

CORPORATE SPONSORSHIP AND MUNICIPALITIES!



Council Presentation
Monday June 13, 2016



PARTNERSHIPGROUP
Sponsorship Specialists
www.partnershipgroup.ca

The logo for Partnership Group consists of a square icon on the left, divided into four quadrants with the letters "PG" in the center. To the right of the icon, the words "PARTNERSHIPGROUP" are written in a large, bold, blue sans-serif font. Below this, the words "Sponsorship Specialists" are written in a smaller, blue sans-serif font. At the bottom, the website address "www.partnershipgroup.ca" is written in a blue sans-serif font.

SESSION OVERVIEW

1. Defining corporate sponsorship versus advertising and philanthropy?
2. Industry trending – sponsorship overall as well as specific to municipalities and best practices
3. The “Six Steps to Sponsorship Success”
4. Questions and Discussion

WHAT IS SPONSORSHIP?

“Sponsorship reaches people in an environment that matches their lifestyle rather than intrudes upon it. Sponsorships speaks to the public, not at them.”

IEG Sponsorship Consultants

- ✓ Philanthropy
- ✓ Advertising
- ✓ Corporate Sponsorship



CANADIAN INDUSTRY SIZE

Industry Size

-6.7% from 2013
+49.6% from 2006

2014 **\$1.66B**

2013 **\$1.77B**

2012 **\$1.57B**

2011 **\$1.59B**

2010 **\$1.55B**

2009 **\$1.43B**

2008 **\$1.39B**

2007 **\$1.22B**

2006 **\$1.11B**



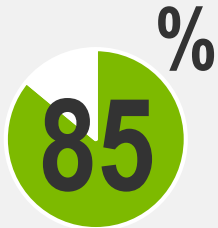
MARKETING COMMUNICATIONS BUDGET

Approximately 1 in every 4 marketing communications dollars are spent on sponsorship.

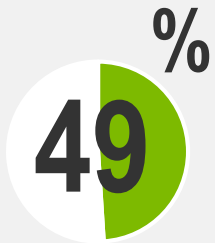


CONSUMER SPONSORSHIP RANKING 2015

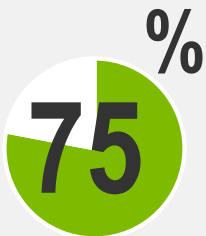
OPINIONS ON MUNI'S SPONSORSHIP



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



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



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

What are Canadian Municipalities Doing?

*Canadian Municipal Benchmarking Survey
on Sponsorship and Naming Rights*



POINTE-CLAIRE



City of
Peterborough



LLOYDMINSTER
Canada's Border City



City of Prince Albert

What are Canadian Municipalities Doing?

- 66% of municipalities are involved in some form of corporate engagement
- Almost 50% more municipalities in the naming rights game since 2013
- 47% have actively marketed their opportunities for over 5 years
- Most common assets are naming rights; then events then programs

Source: Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights

Centre of Excellence For Public Sector Marketing

What are Canadian Municipalities Doing?

- 94% of these identified municipalities in the game are actively seeking naming rights of which almost 2/3 have agreements in place
- Most common length or term for naming rights is 5-10 years – “perpetuity agreements” are now scarce
- Arenas, recreation complexes, pools and sports fields are the most common naming

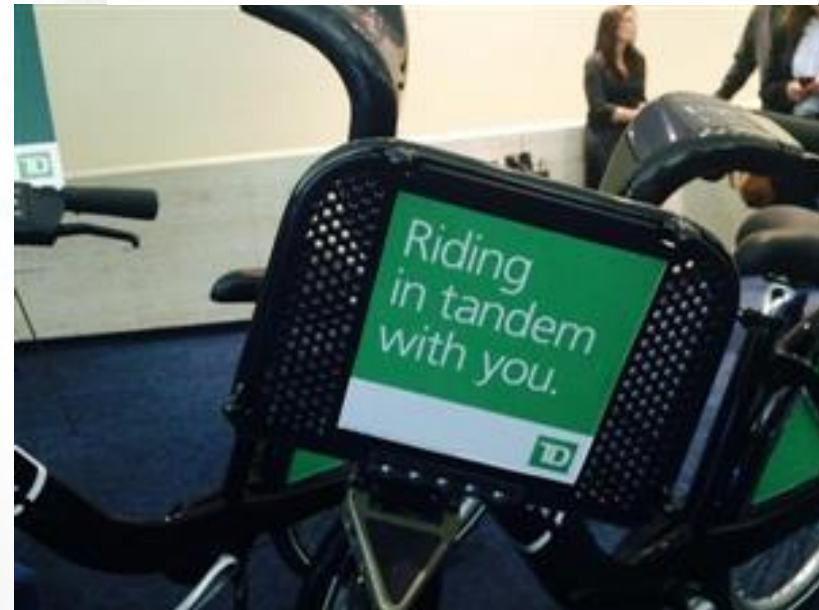
What are Canadian Municipalities Doing?

