



Sponsorship & Advertising Program Update

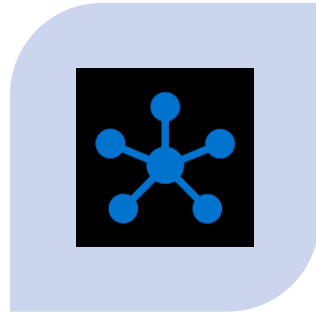
November 2020



Partnership Office



**Building tools,
systems and
connections
internally &
externally**



**Connect priorities
to opportunities**



**Opportunities to
resources**



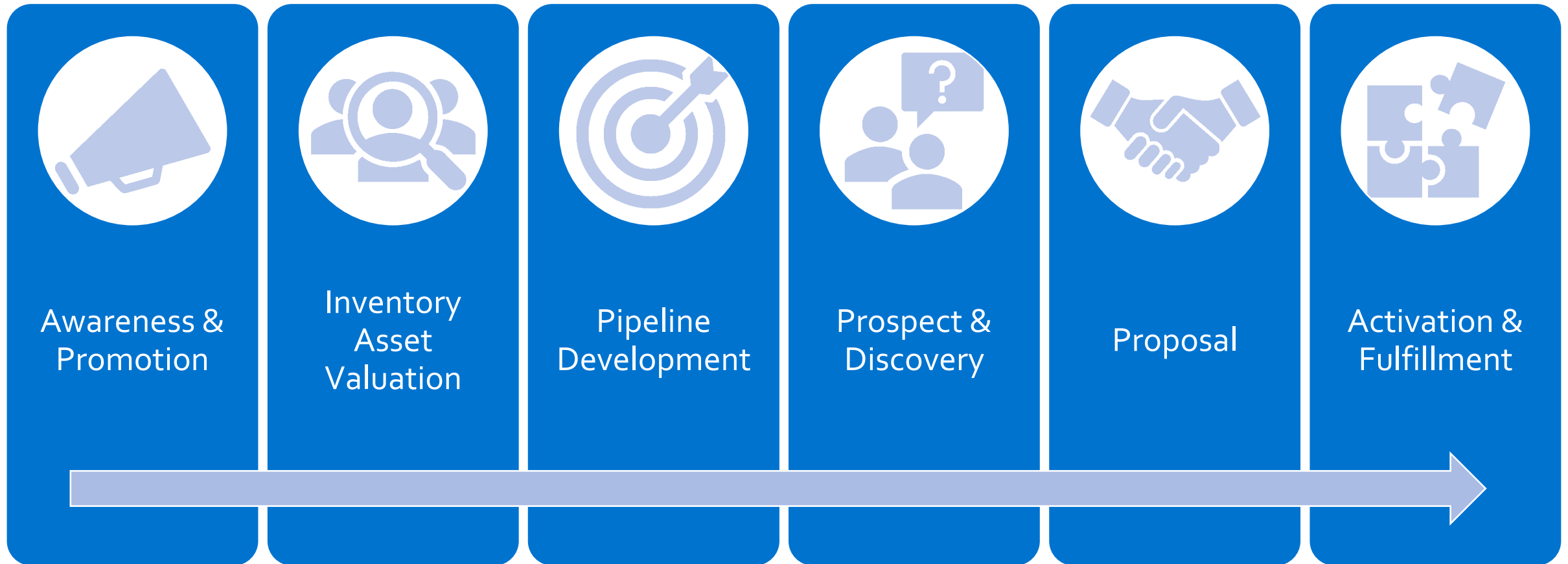
**Collaborate with
other
departments in
their partnership
initiatives**

Sponsorship and Advertising Program

- ▶ The City's sponsorship and advertising program has been established to enhance facilities, programs and services for residents.



Sponsorship Process



Inventory Asset Valuation



Initial inventory asset elevation was conducted in 2015 by our Sponsorship Consultant



We continually look to establish new revenue streams by identifying new tangible and intangible assets and activations connected to the 10-year capital plan and other major planning initiatives.

Tiers & Bundling

- ▶ The program has identified four tiers of sponsorship based on an investment range per year:

Tier 1: \$50,000 +

Tier 2: \$25,000 - \$50,000

Tier 3: \$10,000 - \$25,000

Tier 4: Less than \$10,000

Prospect Pipeline & Discover

- ▶ A prospect pipeline has been developed and will continue to grow as we strategically identify sponsorship prospects through current corporate relationships, generate new connections and opportunities within our community and outside of it.

“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



Fulfillment & Renewals



We have worked with five local partners, on seven sponsorship and advertising initiatives.



Contract terms have stretched from four months to three years, with a range in sponsorship amount of \$2500 to \$91,000.



