with several operators on island able to help visitors make the most of their expedition, as well as teach you more about the vast ecosystem here. From kayaking the mangroves to a bioluminescence tour in the star lit night through to a SUP yoga experience off Seven Mile beach, Cayman has a unique offering.

In the UK paddlesports are becoming increasingly popular with 2.2 million active participants in either canoes, kayaks or stand up paddleboards (SUP). – (2020 National Watersports survey). Paddlesports including SUP are recognised and enjoyed as a holiday pastime and Paddlers (through current research) are higher-indexing and enjoy travel to destinations that support water sports. 66% of SUP audience is aged 35-54 (compared with 51% of overall audience) and more likely to live in South and South East England with an equal gender split.

SUP is the dominant growth area of the sport, and with the cost of participation high (entry level board starts at £299) it is attracting an affluent user demographic.

Cayman and paddle sports attract a similar set of people and Cayman has a proposition that can be seen as attractive to their passion – the key is how to contact these people and showcase the Cayman paddle experience.

British Canoeing as National Governing Body of all paddle sports in the UK with a membership of 77k full and 25k free digital members.

Does this opportunity have powerful P.R. value that will help to differentiate our product against our competitors.

British Canoeing have active engagement to their database of over 100k across

With:

2 million website users

100k Instagram

55k Facebook

95k Twitter

100k Tik Tok

<ul style="list-style-type: none">• <i>Inclusion in 4 x monthly e-newsletters sent to full & digital British Canoeing member base</i>
<ul style="list-style-type: none">• <i>Promotion on British Canoeing members hub area for Cayman Islands Department of Tourism to promote discounts/competitions/incentives</i>
<ul style="list-style-type: none">• <i>1x monthly bespoke branded content on social media</i>
<ul style="list-style-type: none">• <i>1 x full two page advertorial/editorial space within the Paddler Magazine</i>
<ul style="list-style-type: none">• <i>Opportunity to provide travel guide in all new and renewing British Canoeing membership packs</i>
<ul style="list-style-type: none">• <i>Proactive coordination with #shepaddles community to engage SUP audience for organic sharing</i>
<ul style="list-style-type: none">• <i>Proactive integration with British Canoeing's Official SUP Partner (Aquaplanet)</i>
<ul style="list-style-type: none">• <i>Expo/Trade Stand Activation at British Canoeing or British Canoeing Events hosted International Events: 2022 ICF Freestyle World Championships & 2023 ICF Canoe Slalom World Championships</i>
<ul style="list-style-type: none">• <i>Use of SUP/Paddlesport Influencer to co-create article feature</i>
<ul style="list-style-type: none">• <i>Space to promote discounts/competitions/incentives through Delivery Partner Scheme</i>
<ul style="list-style-type: none">• <i>Access to all monthly metrics and measures around campaigns; media success; digital marketing and social media posts</i>
<ul style="list-style-type: none">• <i>Discussion and co-creation of bid process to look at hosting an ICF SUP World Championships on Cayman Islands</i>

These assets will put Cayman on the radar to this highly targeted, appropriate and affluent base.

Will this opportunity drive visitation during off-peak seasons?

British Canoeing can help Cayman showcase itself as an all year destination.

Potential PR Impact

What opportunities exist in our target market countries (U.S.A., CAN and UK.) to increase brand awareness, drive visitation etc.?

The agreement with British Canoeing to create the world's first Virtual Paddle Challenge will showcase Cayman, the recreational sport and the synergy between both in a way that will gain real traction and awareness of Cayman. <https://paddlechallenge.realbuzzevents.com/en/>

(PaddleCayman.com)

Their large database can then be used to educate and promote Cayman on an ongoing basis.

Any Public Relations opportunities regarding potential T.V. broadcasts or journalist stories?

British Canoeing are keen to get one of their canoeing influencers (elite olympians or journalists) out to Cayman to showcase the partnerships

Any promotional activities to drive increased visitation to the Cayman Islands with the event as the catalyst? Potential Media/Advertising Impact

Paddle Cayman – the Virtual Cayman Islands Paddle Challenge will actively promote the association of Cayman and the water sport experiences on offer.

