

SECURING MORE REVEUE!

***FINDING NEW MONIES THROUGH
CORPORATE SPONSORSHIP***



Thursday Setpmber 17, 2015 – 11:30 am to 12:30 pm



Mobile Devices

Staying connected in
the session

Twitter:
@partnershipgrp

#sponsorshipreality

#OEMC2015



PRESENTER

BRENT BAROOTES

President and CEO

Toll Free: 1-888-588-9550

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brent@partnershipgroup.ca



SESSION OVERVIEW

1. Municipalities and Corporate Sponsorship Today
2. Industry studies and reports
3. Canadian Municipal Corporate Sponsorship Case Studies
4. Outcomes & Wrap Up

WESTERN SPONSORSHIP CONGRESS™ 2015

Calgary, Alberta October 19-21



GOLDEN RULES OF SPONSORSHIP

www.SponsorshipCongress.ca



MUNICIPAL WORKSHOP

Need to generate more municipal revenue without raising user fees or taxes? If so, this workshop is a **MUST ATTEND!**

Join us in Calgary!
Monday, October 19, 2015

For information or to register:
www.SponsorshipCongress.ca

Presented By:

 **PARTNERSHIP GROUP**
Sponsorship Specialists

BACKGROUND & INDUSTRY TRENDING

- ✓ Municipalities and corporate sponsorship is one of the fastest growing sectors in the sponsorship industry
- ✓ Corporate sponsorship is being done for some from an ad hoc basis, some from a strategic plan and others not doing it at all



BACKGROUND & INDUSTRY TRENDING

- ✓ Sponsorship is a revenue opportunity for recreational facilities, parks, facilities as well as arts and cultural organizations, programming, fairs, festivals and events, post secondary and secondary educational institutions, amateur and professional sport organizations and charities to enhance current or generate additional revenue streams through corporate sponsorship

BACKGROUND & INDUSTRY TRENDING

- ✓ Determining real market value and 3rd party verification is becoming critical
- ✓ Many are turning to corporate sponsorship – IAVs, policy, strategy and implementation



City of
Peterborough

BACKGROUND & INDUSTRY TRENDING



- ✓ Have worked with or in discussions with over 35 municipalities and associated properties in the past four years
- ✓ Clients large and small, City of Toronto to Town of Taber

BACKGROUND & INDUSTRY TRENDING

- ✓ We need to understand that for municipalities and others it is no longer just naming rights, but holistic sponsorship programs including and / or excluding naming rights



BACKGROUND & INDUSTRY TRENDING



- ✓ It is critical to understand what you have to sell, what it is worth and to be able to show value to your partners
- ✓ You then take such tools and build internal capacity to be successful in sponsorship revenue generation

BACKGROUND & INDUSTRY TRENDING

- ✓ For some municipalities the sales solution is from a recognized sponsorship sales agency
- ✓ This ensures revenue quicker and through a proven success record especially for larger programs and naming rights and then managing the smaller local partnerships internally

Canadian Sponsorship Landscape Study 2014

- ✓ Since 2006 the industry has **grown 40% - \$1.78B**
- ✓ 16% of spends are on local sponsorships
- ✓ 29% of brands marketing budgets in 2014 were spent in sponsorship and experiential marketing – up over 75% over the last 7 years
- ✓ Average sponsorship \$45,000



- ✓ Change is moving to storytelling about your partners brands and finding ways outside of banners and logos that you can provide value

**After a presentation, 63%
of attendees remember
stories. Only 5%
remember statistics.**

Source: Authors Chip & Dan Heath

15



Jackie Fast – Slingshot Sponsorship

MAKE MORE MONEY

Sell more toothpaste
Reduce costs





DRIVING WINNING PERFORMANCE

THE RESULTS:

GSK's toothpaste makers *halved* their changeover time saving millions of dollars

After two years the 'McLaren line' remains the top performer

2014 Consumer Sponsorship Rankings



Canada's Foremost Consumer
Research on Sponsorship Marketing

MOST ACTIVE SPONSORS IN CANADA



rePUcom

PARTNERSHIPGROUP
Sponsorship Specialists
www.partnershipgroup.ca

TOP PERCEIVED SPONSOR BY INDUSTRY



CREDIT CARDS



BREWERIES



RESTAURANT



TRAVEL



SOFT DRINKS



AUTO MANU.