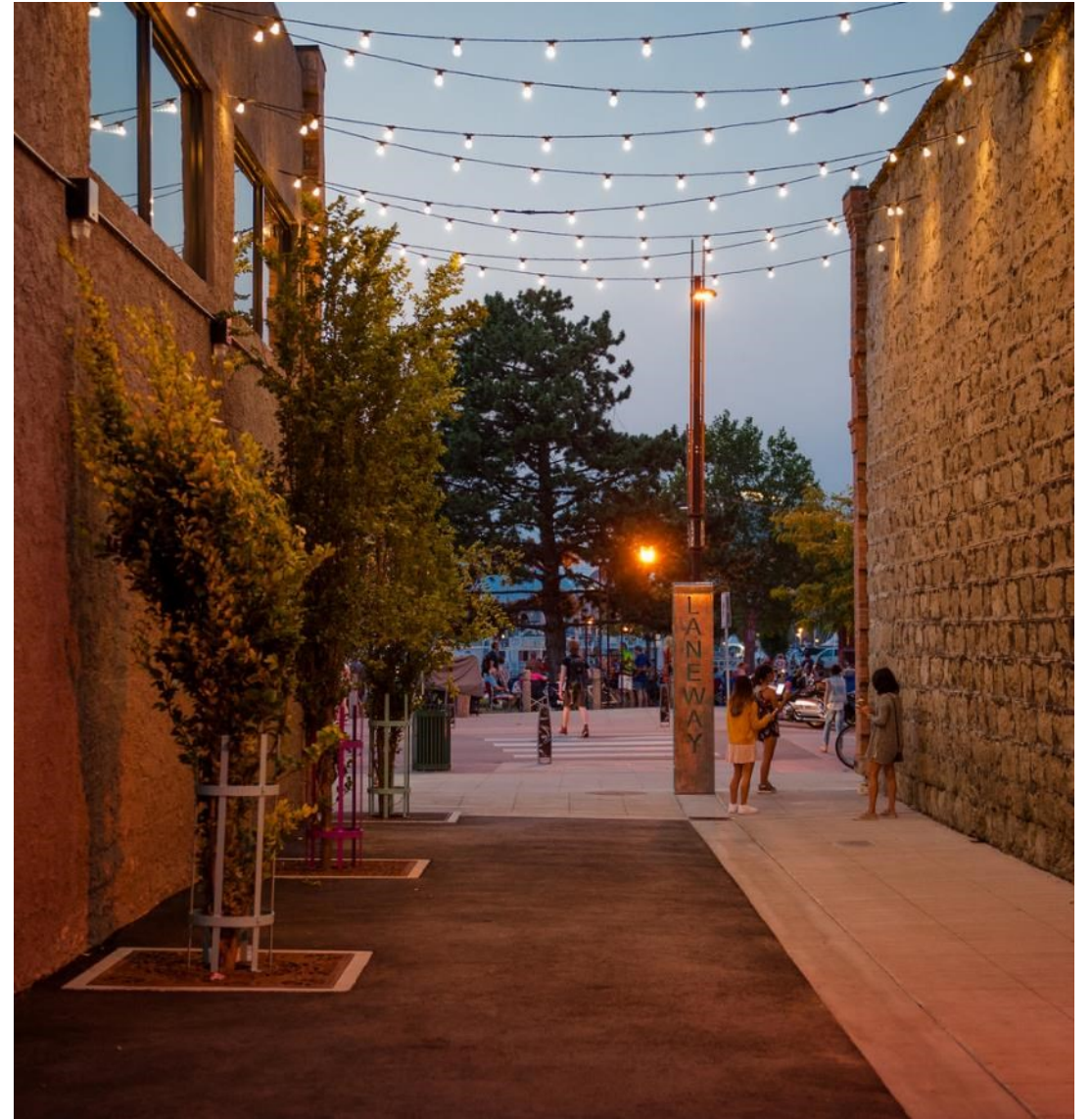
The program has secured approximately \$220,000.00 in finalized contracts since its inception.



Strong relationships lead to renewals.

Impact of COVID-19

- ▶ Prospect Pipeline
 - ▶ Active leads
 - ▶ Key categories for sponsorship development in 2021
- ▶ Continued Learning
 - ▶ Consultant & Industry professionals
 - ▶ Other municipalities programs
 - ▶ Shift in sponsorship priorities



City of Kelowna

Looking Ahead

- ▶ As this is a pilot program, we will continue to learn and discover as we move forward over the next two years.
- ▶ We are guided by our compass of Council priorities, Imagine Kelowna's vision and our community's needs, and will pivot to bring that vision into action.



Strategic Direction



Alternative Revenue Generation

Seek strategic multiyear tier 1 and tier 2 sponsorships with national and local corporations

Continually establish new revenue streams by identifying innovative new assets and activations that are available for sponsorship.



Awareness & Community Outreach

Build awareness and increase corporate understanding of the program through internal and external education and promotion.

Grow sponsorship capacity by providing professional opportunities to build knowledge and skills and provide support to City Partners on joint projects and initiatives.



Fund Development

The feasibility of philanthropic fund development as a City function will be reviewed internally.



Questions?

For more information, visit kelowna.ca.