Cost & Future Growth

What will the project cost? \$ & D.O.T. resources

Costs: £30k per year plus any costs incurred for additional activation.

What are the plans for the future growth of this concept / event or is this a one-time event?

Partnership will be evaluated on an annual basis.

Risks

What are the potential risks that we face approving this?

None.

Do you have any recommendations on how we can avoid, mitigate or accept these risks?

N/A

What are the risks if the production was not to be approved?

The return from sports partnerships usually takes three to four years to peak and then plateau. With Covid, this may take a further year to materialise but the correlation between Cayman and British Canoeing is high so the opportunity should be given a chance to work.

*Do you have any recommendations on how we can avoid, mitigate or accept these risks?
Is there an alternative?*

Maintain the relationship and celebrate it as a flagship partner.

Appendix



Cayman Island Paddle Challenge
The Cayman Islands and British Canoeing are partnering to bring you an exciting paddling challenge. Open to all abilities, we're looking for paddlers to take on a 7, 22 or 50 mile challenge to be completed from the March to the June. All entries to this virtual challenge go through our online trail and registration process. To sign up, by ordering you will also be able to stream and watch the challenge including a holiday to visit the Cayman Islands. To enter and find out more click [here](#).

U.S. Partnership Opportunity - Laudi Vidni

Delivered 18 August 2021

This POV was created by Coyne PR in conjunction with the Cayman Islands Department of Tourism. Coyne PR provided this POV given that this production company is based in the United States.

Recommendation

Upon further review of this opportunity, Coyne is aligned with moving forward with this partnership, given the brand's pillars of sustainability and individuality. Laudi Vidni offers the Cayman Islands Department of Tourism (CIDOT) an opportunity to amplify its position as a lifestyle destination with a focus on fashion and luxury. Additionally, Laudi Vidni is a like-minded brand, and the team feels there is an exciting and engaging story to be told for this partnership. Additionally, the partnership provides a timely opportunity and call-to-action for returning travelers to stock up on sustainable luggage/travel items, inspiring aspirational travel to the destination. We recommend working closely with Laudi Vidni teams on collaboration and collateral to ensure consistent messaging and positive representation for the Cayman Islands.

Laudi Vidni Background

Laudi Vidni is a Chicago-based custom leather goods company that was founded by Laura Kofoid and Grace Tsao-Wu after noticing a gap in the leather market. The duo set out to produce handcrafted bags created with the best quality materials available. With a moniker spelling "INDIVIDUAL" backwards, Laudi Vidni aims to create more environmentally friendly and sustainable luxury handbags that allow consumers to customize the look and feel of their dream products.

Individuality, Sustainability, and Conscious Sourcing

Laudi Vidni's business model promotes individuality, as each product is custom-made in the U.S. using quality leathers, durable hardware and meticulous construction. Additionally, Laudi Vidni's handcrafted production allows customers to create a bespoke fit strap for their specific size. The brand takes pride in the fact that it does not contribute to landfills and is conscious of its carbon footprint.

Laudi Vidni sources leathers from tanneries that adhere to the highest environmental standards and opts to use cowhide as the most environmentally responsible choice. As a rule, the brand does not produce vegan/faux leather as these leather variants contribute to landfills due to poor quality. In addition to their conscious sourcing practices, Laudi Vidni takes additional steps to control its environmental footprint, such as utilizing low-lead hardware, organic cotton, single-box shipping and use of recycled materials.