SPORTS EQUIP



TELECOMM



BANKS



RETAILER



LOTTERY



ELECTRONICS



MEDIA



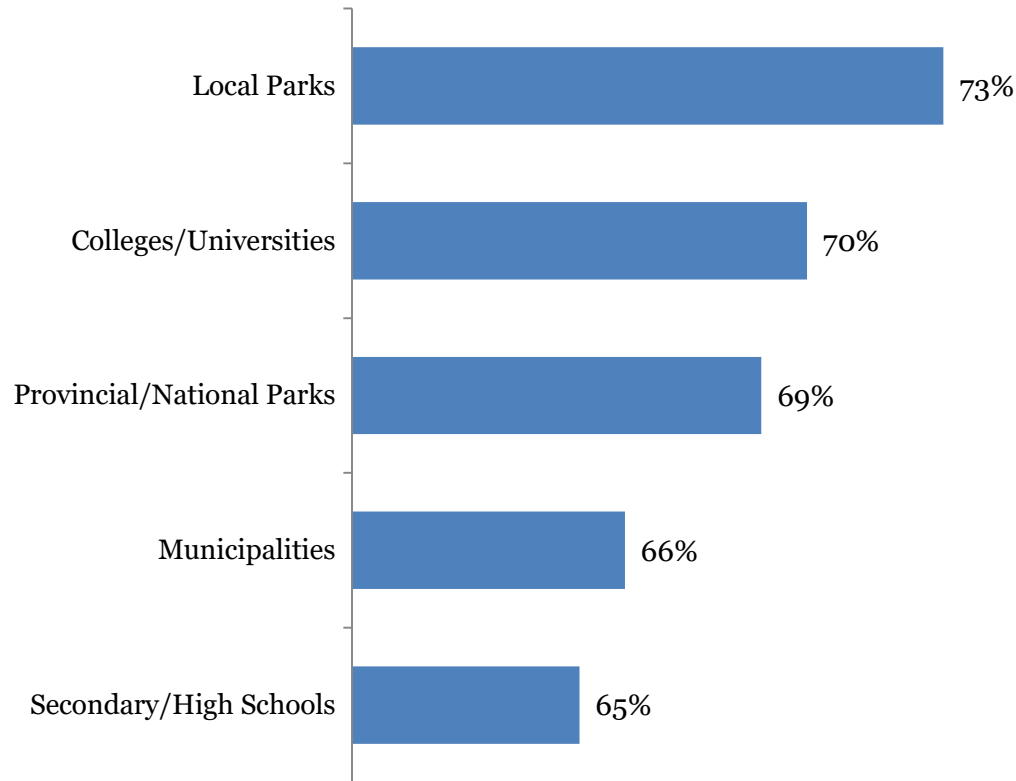
ENERGY



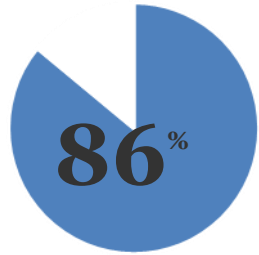
TECHNOLOGY

WHO SHOULD SEEK SPONSORSHIP?

