

EVENTS/CAUSES

Audi shoots and scores with Dallas franchise partnership

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Luxury automaker Audi is partnering with NBA and NHL teams to increase its visibility in the Dallas/Fort Worth market.

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Audi has teamed up with the Dallas Mavericks, the Dallas Stars and American Airlines Center, as part of a new sponsorship that includes naming rights for the new Audi Club VIP lounge.

“We have seen Audi sales grow in Dallas/Ft. Worth over the last few years, we added a 4th location,” said Margaret Mohiuddin, marketing manager for the southern region at Audi, Alpharetta, GA. “We felt that a partnership with the American Airlines Center and its

NBA/NHL teams would help to increase our visibility within the Dallas/Ft.Worth market.”

The **Audi Club** at **American Airlines Center** follows in the footsteps of the other sponsorships Audi has launched, including Yankee Stadium and the New York Yankees and FedEx Field and the Washington Redskins.

American Airlines Center is home to the NBA's Dallas Mavericks and the NHL's Dallas Stars. The center hosts 200 events annually.

Platinum status

This new partnership gives Platinum Level ticket-holders at the American Airlines Center access to the new Audi Club.



The Audi Club at Yankee Stadium

The Audi Club features seating, dining, entertainment and meeting space all nestled in the south end of the arena. Images of Audi vehicles are displayed on the walls throughout the restaurant.

Long strides

Audi has been focusing on top marketing strategies to build brand awareness.

Providing the Audi Club for sports enthusiasts is a great way to introduce them to the brand and build a lasting relationship with current affluent consumers.

In the private club, there will be a kiosk that will provide answers to any question consumers may have.

Audi has implemented a strong marketing strategy consisting of digital and television advertising, helping it top 100,000 vehicles sold in the United states for the first time in 2010 ([see story](#)).

The trend of luxury brands partnering with sports is becoming increasingly popular.

A perfect partnership in sports marketing requires is not as easy as it seems. Brands

should identify the ideal partner, one that is best fit with your image. Brands should also develop a strategic marketing plan in close collaboration with the arena or team.

Showcasing the latest Audi models during sporting events is a great way to promote the brand because affluent consumers are enjoying sports and will be excited about the cars as well.

“The partnership will allow us to use the American Airlines center as a platform to showcase several of the models we will be bringing to market including the A8, A7 and A6,” Ms. Mohiuddin said. “We will have displays at several NBA/NHL games which will give fans the opportunity to experience these new models.

“Plans are still being developed, but we plan to work with the American Airlines center and reach out to their platinum ticket holders, offering them unique Audi experiences including trips to the Audi Sports Car Experience in Sonoma California,” she said.

Final Take

Audi's 2010 Super Bowl commercial

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