Coverage and Social Media Footprint

Laudi Vidni enjoys regional and local awareness in the Chicago market, where it is based; however, the brand has not garnered significant/feature coverage in national/luxury publications. A snapshot of coverage is below:

- **CNBC Online** (UVPM: 19,188,788): [How two fashion industry veterans are redefining luxury for a new generation](#)
- **USA TODAY 10Best** (UVPM: 1,880,000): [Best Shopping in Chicago](#)
- **Chicago Magazine** (UVPM: 268,510): [A Sleek Shop for Customized Bags Opens on Michigan Avenue](#)
- **Choose Chicago** (UVPM: 120,561): [Mother's Day in Chicago: Your guide to gifts, dining, and events](#)

Social Media Overview

- Instagram: [@laudividni](#) (4,150 Followers)
- Facebook: [@LaudiVidni](#) (12,750 Followers)

Request Overview/Proposal

Laudi Vidni has presented the following proposal for the CIDOT to review:

The brand is interested in producing **The Cayman Collection** in collaboration with the CIDOT. The collection will include three exclusive Cayman-inspired colors; the collection will run through **1 November 2021— 28 February 2022**.



Cayman Sea

Cayman Sand

Cayman Sky

The CIDOT will be able to collaborate and support Laudi Vidni in this activation by:

- Providing overall review and approval (names, copy, etc.)
- Logo inclusion on dust bags for product purchases; Cayman Islands thank you note included in each order
- Photography and graphics included on microsite homepage
- Conducting contests/giveaways
- Social media amplification/PR support
- Influencer introductions (synergies to amplify existing relationships; ability to determine cadence/opportunities more closely with the LV team)
- Resort introductions

Laudi Vidni will promote and amplify the collection in the following ways:

- Prominent promotion of the collection on the Laudi Vidni homepage and monthly marketing feature
- Monthly social media posts across Instagram (in-feed and reels), Facebook and LinkedIn
- Three (3) email campaigns to core consumers
- An assortment of products for resort/hotel retail (as needed)

Upon approval, the brand will offer sixteen (16) unique bags; a selection of leather products will be available for \$125 USD, such as wallets, toiletry bags, tech organizers, laptop sleeves, shoe bag, padfolio, crossbody bags and more. An additional collection of travel products will be available for \$75 USD, including a micro bag, card case, luggage tag and passport cover.

In addition to the standard collection, Laudi Vidni will maximize production with **group custom experiences** where clients can generate special discounts and styles through unique, bulk orders. Kindly note, according to the proposal, there is a 500-piece minimum annual order to sustain partnership.

Risks

Though the brand claims it has a focus on sustainability and eco-conscious consumerism, there is always a risk (even if small) of consumer backlash surrounding the use of leather and animal by-products. An additional potential risk associated with this partnership is the U.S. production location. While U.S. consumers may be more inclined to purchase an American-made product, local Caymanians may feel that the CIDOT should support Caymanian artisans instead.

Should the CIDOT pass on this opportunity, we do not expect negative feedback will affect the Cayman Islands' reputation.

Economic Impact / Brand Awareness / Driving Visitation

Should this partnership be approved, we believe The Cayman Collection will further promote the Cayman Islands as a luxury lifestyle destination, inspiring future visitation among aspirational travelers. The brand's commitment to sustainability and individuality can be seen as positive attributes for the Cayman Islands, as well. Knowing the Cayman Islands is in the midst of its phased reopening and plans to gradually welcome tourists back to the destination in the coming months, this collection would be timely and provide a call-to-action for returning travelers to stock up on sustainable luggage/travel items. There would be several ways to amplify this launch through various PR and marketing channels, from leveraging influencers to creating a microsite on Cayman's website (driving back to Laudi Vidni's site) to targeting fashion/lifestyle/luxury media niches.

###

Portsmouth Football Club

Cayman Islands Department of Tourism

CIDOT Objectives

How does this opportunity increase our build brand awareness against our target audiences in the UK.

Research (IPSOS, and focus groups) have shown that the UK market does not understand that Cayman is anything other than a financial centre and tax haven. Whilst for many the perception is not necessarily negative, it is because of a lack of knowledge of what Cayman has to offer.

In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

Cricket, Rugby, Hockey, Football, Running and Cycling are the most relevant sports in terms of either their size of fanbase or participation levels. Clubs within those sports should have a reasonable drive time to London Heathrow as their main international airport and the cost of entry must not be too high to make the partnership unviable against other forms of advertising.