- 55% of the municipalities have sponsorship centrally managed for the municipality and 45% allocate by department
- 62% have naming rights policy only in place
- 82% have sponsorship policy in place
- 43% have just advertising policy in place
- Many communities between 30,000 and 110,000 people have over a million in revenue potential annually

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



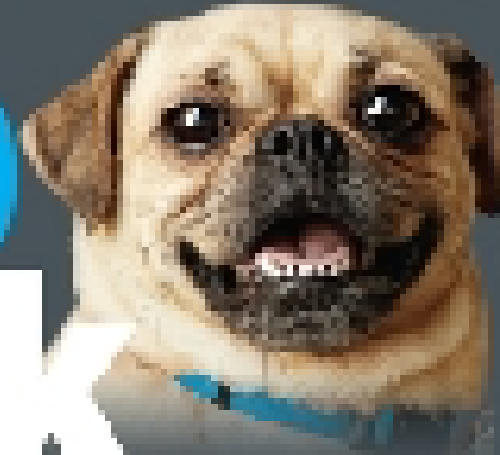
Bike Share Program





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- ✓ Petsecure is Canada's oldest and largest pet insurance provider.



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111025

 TORONTO



Rock^{the}
waves



Jayman Aquatic Centre

- ✓ 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.

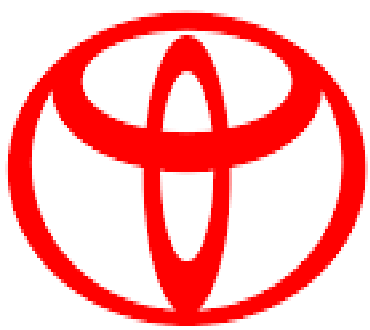
HALIFAX
REGIONAL MUNICIPALITY

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.



TOYOTA



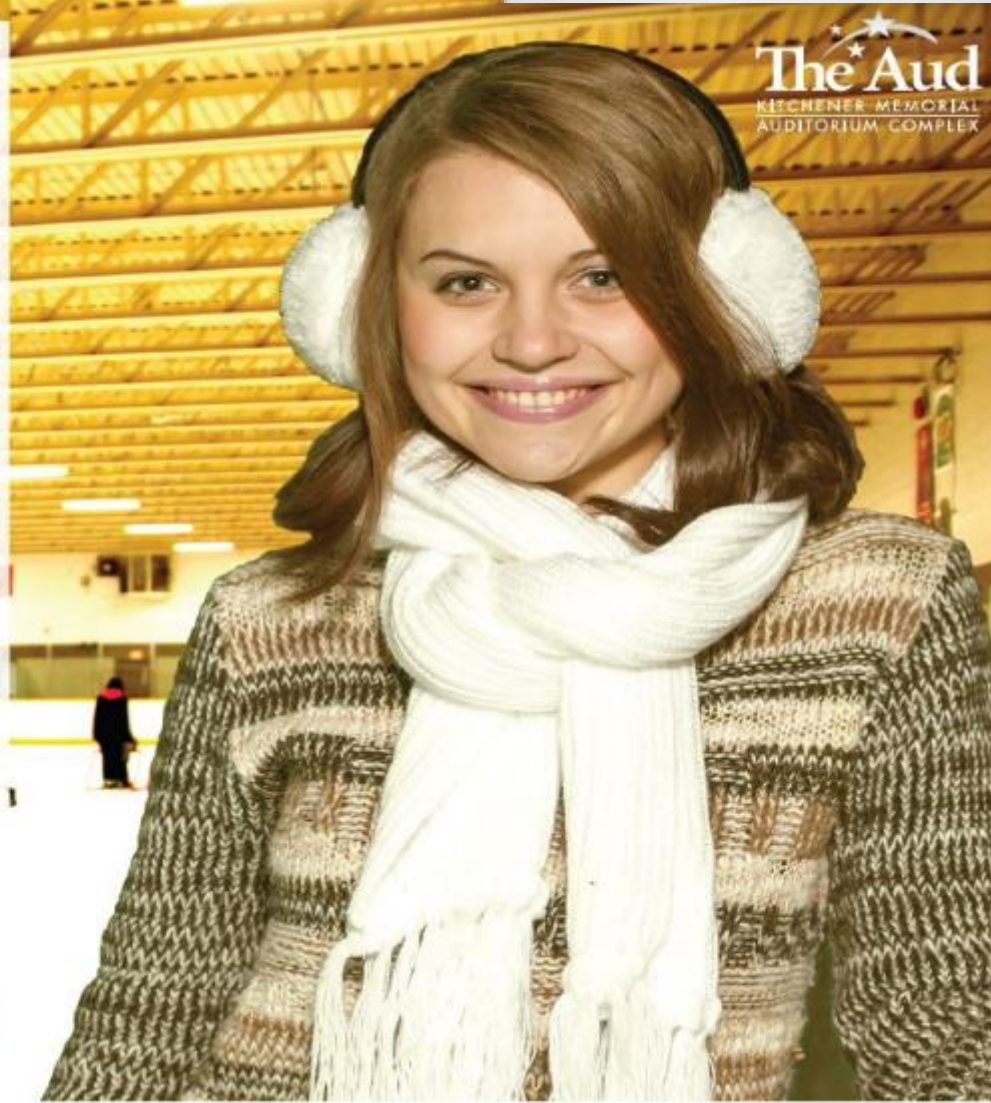
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KAL TIRE PLACE

