



max group australasia specialises in delivering a wide range of below the line strategic communication and sponsorship services to a broad portfolio of clients, specialising in the sports, arts and cause related industry.

max group was established from a group of senior executives after successfully working together for many years to bring best practice to the industry and provide measurable and tangible services to clients.

## Area of Expertise

max group works closely with its clients to ensure they receive maximum benefit from their programs, structure, sponsorships and partnerships.

max has two core service areas - Strategic Services and Sponsorship & Leveraging Services.

Strategic services include company and organisational review, sponsorship auditing, business and marketing planning, performing commercial and economic impact analysis.

This suite of services has varied applications from performing large scale Government sport sector investment strategies to market auditing, sponsorship planning and brand strategy roll-out.

Sponsorship and leveraging services vary based on key objectives and are tailored to the requirements of each client. Areas of expertise include sponsorship planning, sourcing best-fit properties, negotiating contracts and developing and executing leveraging and return on investment strategies.

max group prides itself on exceptional project management including the development and delivery of creative communications campaigns on time and on budget.

max works with an impressive portfolio of clients and these successful relationships rely on extensive industry knowledge and skill, dedicated client service and a philosophy based on integrity, client return, leadership and enjoyable relationships.

## Services

max offers a range of strategic services to commercial, Government and National Sports Organisations including:

- Revitalisation strategies – brand and organisational
- Commercial programs
- Tactical Partnerships
- Leveraging and return on investment strategies
- Integrated marketing support programs - consumer promotions, branding, point of sale integration, grass roots initiatives, sampling, club initiatives, trade programs, internal communications and on-ground activation
- Business and Marketing planning and implementation
- Media Relations
- Sponsorship offering and valuation
- Brand building and IP creation
- Event creation
- Major event strategy, acquisition and economic impact analysis
- Project and account management
- Financial budgeting & tracking
- Tracking, post analysis and evaluation