



The *Partnership Group – Sponsorship Specialists*® is a fully integrated sponsorship marketing advisory firm assisting organizations such as municipalities, venues, events, arts organizations, charities, non-profits, professional and amateur sport organization etc. in generating more revenue to the bottom line of their organization.

As Canada's leading agency working with municipalities, the *Partnership Group – Sponsorship Specialists*® has worked with some of Canada's largest municipalities as well as smallest. From villages of 400 to towns and small cities of less than 15,000 people to mid-sized Canadian cities ranging from 50,000 to 250,000 people as well as major metropolises of over 1M citizens to assist them in identifying sponsorship assets and naming right opportunities as well as determining the real market value of those assets. Through these processes the *Partnership Group – Sponsorship Specialists*® can pinpoint the expected annual revenue that a municipality should be generating without raising taxes or user fees. In addition, the *Partnership Group – Sponsorship Specialists*® can develop monetization strategies for tracking against expectations on a quarterly timeline as well as five-year forecast projections.

Having developed sponsorship and naming rights policy for dozens of municipalities in the last few years, we are up to date and "in the know" for helping municipalities with creating or updating of effective policy in this area.

As a Canadian owned and operate company for over two decades the coast-to-coast team has over 100 years of experience in the world of buying, selling and managing sponsorship marketing programs.

Our corporate philosophy is to assist our clients in developing the internal human and technical capacity for long-term sponsorship success delivering excellent return on investment for our clients and their partners.

For more information on the *Partnership Group – Sponsorship Specialists* visit us at www.partnershipgroup.ca