Whilst the primary objective of the partnership is to raise awareness of Cayman in the UK and Europe which will ultimately drive visitation, there is a secondary objective which is to drive direct Sports Tourism.

Tourism and sports are interrelated and complementary. Sports – as a professional, amateur or leisure activity – involves a considerable amount of traveling to play and compete in different destinations and countries.

Sports tourism is one of the fastest growing sectors in tourism. More and more tourists are interested in sport activities during their trips whether sports are the main objective of travel or not. Sport events of various kinds and sizes attract tourists as participants or spectators and destinations try to add local flavours to them to distinguish themselves and provide authentic local experiences.

Major sports events are seen as **catalysts** for attracting visitors and increasing their average spend and length of stay during the event. They are also seen as **image-makers** of a place, developing high profiles for cities and/or countries, repositioning them as tourism attractions. Whilst Cayman are not in the position to host the Olympic Games or the World Cup, it is a perfect destination for school, amateur and professional sports to come and tour across a number of different sports.

The secondary objective is to therefore use the partnerships to attract touring teams in sports to play or pre-season train in Cayman. In turn this will provide international competition for Cayman teams.

Tourist board sponsorship is currently worth over \$82 million with the sports industry, with rights holders around the world boasting travel, tourism or destination partners in their commercial portfolios. Many of these deals are in football and are for several million (Visit Malta @ Manchester Utd, Visit Rwanda @ Arsenal, Visit Thailand @ Oxford Utd).

Price tags for Premier League and Championship partnerships usually start in the millions and rise according to the popularity/strength of the team. Whilst their success drives popularity it doesn't necessarily grow the club's fan base. CIDOT does not have this level of budget to invest.

League One currently has a number of large clubs with heritage and recent ex-premier league status including Ipswich, Sunderland, Portsmouth, Wigan, Sheffield Wednesday, Bolton and Charlton.

PORTSMOUTH FC ARE THE MOST SUCCESSFUL FOOTBALL CLUB SOUTH OF LONDON, HAVING TWICE BEEN CROWNED CHAMPIONS OF ENGLAND AND TWICE LIFTING THE FA CUP AT WEMBLEY (1939 and 2008).

In recent years, Portsmouth have been through a rollercoaster having gone into administration, been saved by their fan base who "bought" the club and then won the League Two title 2016/17 campaign. The club was acquired by Michael Eisner (ex CEO of Disney) and his Tornante Company in the summer of 2017, with them committing significant capital investment to ensure long-term sustainable success - both on and off the pitch. Portsmouth then won the EFL Trophy in 2019 with a memorable penalty shoot-out victory over Sunderland to secure the victory. The Wembley contest was watched by a huge crowd of 85,021 - a record attendance for the competition and larger than the 2022 Super Bowl final attendance.

Portsmouth already has a connection with CIDOT when back in 2010 the team worked together with Cayman artist Dready and the Blue Iguana Recovery Programme naming one of them Pompey.
<https://www.caymancompass.com/2009/12/21/dready-scores-with-pompey/>

Portsmouth is located in Hampshire on the south coast of the UK and is ranked as the 5th (out of 46) most affluent counties in England behind Greater London, Surrey, Greater Manchester and the West Midlands with an affluence comparable to the country of Uruguay. With Surrey bordering Hampshire and not having its own professional football team, Portsmouth's catchment stretches well into Surrey (Guildford to Portsmouth is less than 50 mins in the car).

Whilst the demographic of the "typical" football fan may historically not be considered the target demographic, the reality is that football is discussed at the most affluent levels with millionaires and billionaires involved in the game with the "prawn sandwich eating corporate" arguably becoming the silent majority. At Portsmouth this silent majority saved the club when it went into administration by investing thousands of their personal income.

Does this opportunity have powerful P.R. value that will help to differentiate our product against our competitors.

Portsmouth not only have a large exposure for their games (usually 6 per season) on TV with an average viewership of 2 million per game, whilst every game is streamed on the league's iflow channel.

