# Corporate Partnership Workshop for Attractions

Sponsored by







Cameron O'Connell

Sr. Dir., Sales &
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Zoo Tampa at Lowry Park



#### Ryan Cellucci

Vending Operations
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Beverages Florida



#### Corporate Partnership Workshop for Attractions



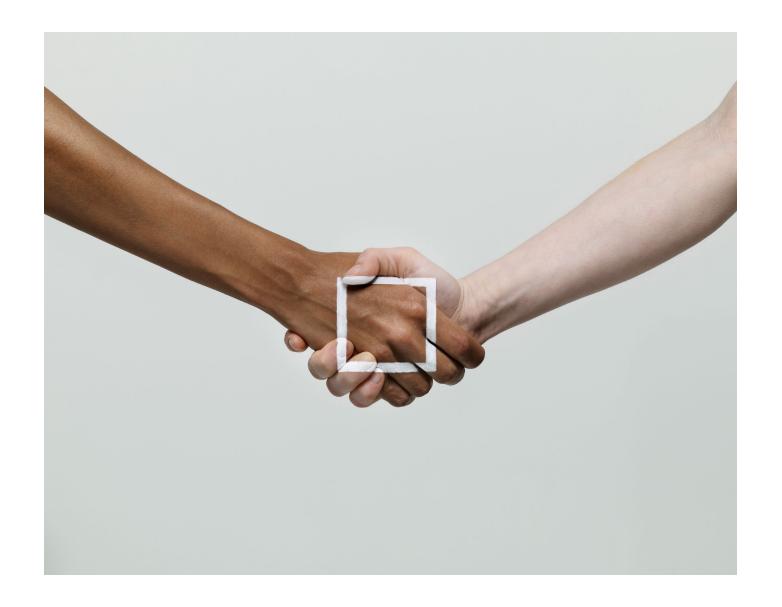
CAMERON O'CONNELL
ZOOTAMPA AT LOWRY PARK
RYAN CELLUCCI
COCA-COLA BEVERAGES FLORIDA

# Corporate Partnership Goals

Create mutually beneficial, sustainable arrangements with business partners that elevate both Brands & businesses

Deliver meaningful cost-savings and/or revenue to the bottom line

Elevate guest experience thru strategic partnership initiatives/outcomes



#### I.D.E.A.

- 1. Identify Inventory
- 2. Develop Rate Card
- 3. Execute Strategy
- 4. Assess Progress/Outcomes



## Identify Inventory

- Assets (Ex: Buildings, Habitats, Infrastructure, etc.)
- Categories (Auto, Beverage, Finance, Health & Wellness, Technology)
- Events (Fundraisers, Seasonal, etc.)
- Media
  - Digital (email/website), Social (Instagram, LinkedIn, etc.), Traditional (PR/Communications)
- Programs (In-Park or Community-Based)



#### Develop Rate Card

- Conduct Market Research of 'like' properties to inform rate card development
- Evaluate your value proposition including audience reach & impact
- Structure pricing to attract and grow Corporate Partners
- Once developed, have flexibility with negotiations to secure Corporate Partners



### **Execute Strategy**

- Defining clear and reasonable expectations for this area of the business
- Establishing internal approval/review process for Corporate Partnerships
- Identifying categories (endemic) & targets (regional proximity) for outreach
- Landing deals with brands/businesses that align with your Property
- On-going collaboration and communication to ensure success



# Assess Programs/Outcomes

- Assess Partnership Performance and adjust based on data and feedback
- Conduct surveys of Partners to gather feedback/input
- Measure KPI's to inform Partnership stakeholders of progress and status
- Show Appreciation to your Partners
- Track ROI to determine if Partnership programs are priced effectively



#### Case Study





#### **Coke Florida at a Glance**



#### **FULLY INTEGRATED BOTTLER**



Regional Producing Bottler with Production Facilities:
Broward, Jacksonville, Orlando and Tampa

119 Over million cases of beverages sold and distributed in 2023



21 Serving more than million consumers across 47 Florida counties



#1 Pursuing the
BEST route to
market for
each customer





SPARKLING | ENERGY | SPORTS DRINKS | HYDRATION SPARKLING WATER | TEA | COFFEE | NUTRITION



## Partnership Program

- Designation (Official Soda of ZooTampa)
- Exposure/Visibility
  - In-Park signage
  - Activations
- Digital/Social Media
- Tickets/Hospitality
- Intellectual Property Use (ZooTampa images/logo)



### Partnership Collaboration

- Ball Aluminum Cup
- Circular Solutions Advisors
- Instamarket
- Reverse Vending Machines
- Sustainability



#### **Before and After Photo**







#### Questions?





# COMING UP NEXT! POWER LUNCH 11:45 am

- Surprise Arrival of the Gavel
- Florida Attractions Annual Meeting
- Featured Speaker