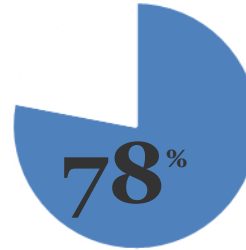
% of people who believe the following entities should seek corporate sponsorship as a source of revenue



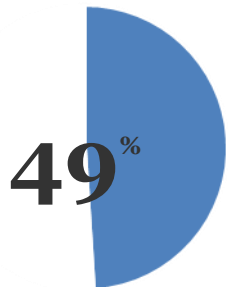
OPINIONS ON MUNICIPALITIES AND CORPORATE SPONSORSHIP



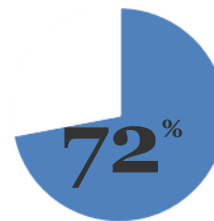
Companies should be able to **sponsor public spaces** such as hockey rinks, ball parks and recreational facilities



No preferential treatment for corporate sponsors of muni's – sponsorship and awarding of contracts should be separate



Companies should be able to **retitle existing buildings** named after prominent citizens or community benefactors

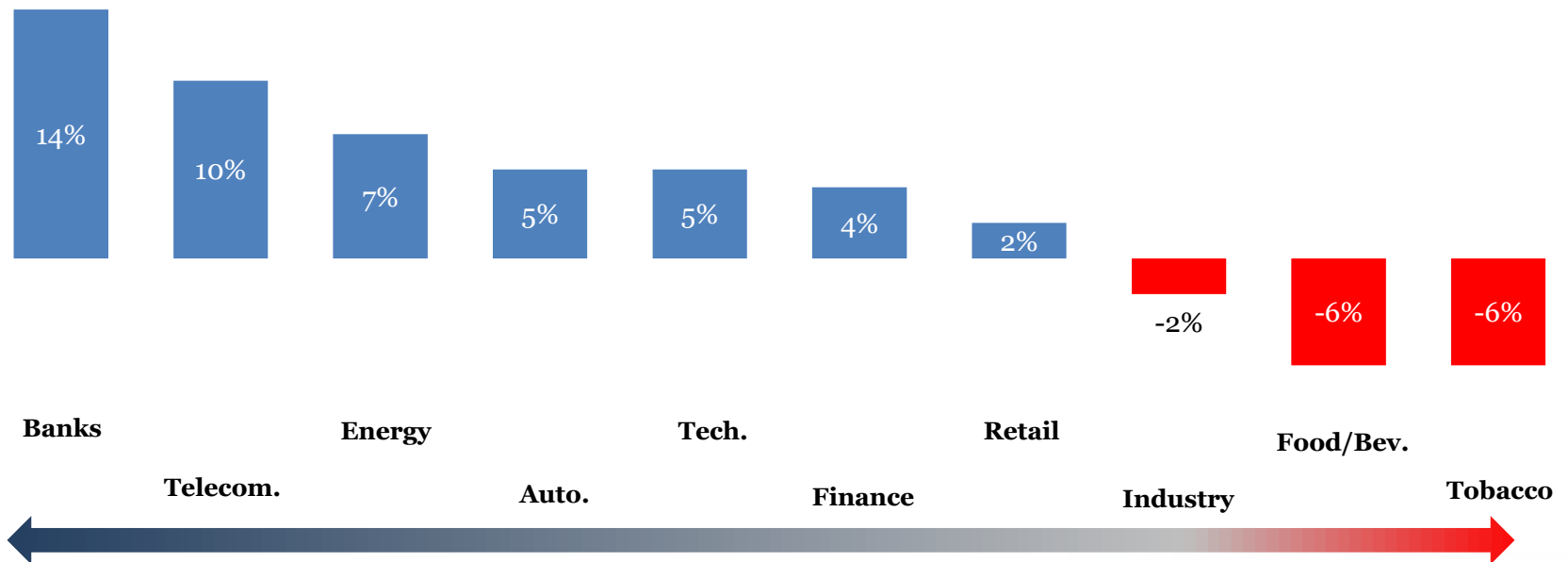


If a corporate sponsor of a muni is awarded a contract, I feel like they **might not have won in a fair way.**