RECIPE FOR
SUCCESS



SIX STEPS TO SPONSORSHIP SUCCESS

- 1) Inventory Asset Valuation
- 2) Policy Development
- 3) Understanding Community Impact
- 4) Strategy and Model Development
- 5) Implementation of Policy, Strategy and Model
- 6) Fulfilment of Agreements

SIX STEPS TO SPONSORSHIP SUCCESS

1) Inventory Asset Valuation

- Critical to determine what you have to sell
- Essential to understand what those assets are worth individually
- Knowing what the potential revenue truly is and how it can be achieved

SIX STEPS TO SPONSORSHIP SUCCESS

2) Policy Development

- Critical to have policy specific to sponsorship in addition to advertising and naming rights etc.
- Necessary to make sure these all work in conjunction with each other and are up to date and have no conflicts
- Ensure policy is flexible to meet all departmental needs

SIX STEPS TO SPONSORSHIP SUCCESS

3) Understanding Community Impact

- Ensuring you have community input and education from the charities, non-profits and local businesses
- Raising the bar for sponsorship in the community at the grassroots levels
- Teaching the organizations to fish rather than continuing to feed them

SIX STEPS TO SPONSORSHIP SUCCESS

3) Understanding Community Impact

- Potential workshops for the community to ensure they can get better at what they do and understand the difference between advertising, sponsorship and donations / philanthropy
- The success of existing programs like ArtsVest in Kelowna is raising the bar and delivering results

SIX STEPS TO SPONSORSHIP SUCCESS

4) Strategy and Model Development

- Essential to have a full strategic plan in place looking at the sales model; fulfilment delivery, prospect development and timelines and staffing levels
- The average timeline for a sponsorship in Canada is 18-22 months

SIX STEPS TO SPONSORSHIP SUCCESS

4) Strategy and Model Development

- Looking at models for sales and considering all options
 - Presently sales firm selling advertising at Airport
 - Do you go with 100% outsourced sales method
 - There exists the option to bring everything in house
 - Alternatively it could be a hybrid of the above or transitional

SIX STEPS TO SPONSORSHIP SUCCESS

5) Implementation of Policy, Strategy and Model

- Once the first four steps are complete it is time to put the theory into practice
- Critical to follow the strategy and not stray
- Ensure the policy is working and meets all stakeholder needs

SIX STEPS TO SPONSORSHIP SUCCESS

6) Fulfilment of Agreements

- Long term success and renewals depend on you delivering on what you promised to partners
- You are setting the bar for the community organizations to understand the need for fulfilment
- You need to ensure staffing levels are met in fulfilment

WRAP UP

- You are well on your way to success
- One of 6 Steps done
- 3 of 6 Steps in the works
- You are reaching out for interaction, input and engagement
- The final two steps will come with Council consideration of policy, strategy and model

QUESTIONS & DISCUSSION



Thank You

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





Browser address bar: <http://www.apps4halifax.com/contest>

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 REQUEST TO YOU BY IBM

About Categories Ideas Apps Sponsors Events Data

Our Sponsors!

Halifax Regional Municipality wishes to acknowledge and extend sincere thanks to the following organizations for their generous support. It is with your support that we are able to make our first-ever open data app contest a success!



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IBM is proud to be the Title Sponsor for the Halifax Regional Municipality's InnoBox Open Data Contest. Beyond funding for the contest and Awards ceremony, IBM has offered access to technology support from Subject Matter Experts in their Mobile Platform and provided IBM Worklight Developer Edition Software for contest participants as an open, comprehensive and advanced mobile application to build, run and manage their submission.

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. @TOAnimalService's Chip Truck is a mobile licence/rabies/microchip clinic for pets. Info: ow.ly/Baqb300RM2W



City of Toronto Retweeted

Get Involved Toronto @GetInvolvedTO - Jun 1

Couldn't attend any #Cavour recent mtgs on public transit but want

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Executive Committee - May 24, 2016
 Executive Committee meeting to May 24, 2016 agenda and independent business approval items: www3.toronto.ca/committees/committee/18062016/05242016


City of Toronto @TorontoComms - May 24
 Thanks @CEmberton for supporting #TCNewsroomDay & for saving up Canadian funds @grpsistoric today



City of Toronto @TorontoComms - May 24
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cream

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 April 15 - May 15, 2016



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 clean UP campaign

Thank You

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