Portsmouth's Social Media Value for sponsors has been calculated as 380K (highest in League 1) and their total Sponsorship Media Value calculated at £1.3million. In addition an average crowd of 18k attend each game, higher than the majority of Championship sides.

Database Total – 156k
Twitter – 157.6k
Facebook – 238k
Instagram – 135k
LinkedIn – 13.2k
YouTube – 36.1k
TikTok – 53.9k

Will this opportunity drive visitation during off-peak seasons?

Portsmouth FC have agreed to play a pre-season friendly (with 1st team players) against the Cayman National team subject to the pitch at the Truman Bodden Stadium being relaid to international standards. The Cayman FA have agreed and welcomed the fixture which would take place in the off-peak.

Portsmouth would work with their fan base to provide packages for them to come to Cayman for the game and actively encourage visitation.

Should the game not be possible for any reason, a visit of a few key coaches and players would come to do some development work with the Cayman FA and be filmed around Cayman enjoying the tourist sites to be relayed back to fans throughout the year.

Potential PR Impact

What opportunities exist in our target market countries (U.S.A., CAN and UK.) to increase brand awareness, drive visitation etc.?

The agreement with Portsmouth is firstly as a stand sponsor in prominent view of the TV cameras and the home support -which with the TV and streaming audience, provides excellent exposure for the Cayman brand in the community. In addition, the opportunity to run activations to support their games and events as well as perimeter board and digital advertising provides added exposure to the matchday crowds.

Their large database can then be used to educate and promote Cayman on an ongoing basis.

Any Public Relations opportunities regarding potential T.V. broadcasts or journalist stories?

GCCC are keen to assist Cayman cricket with the development of the game in Cayman and play an exhibition match or friendly tournament in Cayman.

Any promotional activities to drive increased visitation to the Cayman Islands with the event as the catalyst? Potential Media/Advertising Impact

At every home game CIDOT UK are able to implement an activation that will ultimately be aimed at database collection so that Cayman communications can be sent to them on a regular basis educating them and showcasing Cayman.

If an exhibition match can be played in Cayman, this would be open to fans to come and visit with a package offer working with on island and airline partners. It also represents a talent scouting

opportunity for Portsmouth and an opportunity for Cayman footballers to be in the spotlight to be spotted.

Cost & Future Growth

What will the project cost? \$ & D.O.T. resources

Remaining Costs:

22-23 season £15k plus any costs incurred for additional activation.

23-24 season

What are the plans for the future growth of this concept / event or is this a one-time event?

Partnership will be evaluated on an annual basis.

Risks

What are the potential risks that we face approving this?

None . If a Portsmouth player behaves illegally they will be removed from the club.

Do you have any recommendations on how we can avoid, mitigate or accept these risks?

N/A

What are the risks if the production was not to be approved?

The return from sports partnerships usually takes three to four years to peak and then plateau. With Covid, this may take a further year to materialise. By not renewing, the partnership would not have had time to fully mature and the potential not materialised. Equally opportunities to support Cayman Football would disappear as would any touring opportunity.

Do you have any recommendations on how we can avoid, mitigate or accept these risks?

Is there an alternative?

Maintain the relationship and celebrate it as a flagship partner.

Appendix

<https://www.portsmouthfc.co.uk/news/2022/january/pompey-partner-with-the-cayman-islands/>



CAYMAN ISLANDS DEPARTMENT OF TOURISM
Business Case Rationale: Weybridge Vandals Rugby Union partnership

Unit:	CIDOT UK
Procurement Method	3 quote advertising
Available & Approved Funding Source	£7,000 per annum – UK Advertising budget
Date of Purchase/Event/Meeting:	October 2020 – October 2022 (option for further year)
Business Objective:	In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