BEST AND LEAST SUITED INDUSTRIES FOR CORPORATE SPONSORSHIP OF MUNT'S

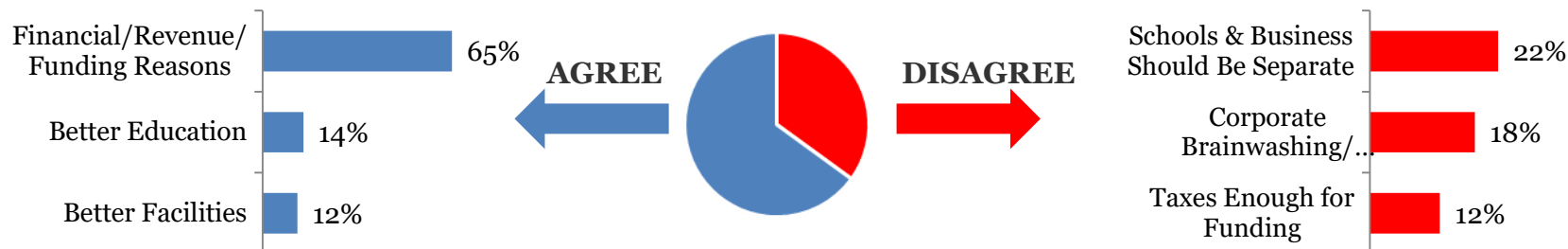
**BEST
SUITED**

**LEAST
SUITED**

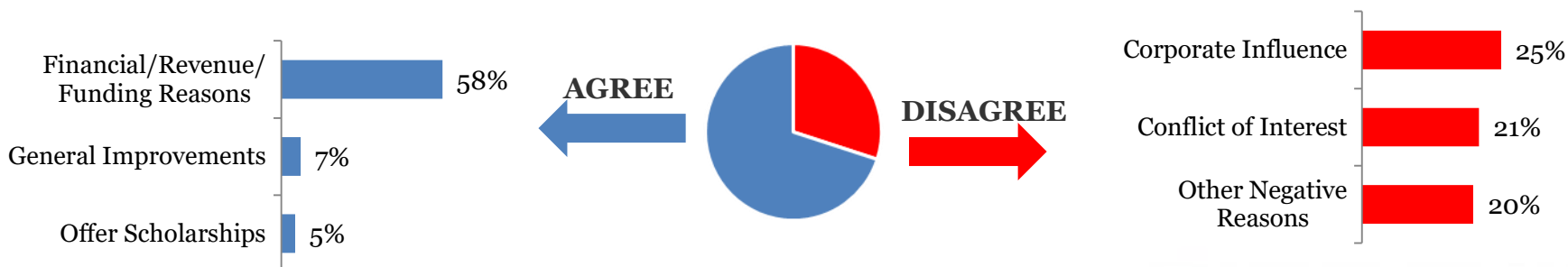


SPONSORSHIP IN SCHOOLS?

