



RTR

we work you win

# About us

RTR is a leading company in the field of **sports marketing**.

For over 10 years we have been providing our consulting services to Italian and international companies wishing to use **sport as a channel for communication and promotion**.



## What we do

We have detailed, in-depth knowledge of the world of **sport** and we use it as a **communication tool**.

We select the sport, team or athlete that **best fits our client's brand**; we ensure high media coverage and target market **levels of participation** and we propose **communication plans** that are **individually tailored** to the company's requirements, guaranteeing success.



## Why have we chosen sport?

- Because it transcends traditional language and cultural barriers and appeals to a **global audience**;
- Because it **draws on spectators' passions** and has great potential to involve them emotionally;
- Because it has the power to create **long-lasting, unbreakable emotional ties** (such as supporting a team);
- Because it offers the chance to establish **business relations in settings outside the office**, exploiting positive emotions experienced during the event.



## Services

- ⇒ Sponsorships
- ⇒ Hospitality
- ⇒ Licensing
- ⇒ Promotional events

# Sponsorships

We bring together sponsors and great sporting opportunities, creating **long-lasting ties**, which transfer sport's positive values onto the brand or company.

We develop complete sponsorship programmes that are able to **increase the prestige, visibility and credibility** of a brand, help it to penetrate well-defined target markets and have a positive impact on consumers' purchasing habits.



# Hospitality

We develop hospitality programmes for companies wishing to reserve a **front-row seat** at the biggest sporting events for their customers, promising them exclusive “behind the scenes” access.

Experience has taught us that these are the ideal settings for **breaking down professional barriers** to the customer-supplier relationship, establishing solid, lasting relations with one’s guests, **bringing excitement to moments of business life** and concluding a new deal more easily.

It is common knowledge that many of the most important deals are not concluded in meeting rooms, but on the golf course or at the race track while sipping a drink in the paddock.



# Licensing

We create licensing programmes that offer companies the opportunity to **grow their business**.

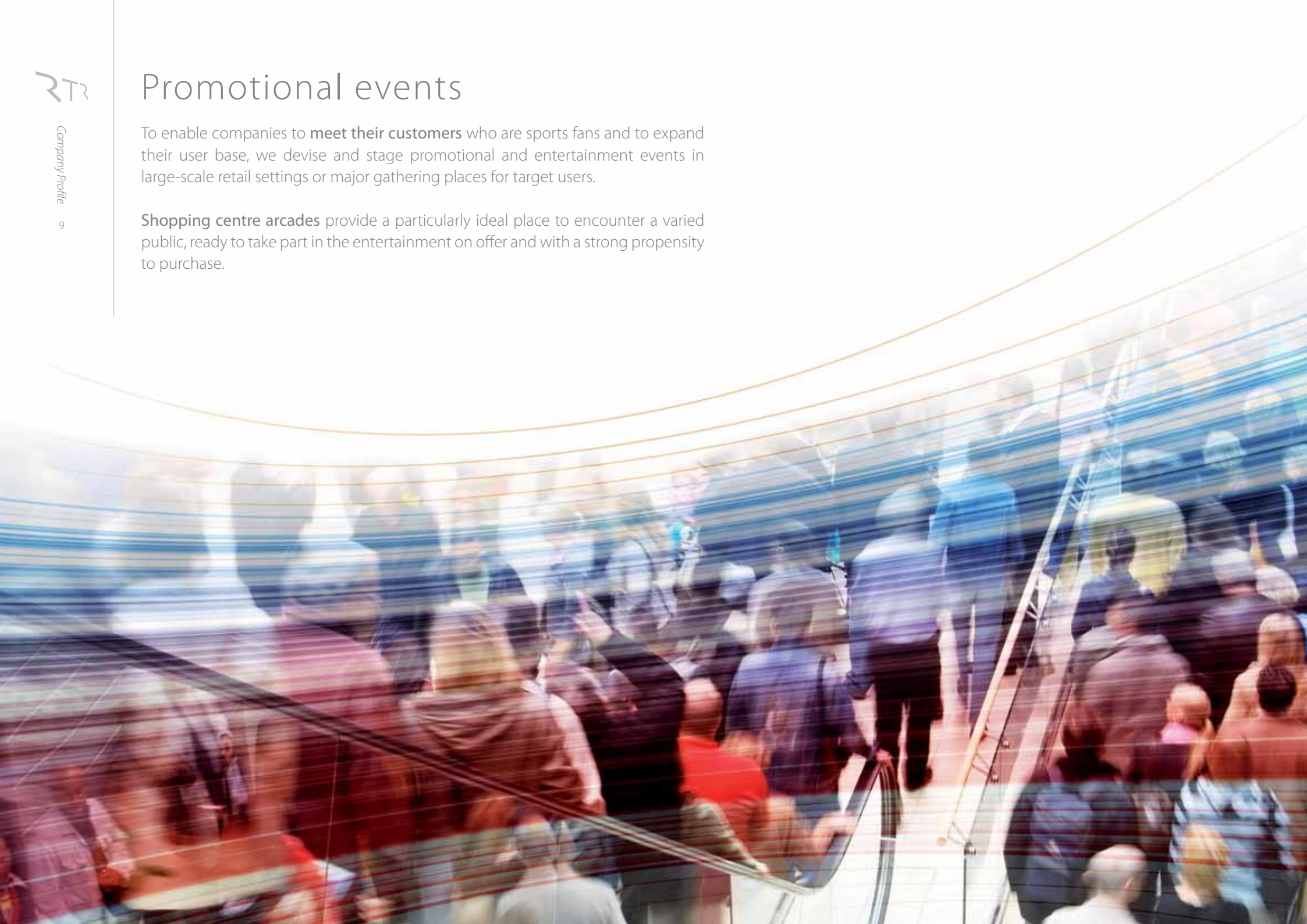
Licensing agreements bring both licensors – the owners of a brand - and licensees growth in terms of **revenue, creative** and **production** know-how, expansion and penetration into new markets.



