

EVENTS & SPONSORSHIPS



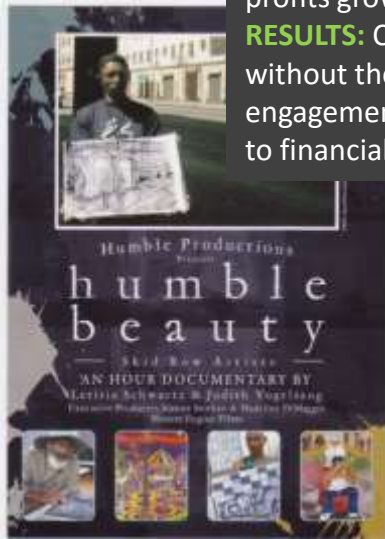
PORTFOLIO INCLUDES

- Sponsorships & Community
- Planning & Tracking
- Go Live!
- Promotional Teams
- Merchandising
- Reporting Results

SPONSORSHIPS & COMMUNITY

EVENT STEWARDSHIP DRIVEN BY NEED, NOT PROFIT to provide greater support of local initiatives, helping non-profits grow awareness of causes.

RESULTS: Community action raises knowledge and interest without the push of company branding and sales – caring engagement to build strong relations in communities and to financially support non-profits.



TARGETED SPONSORSHIPS focused on company segmentation goals, crafting branding by niche and venue.

RESULTS: Relatable, long-term branding sponsorships that not only increases awareness, but consideration due to committed support of popular events in communities.

NBA team and player assets will be utilized to promote Sidekick 4G and drive business locally

Retail	In-Arena	NBA Nation
Social Media Promotion (10) NBA player meetups with Sidekick 4G (1) in T-Mobile for the new Sidekick 4G and your choice NBA Player's color Local Events (1) NBA Game 1 per market / per round (1) events at corporate lobby and receive (1) Sidekick 4G (1) NBA Team, NBA arena, NBA themed items, more and more (1) local radio live, NBA team social and digital with player social media Winning Gift Card (MCP pending) (1) local radio live, NBA team social and digital with player social media (1) local radio live, NBA team social and digital with player social media	NBA Teams: Boston, Orlando, Miami • Circuit promotions • Fanzone features • LED signage • Sidekick body weather graphics • In-arena giveaway • Courtyard activation (Miami)	NBA Mobile Marketing Tour: Activation footprint preceding out 40 markets and devices includes: • 8 markets / reach 1.2M • On-site retail • Customer VIP area • Data capture • Fan engagement activities



PLANNING & TRACKING



Events happening in your market

Attention Los Angeles!

Starting Wednesday, May 13, T-Mobile will be in your area to makeover your market with 28 events to promote the Mobile Makeover campaign with a series of fun and interactive promotional activities targeted directly to potential customers.

Promotional street teams will be dispersed in your market at high impact locations and events to engage customers to participate in a Mobile Makeover. During an interaction, customers will be shown a demo of how BillShrink, a third-party resource, can help customers find the wireless plan that will best meet their wireless needs... even if it is not with T-Mobile.

Here is how the promotion will look:



Demo and Collateral: Teams will use wireless equipped tablet PCs to walk customers through the BillShrink tool to find the plan that thinks has the best coverage & price for the way they use their phones. Interested customers will be given a results card showing the plan BillShrink recommends for them.

Teams will also distribute collateral that encourage customers to go to www.t-mobile.com/billshrink to get their own Mobile Makeover.



If a customer comes into the store with a makeover results card or mentions seeing the Street Team, please follow the existing sales process and offer to help them up with the best handset and rate plan for them.

Customers who interact with the Street Teams will also be given the chance to "Text to Win" a Samsung Memor, Behold or Gravity with one year of free T-Mobile service.

Please share this document with your team in your market as soon as possible.

Event Dates and Locations:

Event Date	Event Time	Event Location	Event Contact
May 13	8am-7pm	Pershing Square Area	8th Street
May 13	8am-7pm	Hollywood & Highland Center Area	Hollywood/Kodak Co
May 13	8am-7pm	Westwood Area	Wilshire
May 13	8am-7pm	Third Street Promenade Area	3rd Street

Los Angeles: Fiesta Broadway Layout



DETAILED PLANNING WITH TRAINING of every aspect in the promotional process, from the staff to the consumer perspectives.

RESULTS: Clear, detailed planning addresses 'what if' scenario planning, anticipating positive and negative event outcomes, alleviating unneeded stress when executing..