SECONDARY/HIGH SCHOOLS



COLLEGES/UNIVERSITIES



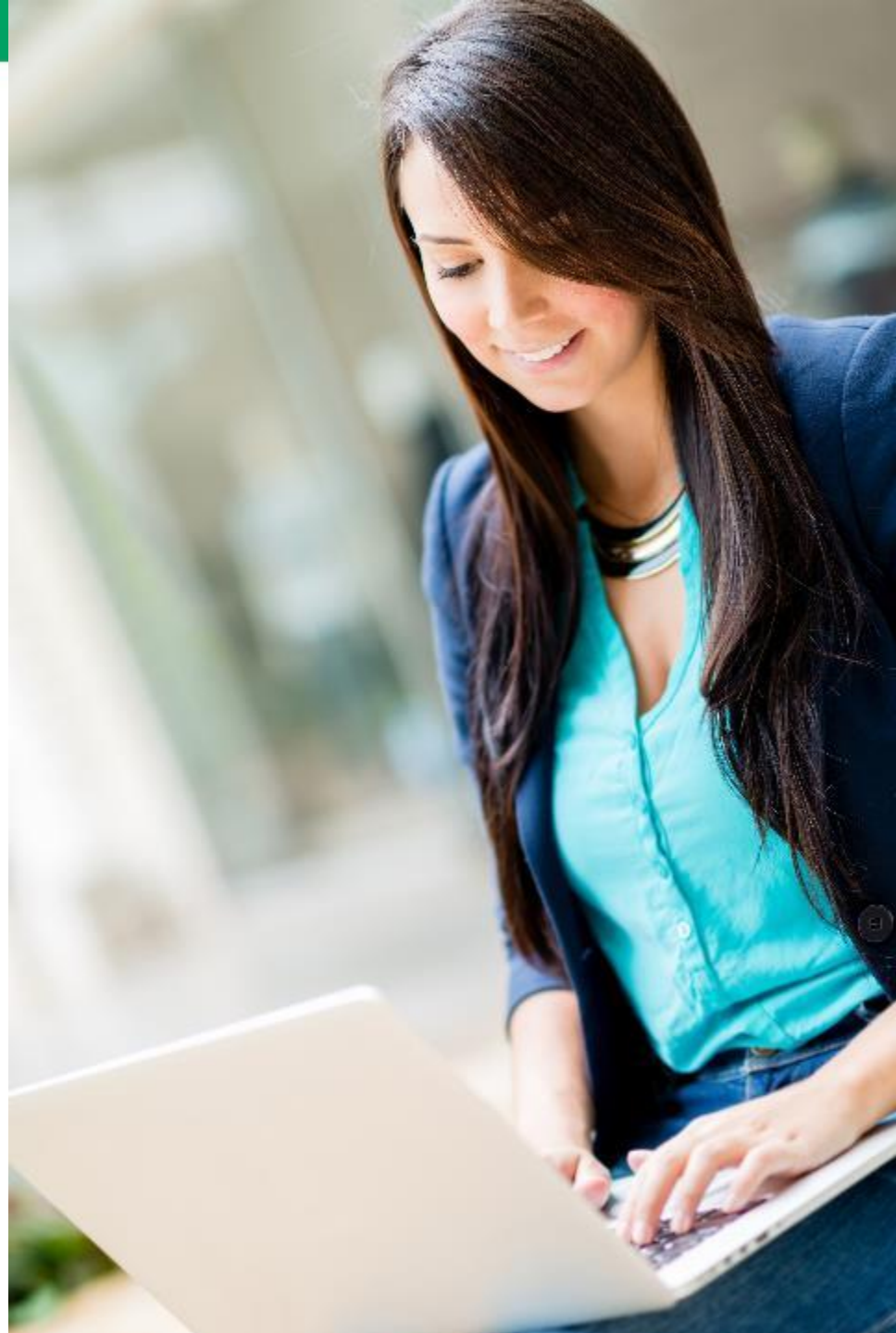
WHAT ARE WE SEEING AS TRENDING?

Social media continues to grow in importance

- 1 in 4 people worldwide use social networks
- 25% growth in social media users in North America in the last year
- Over 1/3 of Canadians search on mobile for a company, brand or product