<p>Options Considered: Please provide supporting documentation. (e.g. quotes, agendas, staff attending)</p>	<p>Cricket, Rugby, Hockey, Football, Running and Cycling are the most relevant sports in terms of either their size of fanbase or participation levels. All clubs within those sports are being investigated at as long as there is reasonable drive time to London Heathrow as their main international airport and the cost of entry so high to make the partnership unviable against other forms of advertising.</p> <p>For Rugby Union and Hockey, grass root sports at a youth level have a massive impact. Both sports at an U18 level tend to have an affluent demographic. Weybridge in Surrey is a suburban town with around 120 multi-millionaires (one of the wealthiest towns in the UK with more millionaires than any other area outside of central; London) with past inhabitants including Beatle members Ringo Starr and John Lennon. Weybridge Vandals is a 365 day a year club with the advantage of having a cricket and netball section and therefore with a larger membership base and visiting teams that enter the site</p> <ul style="list-style-type: none"> • 500+ players from U6 – U16’s • 300+ matches and tournaments are played each year • 15,000+ visitors per year • 200+ visiting teams per year • Within 20 minutes of London Heathrow • Local private schools include St Georges College, Halliford School, Sir William Perkins, Notre Dame, St John's, Charterhouse, KGS,
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	<p>Danes Hill, Rowan, Shrewsbury House, Surbiton High, Epsom College, Feltonfleet and Manor House.</p>
<p>Identification of Assumptions, Constraints, Benefits, Costs and Risks</p>	<p>Assumptions: Rugby Union is considered the sport of the public school (fee paying) educated and its fan base match 100% with the Cayman target demographic. (over 12million 16+ in England engaged in Rugby)</p> <p>Weybridge Vandals remain a dominant grass roots sports club in the area with a very affluent base.</p> <p>Constraints:</p> <ul style="list-style-type: none"> ● Slightly more male biased in participation, but focus is on parents rather than the child. <p>Benefits:</p> <ul style="list-style-type: none"> ● Increased awareness to Weybridge Vandals club members and supporters as well as the wider rugby union community across teams that they play with the prominent front of shirt positioning. ● The clubs Junior Partner – includes front of shirt branding and branding on training wear (U6-U18'S) ● Social exposure, instagram and twitter ● Web site logo and editorial with a hyperlink to Cayman website, full page advert in club magazine "The Vandal" twice a year distributed electronically to all club members, sponsors and local businesses ● One advertising Board included ● Premium Partner on media board at entrance to club ● Logo to feature on all club newsletters and communications. ● Opportunity to share Cayman news/offers via all club communications <p>Risks:</p> <ul style="list-style-type: none"> ● Cancellation of games

Submitted

Name: Richard Trasler Position: Marketing Exec
Signature: Date:

Approved

Name: Adrian White Position: Regional Manager
Signature: Date:

A. White

CAYMAN ISLANDS DEPARTMENT OF TOURISM
Business Case Rationale: Old Cranleighans partnership

Unit:	CIDOT UK
Procurement Method	3 quote advertising
Available & Approved Funding Source	£10,00 per annum – UK Advertising budget
Date of Purchase/Event/Meeting:	October 2019 – October 2022
Business Objective:	<p>In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.</p>

