

# ***GETTING IN THE GAME MUNICIPALITIES AND CORPORATE SPONSORSHIP***



**Tuesday June 2, 2015 – 1:30 pm to 2:15pm**



# Mobile Devices

Staying connected in  
the session

Twitter:  
**@partnershipgrp**

***#sponsorshipreality***

***#CAMA2015***



PRESENTER

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Sponsorship Specialists

[www.partnershipgroup.ca](http://www.partnershipgroup.ca)

**PRESENTER**

## **GARY DEWAR –**

City of Edmonton

Sales and Sponsorship Supervisor  
- Community Facility Services

Lead on Sponsorship and  
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# SESSION OVERVIEW

1. Background & sponsorship industry trending
2. City of Edmonton – Engaging Sponsorship
3. Canadian Municipal Corporate Sponsorship Case Studies
4. Outcomes & Wrap Up

# WESTERN SPONSORSHIP CONGRESS™ 2015

Calgary, Alberta October 19-21



## GOLDEN RULES OF SPONSORSHIP

Early bird rate before July 31<sup>st</sup>

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# 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!**  
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**Presented By:**

 **PARTNERSHIP GROUP**  
Sponsorship Specialists

# BACKGROUND & INDUSTRY TRENDING

- ✓ National sponsorship consulting company for over a decade serving Canadian sponsorship selling properties and brands who buy sponsorships
- ✓ Team of consultants and advisors from BC to Newfoundland with over 140 years of combined sponsorship industry expertise



# BACKGROUND & INDUSTRY TRENDING

- ✓ We assist recreational providers, facilities, municipalities, parks, facilities as well as arts and cultural organizations, 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

- ✓ The municipal sector is clearly looking for additional revenue channels beyond taxation and user fees
- ✓ Many are turning to corporate sponsorship – IAVs, policy, strategy and implementation



# 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

- ✓ Work with municipalities not just on naming rights, but holistic sponsorship programs including and / or excluding naming rights
- ✓ Work with municipalities to build internal capacity versus selling for them



# BACKGROUND & INDUSTRY TRENDING



- ✓ We believe 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 need to take such tools and build internal capacity to be successful in sponsorship revenue generation





## 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 last year were spent in sponsorship and experiential marketing – up over 75% over the last 7 years



- ✓ Greatest continuous growth has been with fairs, festivals and annual events
- ✓ Sport and recreation rank behind arts and fairs and festivals for asks and revenue in Canada





- ✓ Municipalities have seen tremendous growth over the past 5 years with both small and large centers getting into “the game”
- ✓ Those who are doing it right recognize they own audiences that brands want to reach



# 2014 Consumer Sponsorship Rankings



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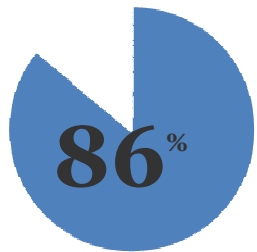
REPU**COM**

Canada's Foremost Consumer  
Research on Sponsorship Marketing

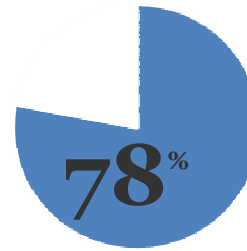




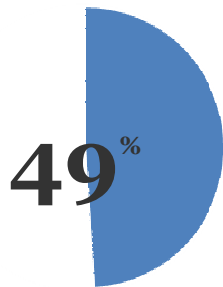
## OPINIONS ON MUNICIPALITIES AND CORPORATE SPONSORSHIP



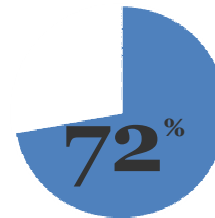
Companies should be able to **sponsor public spaces** such as hockey rinks, ball parks and recreational facilities



**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.**









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# 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