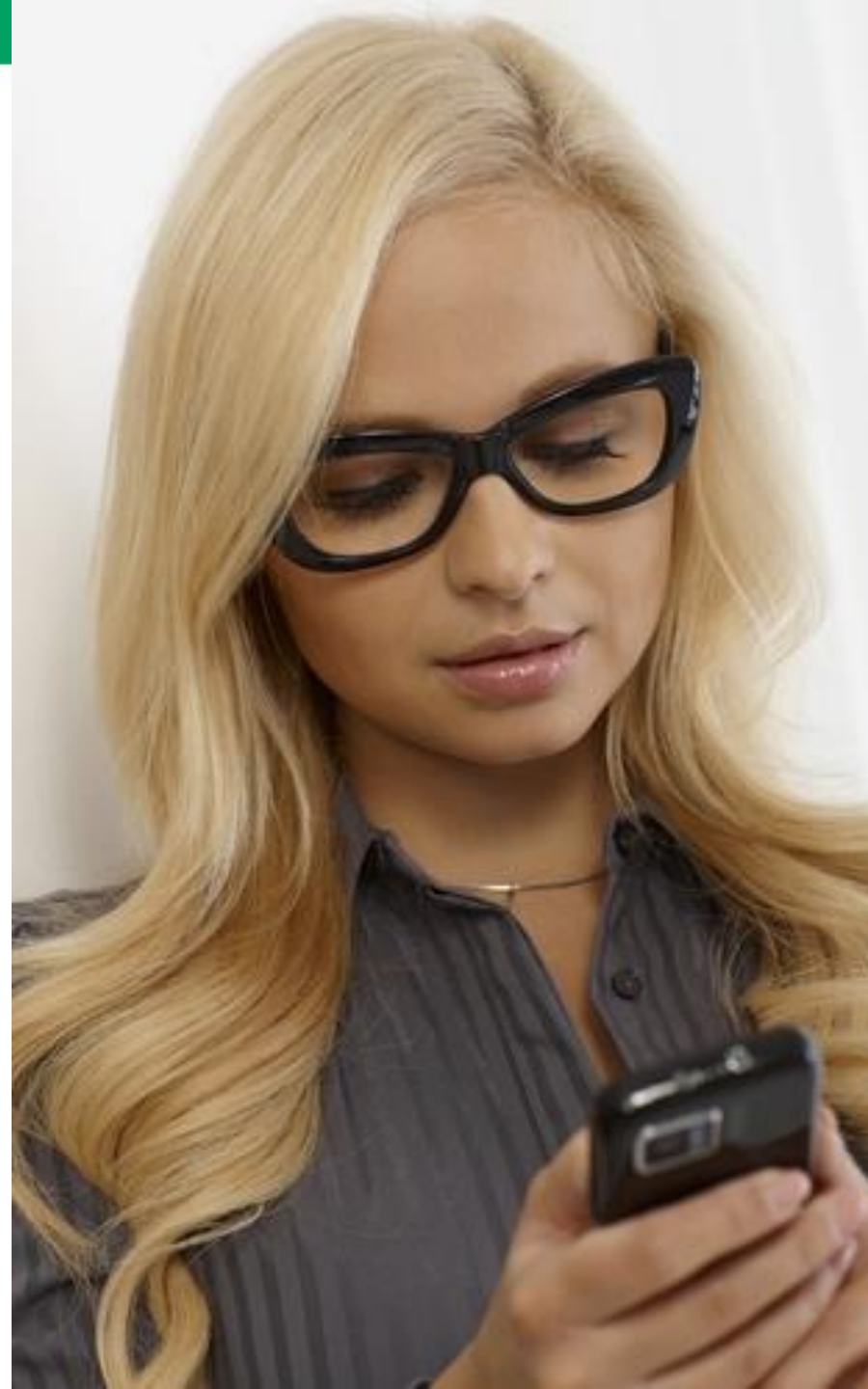
WHAT ARE WE SEEING AS TRENDING?