<p>Options Considered: Please provide supporting documentation. (e.g. quotes, agendas, staff attending)</p>	<p>Cricket, Rugby, Hockey, Football, Running and Cycling are the most relevant sports in terms of either their size of fanbase or participation levels. All clubs within those sports are being investigated at as long as there is reasonable drive time to London Heathrow as their main international airport and the cost of entry so high to make the partnership unviable against other forms of advertising.</p> <p>For Rugby Union and Hockey, grass root sports at a youth level have a massive impact. Both sports at an U18 level tend to have an affluent demographic. Hockey benefits from having a most equal gender split of any sport plus has greater longevity of playing career with people playing regularly into their 50 and 60s.</p> <p>Cranleigh School is one of the top private schools in England and Old Cranleighans (OC) is the sports club based in the affluent area of Thames Ditton in Surrey that is the home for their alumni and the local community. The OC Hockey club is one of the biggest in the area with a top-quality all-weather hockey pitch, two excellent OC Club rugby pitches and a football pitch in the Summer.</p> <ul style="list-style-type: none"> • 500+ players from U6 – U16’s • 9 mens hockey teams
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	<ul style="list-style-type: none"> • 6 ladies hockey teams • 2 mens Rugby teams , 1 ladies and a full junior programme.
<p>Identification of Assumptions, Constraints, Benefits, Costs and Risks</p>	<p>Assumptions: Field Hockey is considered the sport of the public school (fee paying) educated and its fan base match 100% with the Cayman target demographic. It has a large level of participation across both genders from 6-70</p> <p>Old Cranleighans is a dominant grass roots sports club in the area with a very affluent base and a affluent alumni.</p> <p>Constraints:</p> <ul style="list-style-type: none"> • None. <p>Benefits:</p> <ul style="list-style-type: none"> • Increased awareness to Old Cranleighan club members and supporters as well as the wider hockey and school community across teams that they play with the prominent front of shirt positioning. • The clubs Junior Partner – includes front of shirt branding and branding on training wear (U6-U18’S) • Club sponsor of ladies 1st team – includes front of shirt branding. • Club sponsor of mens Warriors team – includes front of shirt branding. • Social exposure, instagram and twitter • Web site logo and editorial with a hyperlink to Cayman website, full page advert in club newsletters and programmes twice a year distributed electronically to all club members, sponsors and local businesses • Four advertising on pitch Board included • Premium Partner on media board at entrance to club • Logo to feature on all club newsletters and communications. • Opportunity to share Cayman news/offers via all club communications • Activation opportunities during half time and at club events. • Electronic scoreboard branding • Goalmouth branding <p>Risks:</p> <ul style="list-style-type: none"> • Cancellation of games

CAYMAN ISLANDS
GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN



Submitted

Name: Richard Trasler Position: Marketing Exec
Signature: Date:

Approved

Name: Adrian White Position: Regional Manager
Signature: Date:

A. White

Porsche Sprint Challenge GB

Cayman Islands Department of Tourism UK

CIDOT Objectives

How does this opportunity increase our build brand awareness against our target audiences in the UK.

Research (IPSOS, and focus groups) have shown that the UK market does not understand that Cayman is anything other than a financial centre and tax haven. Whilst for many the perception is not necessarily negative, it is because of a lack of knowledge of what Cayman has to offer.

In an age when media is all around us, traditional forms of advertising are becoming “wallpaper” ie people tune out and advertising becomes a blur. The key for attention is to infiltrate people’s passions that people do care about. Sport, Art and Entertainment are the most popular “passions” that are followed by our target demographic and the aim is to partner with organisations that have both geographic and demographic relevance to Cayman and have opportunities to raise brand awareness AND explain Cayman experiences throughout the year.

Porsche AG is the largest and most traditional Sports Car manufacturer and the most profitable automotive manufacturer in the world. Motorsport is at the heart of their Mission Statement to showcase their product range to their existing and potential owner base and is therefore at the heart of their marketing as stated below:

The objective of running the Porsche Carrera Cup Great Britain & Porsche Visit Cayman Islands Sprint Challenge GB, for Porsche Cars Great Britain Limited, is to demonstrate and promote motorsport as an integral part of the Porsche brand at a local level. Through both championships, Porsche aims to demonstrate the Porsche ‘Race to Road’ engineering philosophy encapsulated within the 911 GT3 Cup & Porsche Cayman GT4 Clubsport and shared across the Porsche product range, and at the same time engage Porsche customers and fans in this philosophy, whether at the circuit, digitally, through television coverage and within the wider media, directly and indirectly.’

By being associated to one of the world’s most iconic and loved brands and have real access to the UHNW paddock, the fan base as well as the Porsche owner base, Cayman manages to gain media cut through to this hard to market to affluent base, elevating the Cayman brand and amplifying the Cayman message.

Sports car racing is similar to owning racing/event horses and is a passion for the ultra high net worth individuals. Owners and racers of these cars do this as their hobby with an entry fee cost of £100k per year plus running costs. (eg winner of the 2020 AM challenge was Ambrogio Perfetti, owner of the brand Chupa Chups whose company is valued at 2.65 billion euros). Whatever the power and influence they have in their own offices, the race paddock is a leveller and their passion for the cars and sport make them accessible to the brands and people that support the series. It is therefore not only a great place to promote Cayman as a tourist destination but also from an investment perspective.