WEBINAR CHECKLIST

Updated: 8-28-2014

Webinar Name	Webinar Date	Webinar Time	GEO	Special Case	Event ID/ AC Seminar Room Size	Conference Call Number	Conference Call PIN or Access	Event Creation & Registration URL	AC Seminar Room URL/ Conference Room Booking Date	CO Email w Links & Tagged Reg
The Business Value of Running SAP Solutions on the AWS Cloud	10/29/2013	9:00 AM	NA	YES: Go w	669939					
The Business Value of Running SAP Solutions on the AWS Cloud	10/29/2013	9:00 PM	NA	YES: Go w	669940					
Implementing SAP Solutions on the AWS Cloud	10/30/2013	9:00 AM	NA	YES: Go w	669949					
Implementing SAP Solutions on the AWS Cloud	10/30/2013	9:00 PM	NA	YES: Go w	669950					
AWS Compliance Forum Introduction	10/31/2013	10:00 AM	NA	YES: Go w	697780	(855) 896-8946	93174620			
Getting Started on AWS for Development and Test	11/5/2013	10:00 AM	NA	YouTube	687489	(855) 236-5058	94500216			
Getting Started with Amazon Web Services	11/6/2013	10:00 AM	NA	YES: hold	700642	(855) 896-0362	94234996			
Using Amazon CloudFront to Accelerate Your Static, Dynamic, and Shift Into Overdrive with Birt and Amazon Redshift	11/7/2013	10:00 AM	NA	YES: no in	N/A	N/A	N/A	N/A	N/A	N/A
[PARTNER] Improve Your Enterprise BI Capabilities and Control It	11/19/2013	10:00 AM	NA	YES: Maya	682314	(855) 896-0362	91120930	MAYA	MAYA	MAYA
What is Cloud Computing?	11/20/2013	9:00 AM	NA	YES: adri	656856	(855) 896-0362	20984847	MAYA	MAYA	MAYA
[PARTNER] Optimize Amazon EC2 Reserved Instance Purchases w	11/20/2013	10:00 AM	NA	YES: Maya	688937	(855) 236-5058	91124276	MAYA	MAYA	MAYA
Securing the Microsoft Windows Platform on Amazon Web Servi	12/3/2013	9:00 AM	NA	YES: Maya	678516	(855) 896-8946	32843367			
[PARTNER] Deliver Agile Reporting and Analytics in the Cloud	12/4/2013	10:00 AM	NA	YES: Maya	706012	(855) 251-3872	10622329	MAYA	MAYA	MAYA
The Business Value of Running SAP Solutions on the AWS Cloud	12/5/2013	9:00 AM	NA	Per Andre	669946	(734) 385-2443	30039875			
[PARTNER] Real-Time Application Monitoring and Insights with L	12/5/2013	10:00 AM	NA	YES: Maya	709866	MAYA	MAYA	MAYA	MAYA	MAYA
Introducing Amazon RDS for PostgreSQL	12/5/2013	11:00 AM	NA	YES: Kindl	711807	(855) 251-3872	97991697		8-Nov	8-Nov
[KINDLE] What is Kindle Worlds?	12/5/2013	1:00 PM	NA	YES: Kindl	725891	N/A - using GTM	N/A - using GTM			
The Business Value of Running SAP Solutions on the AWS Cloud	12/5/2013	9:00 PM	NA	Per Andre	669941	(855) 896-0362	30040581			
SMS Exchange Implementation & Planning on AWS	12/10/2013	9:00 AM	NA		664970	(855) 896-0362	33318170			



TRACKING DETAILS of every facet of event execution to ensure optimum execution and to keep teams on track.

RESULTS: Organized and detailed approach radically minimized errors and items slipping through the plan, providing a less stressed atmosphere when going live – it's a 'we got this' staff environment while building consumer confidence and trust during execution.



GO LIVE!

CAPTURING THE MOMENT, seeing hard work pay off – it's the fun side of events, witnessing exchanges and learning from activities.

RESULTS: Capturing execution is used for reporting, learning more about target demographics, and program changes, if needed.



San Francisco Chinese New Year 2009



PROMOTIONAL TEAMS



ACTIVE, HELPFUL ENGAGEMENTS inviting consumers in – engaging beyond simple branding, to the level of ‘what’s in it for me’ participation.

RESULTS: Hiring excited, happy, multi-lingual promotional staff and providing “help” tools that invite consumer participation, increases event participation, equating to greater trust, consideration and activation.