- Canada leads the world in online engagement according to Comscore

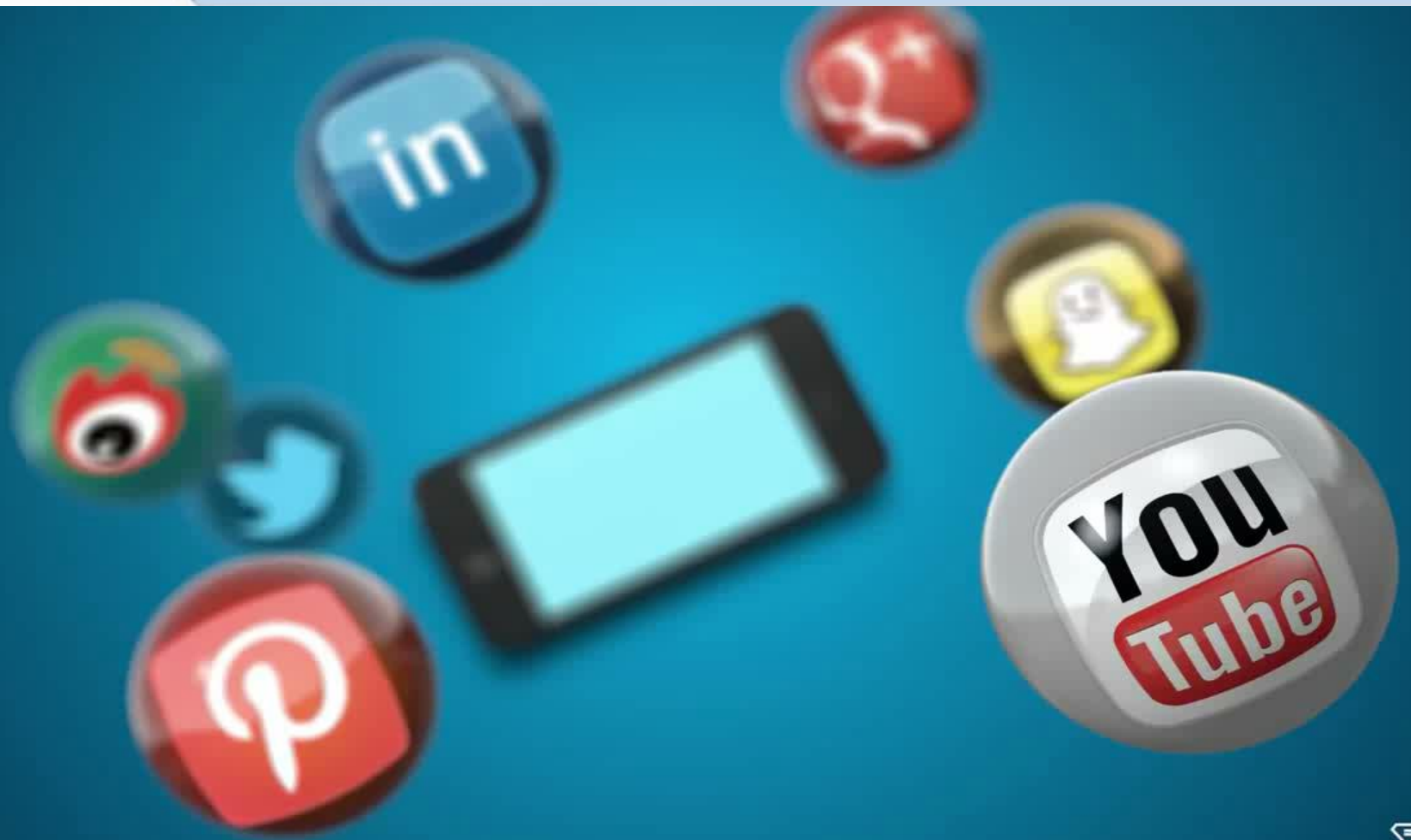


WHAT ARE WE SEEING AS TRENDING?

- Build your sponsorship program to integrate into mobile devices and know the data that affect your investment



Social Networks



City of Summerside Overview

Incorporated: 1995 Population: 14,500

Provides Essential Services - Roads, Water, Sewer, Fire, Police

Also Owns & Operates:

- An Electric Utility - “Summerside Electric”
- 4000 Seat Multi-Purpose Sports & Entertainment Center.
- 5 Arts, Heritage & Cultural Properties

Has no Sponsorship Partnership Program in Place.



Financial Environment

Total Operating Budget: \$47 Million

Council Priorities: Debt Reduction & Living within Our Means.