## Promotional events

To enable companies to **meet their customers** who are sports fans and to expand their user base, we devise and stage promotional and entertainment events in large-scale retail settings or major gathering places for target users.

**Shopping centre arcades** provide a particularly ideal place to encounter a varied public, ready to take part in the entertainment on offer and with a strong propensity to purchase.



## Why choose RTR?

- Because as **sports fans and experts** we can advise on how to make the right use of it;
- Because we offer a **complete, integrated service**, implementing our activities to the full, and seizing every communication opportunity;
- Because we put great value on ROI, **measure results** and provide the client with a detailed final report;
- Because **we are fast**, flexible and customer-oriented.



## Indicators of excellence

In 2009 RTR obtained UNI EN ISO 9001/2008 quality certification, awarded by SGS, the world's leading certification company.

RTR, which has always been focused on quality and meticulousness in offering its services, chose to invest in certification with the aim of **increasing customer satisfaction** and consolidating its profile as a major player in the field.

RTR is also a member of ESA, the European Sponsorship Association, and in 2000 received its **award** dedicated to achievement of excellence in the category of international sponsorship.



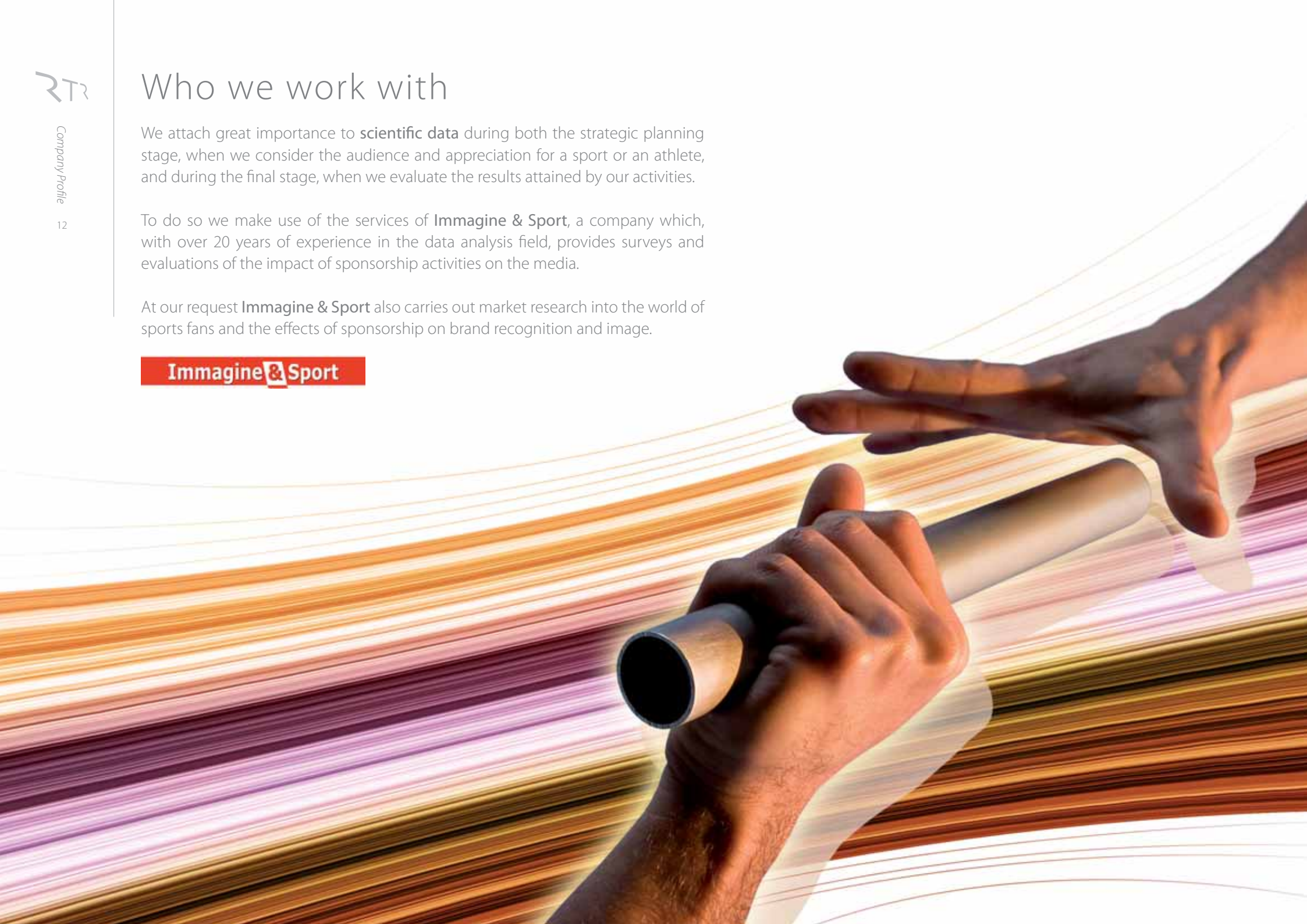
## Who we work with

We attach great importance to **scientific data** during both the strategic planning stage, when we consider the audience and appreciation for a sport or an athlete, and during the final stage, when we evaluate the results attained by our activities.

To do so we make use of the services of **Imagine & Sport**, a company which, with over 20 years of experience in the data analysis field, provides surveys and evaluations of the impact of sponsorship activities on the media.

At our request **Imagine & Sport** also carries out market research into the world of sports fans and the effects of sponsorship on brand recognition and image.

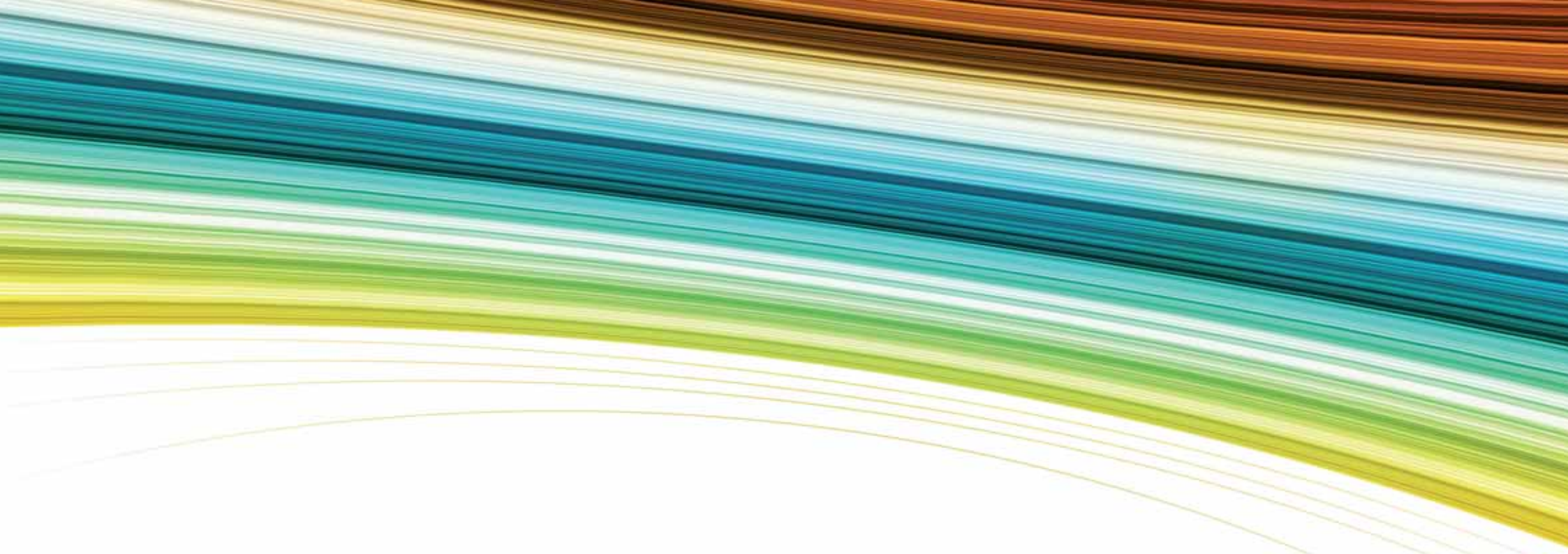
**Imagine & Sport**



# RTR Sports Marketing at a glance

<i>Core Business</i>	Design and implementation of sports marketing programmes, sponsorship projects and promotional activities
<i>Foundation</i>	2000
<i>Full business name</i>	RTR s.r.l.
<i>Headquarter</i>	Via Mazzini, 82 Bologna - Italia
<i>President &amp; CEO</i>	Riccardo Tafà
<i>Contacts</i>	Tel. + 39 051 305112 Fax + 39 051 305117 info@rtrsports.com <a href="http://www.rtrsports.com">www.rtrsports.com</a>





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