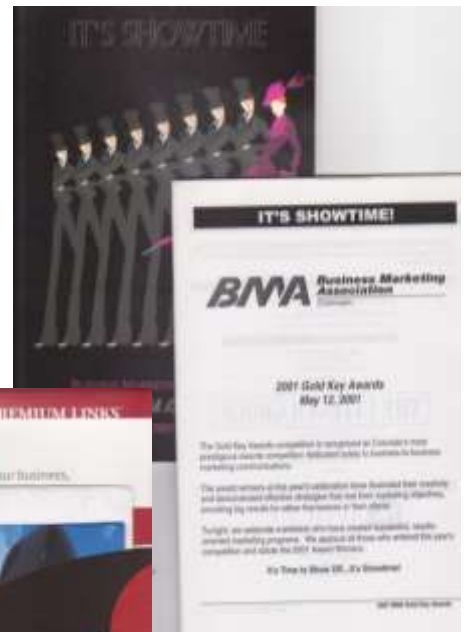
MERCHANDISING

T-Mobile 4G Field Elements

- Each location will have a Retail/Demo tent and a custom T-Mobile Magenta 4G soccer field.
- White event tents will house our retail staff and brand ambassadors demoing 4G devices and distributing premium items.
- Brand ambassadors will run through various drills and games on the 4G field.
 - Activities will rotate each hour.
 - Drills and games will be posted on one field schedule.



Premium Items
Muddy Sock & Arno Band



DESIGN FOR EVENT ENGAGEMENT, in addition to simple branding, to attract attention and invite active participation.

RESULTS: Evaluate cost-effective means to reach event targets with tools, games and other interactive media that increase consumer's time spent at events = more time to engage, ask questions and promote.



REPORTING RESULTS

San Francisco Chinese New Year 2009



Project Background

The annual Chinese New Year celebration in San Francisco draws in visitors to the Chinatown area to celebrate good luck. In the Asian culture, anything with the number renounces "good fortune". Chinese New Year in SAN FRANCISCO ONLY, runs: E Nokia 7510 "Fatal Red" handset sold AFTER activating new service with T-Mobile advertised during four event dates only and enticing directing people to the 88T-Mobile.com location. On January 24, 25 and February 7, 8, T-Mobile is at the Flower and Cheese Festival for NEW ACTIVATIONS. This promotion does not exist at other store locations.

Goals & Results

FINAL RESULTS

Break Even GOAL: 400 incremental activations
RESULT: 213 incremental sales
\$88 Credit GOAL: 60% redemption of \$88 credit (240 credits)
RESULT: 213 Credits Applied = \$18,744
Registration Entries GOAL: 5,000 entries with 25% opt-in for more T-Mobile information and follow-up
RESULT: 1,739 entries with 19% opt-in
Engagement GOALS: 15,000 total engagements (coupons, giveaways, etc)
RESULT: 11,808 engagements
Blitzlink Value Tool GOAL: 2% of Engagements, 200 total
RESULT: 18.908% ("value tool used for half of event dates due to user interface concerns")
Consumer Feedback: One letter from a customer thanking us for noticing the Asian community and is considering switching to T-Mobile from AT&T

Key Insights

- In-language materials and advertising critical due to high volume of non-acculturated Asians
- Customer care, in-language requirement for CA (large scope project, could not be executed here)
- Advance planning with both retail and RPS integration
- Tighter front-end controls, to prevent gassing of the offer
- Loyal Customer incentive tied into campaign
- Supported with direct mail

Next Steps

- Monitor with Extra Metrics ("Customer Care on-site activation rates")



- Bus Kiosks, Taxis and Interior Posters: Run dates March 1, 2009
- Proportional Flyers: Free phone and \$88 Credit EVENTS ONLY on January 24, 25 and February 7, 8
- RF-Arch: 30 million impressions to the offer