The Visit Cayman Islands Porsche Sprint Challenge take place across the racing season (April-September) and from Scotland to the South of England at famous circuits such as Silverstone and Brands Hatch.

Does this opportunity have powerful P.R. value that will help to differentiate our product against our competitors.

Yes – Porsche is by far the most valuable luxury & premium brand with a brand value of US\$34.3 billion, considerably ahead of second-ranked GUCCI (brand value down 12% to US\$15.6 billion).
<https://brandirectory.com/rankings/luxury-and-premium/table>

Synonymous with timeless class and luxury, Porsche is striving towards pushing the boundaries and redefining the future of the sportscar. As part of the brand's 'Strategy 2025', the auto giant aims to maintain the traditional aspects that the brand is known for, as well as undertaking the shift towards sustainability through the launch of the Taycan.

The power of association – the peer group brands that Cayman partner with, influences the perception of the potential visitor in the key source markets. By being strongly associated by the #1 luxury brand, Cayman's own brand status is automatically elevated, especially in the eyes of people in the UK who do not yet understand what Cayman has to offer the leisure visitor.

Will this opportunity drive visitation during off-peak seasons?

Porsche can help Cayman showcase itself as an all year destination AND can stimulate off-peak business via the communications throughout the year (not just race season) to their ownership and car club base (22k in the UK)

Potential PR Impact

What opportunities exist in our target market countries (U.S.A., CAN and UK.) to increase brand awareness, drive visitation etc.?

The agreement with Porsche is as title sponsor to their "Visit Cayman Islands Porsche Sprint Challenge GB". Which means that whenever the race is being mentioned in ANY communication from Porsche or the media, the full name is communicated.

Visit Cayman Islands branding is on every race car front window as well as on every competitor's race suits and the podium backdrop.

This is then pushed by TV and streamed coverage of the races and via Porsche's own communication channels.

Any Public Relations opportunities regarding potential T.V. broadcasts or journalist stories?

Races are streamed and broadcast live. Also agreement to work with John Hindhaugh, voice of Sportscar racing globally, to promote Cayman and the association with Porsche.

Any promotional activities to drive increased visitation to the Cayman Islands with the event as the catalyst? Potential Media/Advertising Impact

Cayman have access (subject to agreement) to all owned Porsche communications whether at their experience centre or via their publications or newsletters. Activation at these touchpoints to Porsche customers is up to CIDOT to work through and maximise.

Cost & Future Growth

What will the project cost? \$ & D.O.T. resources

Yr – 1 and 2 – £75k per annum

Yr - 3 - £50k per annum

plus any costs incurred for additional activation.

What are the plans for the future growth of this concept / event or is this a one-time event?

Partnership performance will be evaluated on an annual basis.

Risks

What are the potential risks that we face approving this?

None .

Do you have any recommendations on how we can avoid, mitigate or accept these risks?

N/A

What are the risks if the production was not to be approved?

The ROI from brand & sports partnerships usually takes three to four years to peak and then plateau. With Covid, this may take a further year to materialise. By not renewing, the partnership would not have had time to fully mature and the potential not materialised.

Do you have any recommendations on how we can avoid, mitigate or accept these risks?

Is there an alternative?

Maintain the relationship and celebrate it as a flagship partner.

Appendix

Europe Visit Cayman Facebook partnership post 106k views

<https://www.facebook.com/EuropeVisitCaymanIslands/videos/855157221895851>

<https://www.porsche.com/uk/motorsportandevents/porschesprintchallengegb/>

PORSCHE

**VISIT CAYMAN ISLANDS
SPRINT CHALLENGE
GREAT BRITAIN**

TITLE PARTNER

CAYMAN  ISLANDS
GRAND CAYMAN | CAYMAN BRAC | LITTLE CAYMAN

