

## QUOTABLE

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-Steve Powers, General Manager, Audi Denver

## PRIMARY PARTNERSHIP PROGRAMS & EVENTS

- Tour de Cure (August)
- Father of the Year (June)

## ABOUT AUDI

Audi is one of the fastest-growing luxury performance vehicle brands in the global market. Audi’s philosophy is “progress through technology” as evidenced by the innovative solutions, revolutionary engineering and progressive design that are synonymous with the Audi name.

## Colorado Audi Dealers/ Denver Advertising Group (DAG)

Audi Denver (Littleton, CO)  
Prestige Imports (Lakewood, CO)  
Audi Boulder (Boulder, CO)  
Ed Carroll Audi (Fort Collins, CO)



## Audi: Philanthropy with a Tangible Marketing Element

Audi has been the Official Vehicle Sponsor of the American Diabetes Association’s (ADA) Tour de Cure Colorado since 2011. When Steve Powers, General Manager of Audi Denver, was first approached about the opportunity, “I actually said ‘Yes’ on the spot!” he remembered. Then he had to go back and sell the idea to his fellow Audi dealers.

The four Colorado Audi dealers that make up the Denver Advertising Group (see sidebar) routinely pool their advertising dollars to invest in campaigns that benefit the overall brand. Powers found it wasn’t hard to sell the Audi dealer group on a partnership with the ADA.



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## More than Product Placement

The Colorado Tour de Cure is one of the ADA’s most highly visible, annual fundraising events. Held each August, the Tour de Cure is a one-day ride offering four different cycling routes: an 18k, a 50k, a 100k and a Century (100 mile) ride.

Audi’s participation in the Tour de Cure is multifaceted. As the Official Vehicle Sponsor, Audi provides cars to serve as the Support and Gear Vehicles (SAG) on the each of the four cycling routes. SAG vehicles provide cyclists with transportation as needed, as well as stocking supplies, first aid kits and water.

“That provides us with a great opportunity for product placement,” Powers said. “Just having your banners all over an event doesn’t do a whole lot of good, but to have your banners and your signage and your trademark, as well as your product, in and around the event – that is very attractive.”

## Philanthropy and Customer Engagement

Another significant aspect of Audi’s ADA partnership is the opportunity to form an Audi team to participate in the Tour de Cure.

“With the Tour de Cure, there are lots of opportunities for us to communicate with our customers, our vendors, and the other people we do business with,” Powers said. “We send an e-mail out and offer an array of ways to support the Tour de Cure: they can be a cyclist and ride on the Audi team, they can write a check, or they can volunteer. The response has been phenomenal. In 2013, Team Audi included 74 riders and raised more than \$42, 000.”

The opportunity for meaningful customer engagement works on many levels. “The fact is, people do business with people that they like and trust,” Powers said, “So when you can interact with a client outside of the traditional environment of doing business at the store; when you can ride bikes through scenic Colorado and raise money for a noble cause at the same time, it elevates your relationship with your customer.”

### **The Gift that Keeps on Giving**

“The gift that keeps on giving,” is how Power’s describes Audi’s participation in the Tour de Cure. “Even though the Tour de Cure is a single-day event, we receive feedback from customers for days, weeks and even months after the event. That doesn’t happen with a newspaper ad or a television commercial.”

Beyond the marketing benefits of Audi’s partnership with the ADA, Powers values the opportunity to contribute to a worthy cause in a meaningful way. Powers said his initial “Yes!” to the ADA partnership was primarily a business decision.

“In the beginning, it was strategic advertising and mathematics,” he said. But as his involvement with the ADA has increased, his devotion to the cause has grown.

Not long ago, Powers had the opportunity to visit the ADA’s Camp Colorado, a week-long summer camp where kids with diabetes learn how to live well by managing their disease. The ADA makes it a point to offer partners the opportunity to see the results of their fundraising efforts.

“Before I visited Camp Colorado I had no idea what these kids go through on a daily basis to manage their diabetes,” Powers said. “When I visited that camp and saw these kids hanging out together, and having a great time, and the level of support and care these kids get from the adults at the camp, it absolutely flipped a switch for me.

“Now that I am involved, and I have been around people with diabetes, and I know how devastating it is,” Powers said, “It’s become extraordinarily personal.”

#### **American Diabetes Association**

**The mission** of the American Diabetes Association is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

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