What We've Done - myTouch Launch



UP+GO Phase 1 Tactical Breakdown ALL

Updated: 3/23/10 by Anna Loewin

										DEADLINES/DATES			
Market	R	SAF	Store Open Date	Tactic	Type	Total Imps/ Circ (M)	Legal/Creative Review	Creative Deadline	Internal Comm. / Sheet	Run/Drop Date	In-Home Date / Pull Date for OOH	Total Cost	
South Miami	UP	9632	3/27/09	1 Direct Mail post cards - \$50 Offer	Direct Mail	3/5	3/19	3/22	3/29	4/2		\$2,000	
South Miami	UP	9632	3/27/09	1 Direct Mail post cards - \$49/\$5AAL with Blackberry	Direct Mail	3/19	3/29	4/5	4/12	4/16		\$2,000	
South Miami	UP	9632	3/27/09	1 Direct Mail post cards - \$50 Mother's Day Offer	Direct Mail	4/6	4/16	4/23	4/30	5/5		\$2,000	
South Miami	UP	9632	3/27/09	1 Direct Mail post cards - \$49/\$5AAL with Columbus	Direct Mail	4/25	5/5	5/12	5/19				
South Miami	UP	9632	3/27/09	1 Direct Mail post cards - TBD Father's Day Offer	Direct Mail	5/18	5/28	6/4	6/11				
South Miami	UP	9632	3/27/09	1 Door Hanger - \$50 Offer	Door Hanger	3/3	3/13	3/20	3/27				
South Miami	UP	9632	3/27/09	1 Door Hanger - \$49/\$5AAL with Blackberry	Door Hanger	3/25	4/4	4/11	4/18				
South Miami	UP	9632	3/27/09	1 Door Hanger - \$50 Mother's Day Offer	Door Hanger	4/9	4/19	4/26	5/3				
South Miami	UR	9632	2/22/09	4 Door-Hanger	Door-Hanger					6/24			
South Miami	UP	9632	3/27/09	1 Pizza Box Toppers - \$49/\$5AAL with Columbus	Pizza Tops	4/24	5/4	5/11	5/18				
South Miami	UP	9632	3/27/09	1 Pizza Box Toppers - TBD Father's Day Offer	Pizza Tops	5/21	5/31	6/7	6/14				
South Miami	UP	9632	3/27/09	1 University of Miami - "Hurricane" 1/4 B&W	Newspaper	RAN??	3/2	3/12	3/18	3/25			
South Miami	UP	9632	3/27/09	1 University of Miami - "Hurricane" 1/4 B&W	Newspaper		3/30	4/8	4/15	4/22			
South Miami	UR	9632	2/22/09	4 University of Miami - "Hurricane" 1/4 B&W	Newspaper					6/26			
Brooklyn East	UP	9650	3/30/09	16 Phone Kiosks	OOH	41,310,000	3/25	4/4	4/24	5/1			
Brooklyn East	UP	9650	3/30/09	2 GOLD'S Gym Super Displays	OOH		3/25	4/4	4/24	5/1			
Brooklyn East	UP	9650	3/30/09	1 Direct Mail post cards - \$50 Offer	Direct Mail	3/5	3/15	3/22	3/29				
Brooklyn East	UP	9650	3/30/09	1 Direct Mail post cards - \$49/\$5AAL with Blackberry	Direct Mail	3/19	3/29	4/5	4/12				
Brooklyn East	UP	9650	3/30/09	1 Direct Mail post cards - \$50 Mother's Day Offer	Direct Mail	4/6	4/16	4/23	4/30				
Brooklyn East	UP	9650	3/30/09	1 Direct Mail post cards - \$49/\$5AAL with Columbus	Direct Mail	4/25	5/5	5/12	5/19				
Brooklyn East	UP	9650	3/30/09	1 Direct Mail post cards - TBD Father's Day Offer	Direct Mail	5/18	5/28	6/4	6/11				
Brooklyn East	UP	9650	3/30/09	1 Door Hanger - \$50 Offer	Door Hanger	3/3	3/13	3/20	3/27				
Brooklyn East	UP	9650	3/30/09	1 Door Hanger - \$49/\$5AAL with Blackberry	Door Hanger	3/25	4/4	4/11	4/18				
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Brooklyn East	UP	9650	3/30/09	4 Door-Hanger	Door-Hanger					6/24			
Brooklyn East	UP	9650	3/30/09	1 Pizza Box Toppers - \$49/\$5AAL with Columbus	Pizza Tops	4/24	5/4	5/11	5/18				
Brooklyn East	UP	9650	3/30/09	1 Pizza Box Toppers - TBD Father's Day Offer	Pizza Tops	5/21	5/31	6/7	6/14				
Chicago Cen Sub	UP	9898	10/31/09	1 Westmont Progress - 1/4 page B&W	Newspaper	RAN??	3/7	3/17	3/19	3/26			
Chicago Cen Sub	UP	9898	10/31/09	1 Westmont Progress - 1/4 page B&W	Newspaper		4/4	4/14	4/16	4/23			
Chicago Cen Sub	UP	9898	10/31/09	1 Westmont Progress - 1/4 page B&W	Newspaper		4/18	4/28	4/30	5/7			
Chicago Cen Sub	UP	9898	4/24/09	1 Westmont Progress - 1/4 page B&W	Newspaper		6/9	6/16	6/24	6/30			

Mobile Makeover

Event Summary - San Francisco

Event Date & Time
 SF Pride
 June 27, 12:00pm - 6:00pm
 June 28, 12:00pm - 7:00pm
 San Francisco, CA

Location
 On Site Sales
 Consumer Quotes
 "Is this really real—I can save over \$1000?"
 "I can't believe I have been wasting my money!"
 "My girlfriends have T-Mobile and now I want T-Mobile too!"

Data	June 27	June 28
Published number of attendees	1,900,000 over both days	
Number of MMs executed	47	83
Number of times TMO won	31	71
Number of existing TMO customers	53	103+
Number of \$100 GCs distributed	31	60
Number of referrals to on-site sales	30+	40+
Number of on-site sales	3	6

