



Top 9 Benefits of Working with
Guinness World Record Holder
Rob McLeod and How to Effectively
Use Rob to Engage Your Employees
and Clients, and Reach Consumers



Rob McLeod is a motivational speaker and competitive athlete living in Calgary, Alberta, Canada.

He competes in ultimate frisbee, disc golf, dog disc and overall flying disc competitions.

Rob currently holds 12 World Records (which includes 6 Guinness World Records), the Canadian Distance Record, 10 World Championships and 2 Quadruped National titles.

1 Tell a Great Story

Benefits: There's a tremendous editorial interest in Guinness World Records since it represents the best of the best. The effective use of a Guinness World Records holder can generate considerable editorial attention for your product while lending a credible voice to your brand.

Here's how: Work with Rob as a PR spokesperson to reach consumers through his story.

2 Build Your Brand

Benefits: Athletes are a powerful addition to a company's marketing strategy. Their support of a product lends credibility and can heighten brand awareness in both paid and earned media. An athlete spokesperson can also help revitalize brand image.

Here's how: Logo placement on his competition gear, websites, social media channels and his videos; consumer engagements; public events, contests and promotions.

3 Enhance Your Client and Community Relationships

Benefits: Athletes are incredible spokespersons whose stories resonates with corporate and youth audiences alike. They can have a positive impact on your client relationships, motivate your employees, and improve your community profile.

Here's how: Speaking engagements and meet-and-greets with employees; gift presentations to clients; client hosting at athlete's events.

4 Create Competitive Advantages

Benefits: great companies are constantly searching for campaign ideas that will separate them from their competition. An athlete spokesperson can prove to be a unique and effective addition that's not easily replicated by your competition.

Here's how: create brand alignment through marketing campaigns with Rob.

5 Build Your Culture

Benefits: Athletes are great teammates. With so much attention paid to the importance of core values within a corporation - teamwork, excellence, integrity and perseverance - athletes are incredible everyday examples of all these values and can reflect and build your company's culture.

Here's how: Corporate team building events - "Learn to play frisbee"; meet-and-greets with employees.

6 Athletes Deliver Credibility

Benefits: Athletes can appeal to many different audiences, so finding an authentic fit is important. Several sport marketing studies show that effective athlete endorsers can deliver your brand's message in a sincere and credible way.

Here's how: Generate editorial coverage through Rob's story; testimonial by Rob about your company.

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It's not JUST About the Guinness World Records

Benefits: We've been introduced to an entirely new genre of sports with disc sports. Ultimate frisbee has 2 pro leagues in North America and disc golf is exploding all across the world, including Calgary. Building an association with an athlete at the forefront of disc sport growth provides your brand with an opportunity to benefit as the sport gains editorial presence.

Here's how: Align with Rob, build the relationship and become an active part of Rob's story and contribute directly to his success.

8

The Cost is Less Than You Think

Benefits: Getting started is easy. Athlete endorsement agreements range in price depending on your marketing objectives. Customized programs are available.

Here's how: Ask Rob! He's happy to get you started.

9

And the Return is Greater

Benefits: When your company invests in a athlete relationship, there are both personal and professional benefits. Your employees will develop a sincere connection with the athlete and share directly in their athletic successes and challenges.

Here's how: Create a personal connection for your employees; Athlete postcards share Rob's successes and challenges.