Between 2010 – 2014

Expenditures Increased 10% / Revenues Did Not

Provincial Funding Formula for Municipalities Changed
Resulting in a Projected Loss of \$7 M from 2008 to 2018



Financial Environment

Limited Revenue Streams - Property Taxes & User Fees
Unpopular to Raise Either

High Service Level Expectations from the Community

Challenging to Maintain Program & Service Levels
Extremely Challenging to Offer New Programs & Services

Need New Revenue Sources



Procurement Policy & Guidelines

Purchases \$18M in Goods & Services from 250 Vendors

Attempts to Obtain Quality Goods & Services
at the Best Price for Maximum Value

Current Sponsorship Opportunities Comply
with Spirit & Intent of Procurement Policy & Practices
(i.e. - Sole Sourcing)



Challenges

Current Adhoc Approach Requires Change in Culture

Procurement

Community Organizations Perceptions

Understanding Sponsorship Value of Assets

Up Front Investment



City of Summerside's Next Steps

Need to Maximize \$50,000-\$80,000 in 2016 Budget for
Exploration of Sponsorship Opportunities

Provide Council with Information to
Decide on a Formal Long Term Sponsorship Program.



CITY OF EDMONTON

What were the big issues in Edmonton?

- Considering an opportunity prior to any Sponsorship Policy
- Polarizing values and beliefs



CITY OF EDMONTON

What were the big issues in Edmonton?

- Conditions for success
 - renaming vs. naming new facilities and/or elements of
 - ensuring City's profile as owner/operator not compromised
 - sponsors must be compatible with city values/mandate

CITY OF EDMONTON

What were the big issues in Edmonton?

- Staff resistance
- Equal opportunity procurement policy
- Inventory development and fulfillment
- Pros and Cons of "The City Calling"
- Revenue expectations – base vs. supplemental

CITY OF EDMONTON

What action was taken?

- Growing the team responsible for sponsorship sales and fulfillment
- Professional Development/Coaching Investment
- Exploring a centralized partnership office

ONTARIO STORIES



City of
Peterborough

The logo for Livegreen Toronto, featuring the word "Livegreen" in blue and green, with a green leaf icon above the "i", and "Toronto" in blue below it.

FEARMANS
PORK INC.
Presents The 18th Annual



The logo for Partnership Group, featuring the word "PARTNERSHIPGROUP" in blue and green, with a blue and green icon to the left. Below it is the text "Sponsorship Specialists" and the website "www.partnershipgroup.ca".

Outcomes and Wrap Up



SHOULD YOU BE *IN THE GAME* OR NOT?



- ✓ Do you need additional revenues beyond user fees and taxes?
- ✓ Are users / citizens concerned about increasing tax rates and increasing user fees at facilities?
- ✓ Do you own rinks, parks, leisure centers, performing arts centers, programming, etc.?

SHOULD YOU BE *IN THE GAME* OR NOT?

- ✓ Do you presently have sponsorship policy in place?
- ✓ Are your constituents OK with corporate branding?
- ✓ Has there been due diligence in undertaking sponsorship
- ✓ Are you committed to doing sponsorship or is it ad hoc?



SHOULD YOU BE *IN THE GAME* OR NOT?

- ✓ Are you understanding of the non profits and charities with whom you will compete?
- ✓ Are you willing to integrate your procurement process with sponsorship
- ✓ Are you open to true partnerships?



GETTING STARTED



1. Building an internal and external case for support
2. Asset Identification and Valuation
3. Developing Sponsorship Policy and Strategic Plan
4. Building Internal Capacity or Outsourcing Sales
5. Procurement Consideration

QUESTIONS



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Brent Barootes
WITH JANET GADESKI

REALITY CHECK

*Straight Talk about
Sponsorship
Marketing*

- www.partnershipgroup.ca
- <http://hilborn-civilsectorpress.com/products/reality-check>

Thank You

Please visit [our website](http://www.partnershipgroup.ca)
for more information



MAXIMIZE REVENUE THROUGH SPONSORSHIP

Partnership Group – Sponsorship Specialists™ offer:

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- Property Services
- Inventory Asset Valuation
- Training and Mentoring
- Full and Half Day Workshops

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