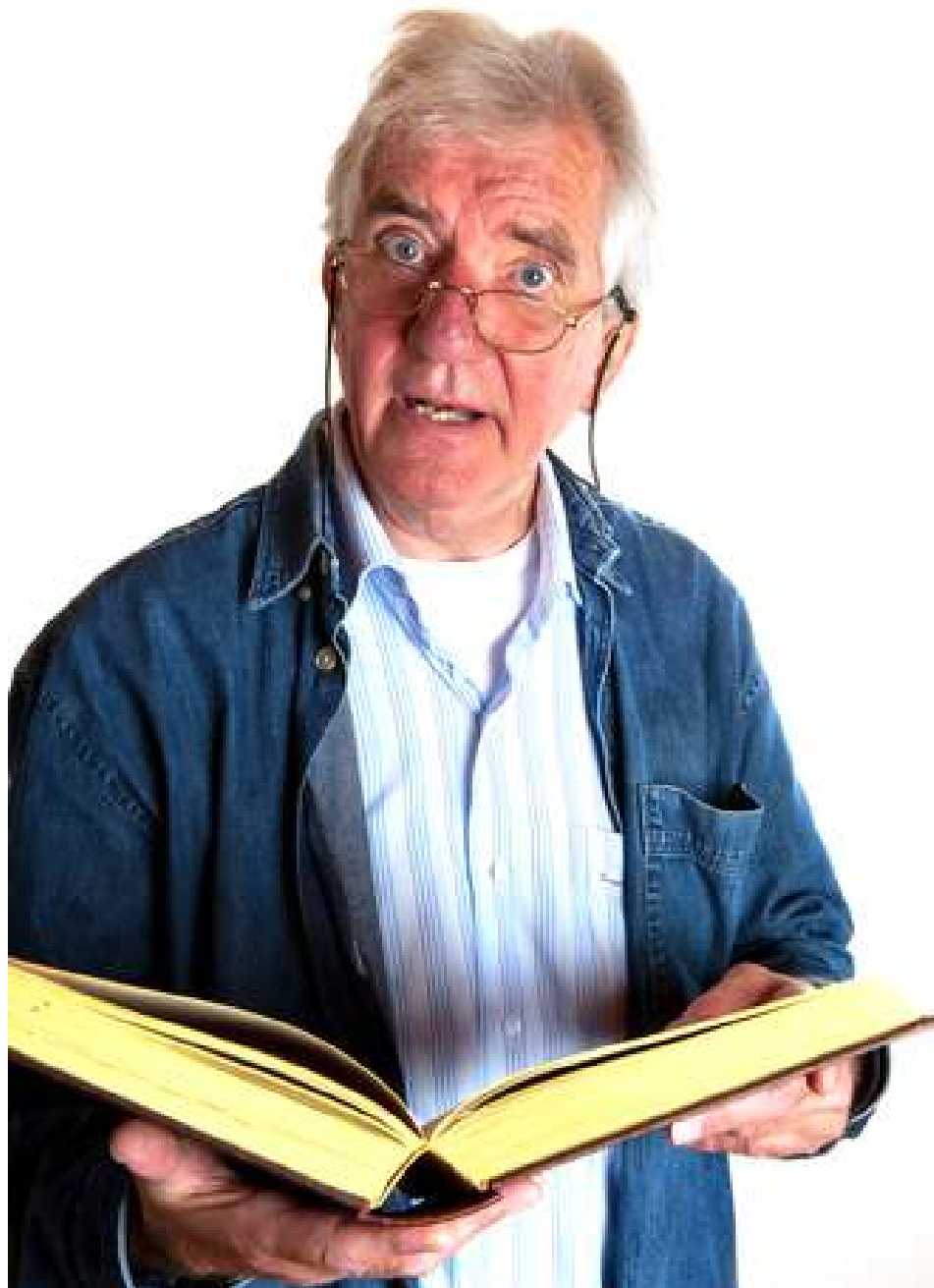
# CITY OF EDMONTON

## **What action was taken?**

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







# **Municipal Sponsorship Success Stories**

# Municipal Sponsorship Success Stories

- ✓ Solicited success stories from across Canada
- ✓ Selected based on:
  - the uniqueness of approach,
  - size of the municipality,
  - varying complexity,
  - long term partnership vs quick win



## Office of Partnerships

- ✓ Matchmaker role connecting philanthropists and sponsors with community projects and areas of need.
- ✓ TOP works closely with partnership staff from other City divisions, agencies, boards and commissions and supports existing City partnership activities.



