

Corporate Partnership Workshop for Attractions

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POWER UP!

Corporate Partnership Workshop for Attractions



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ZOOTAMPA AT LOWRY PARK

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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

Locally Owned
Locally Managed
Locally Focused



FULLY INTEGRATED BOTTLER



4 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



Creating Shared Value



Through Community Engagement



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



~ **5,000** Associates

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*

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