## Office of Partnerships

- ✓ 2013: 280 partnerships (sponsorships, joint ventures, donations and grants worth more than \$5,000) generated \$24.9 million to enhance existing programs and services





## Bike Share Program

- ✓ <http://globalnews.ca/video/1716634/tory-says-no-down-side-to-corporate-sponsorship-of-city-bike-sharing-program>







Toronto Animal Services presents

the  
**chip**  
**truck**



- ✓ Petsecure is the proud sponsor of Toronto Animal Services' Chip Truck, a mobile license and microchip clinic for your pets.
- ✓ Petsecure is Canada's oldest and largest pet insurance provider.



**Rock<sup>the</sup>  
waves**



## **Jayman Aquatic Centre**

- ✓ Rock the Waves fundraising campaign launched in 2014 to support a new Aquatic and Curling Centre in the Town of Cochrane
- ✓ Secured Jayman Homes as a naming rights partner for the Aquatic Centre.
- ✓ The “Rock the Waves” fundraising capital campaign is a \$10.6 million undertaking for a total \$45 million project. Jayman is contributing \$1.1 million over 10 years.



- ✓ The Community Champions Program is an exciting new partnership initiative that invites businesses, community organizations, foundations and individuals to sponsor facilities, programs, services and community initiatives
- ✓ It salutes the sponsors as Community Champions and uses multiple channels to recognize them – testimonials, profiles, recognition events, etc.





- ✓ Apps4Halifax launched as part of the Open Data Project, to encourage the meaningful and productive use of the released datasets to improve citizen engagement and enhance transparency.





apps4halifax

BROUGHT TO YOU BY: **IBM.**



- ✓ Beyond funding for the contest and Awards ceremony, IBM offered access to technology, Subject Matter Experts, and software for contest participants.



**This March Break...  
come skate  
with us!**

**Free March Break Skating  
Presented by the All-New 2014 Corolla**



**March 8-14**

**[www.kitchener.ca/skatingschedule](http://www.kitchener.ca/skatingschedule)  
for free skate times and dates**





# Public Skate/Swim Sponsorship Tender

- ✓ Up until earlier this year the Town of Okotoks had a corporate sponsor for it's weekly free public skate and swim.
- ✓ The sponsor, Cargill Meat Solutions, advised that they were unable to continue with the sponsorship.
- ✓ Resulted in a Call for Sponsorship/RFP being initiated in March



# Community Clean-Up Programs

THE **Great**  
NOVA SCOTIA  
**PICK-ME-UP**



Meewasin & Affinity Credit Union

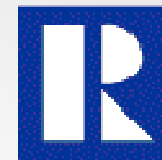


Affinity Meewasin



# FRONT YARDS IN Bloom<sup>TM</sup>

- ✓ Recognize the efforts of all of our friends and neighbors' efforts to create more beautiful communities

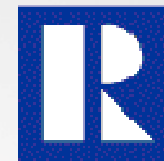


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# FRONT YARDS Bloom<sup>TM</sup>

- ✓ Encourage all Edmontonians to help keep their neighbourhoods attractive places to live, work, and play
- ✓ Raise awareness of Edmonton's participation in [Communities in Bloom](#)



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# CITY OF EDMONTON

## Success Stories

- Elements of new rec centres green-lighted resulting in naming sponsorships with





# 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?



## TRENDING & RESEARCH

- ✓ A recent polling by **The Centre of Excellence for Public Sector Marketing** and **The Sponsorship Report** showed that over 65% of municipalities build internal capacity for selling sponsorships versus outsourcing the sales
- ✓ The study showed a lack of clear understanding about sponsorship marketing and professional revenue generation through sponsorship by municipalities

## TRENDING & RESEARCH

- ✓ The study also reconfirmed that on average sponsorship **agreements take 18 to 24 months** from time of prospect clearance to closing





# 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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# Thank You

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



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- Inventory Asset Valuation
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