

# OTTAWA SPORT COUNCIL WEBINAR



*A Strategic Approach to Sponsorship*



We believe that there should only be positive experiences in sport

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# Webinar Archives

If you didn't have a chance to catch the previous webinars in this series, here's your chance:



## Best Practice in Volunteer Management

Speaker: Dina Bell-Laroche,  
Sport Law & Strategy Group

Ottawa Sport Council: <http://sportottawa.ca/webinars/best-practices-in-volunteer-management/>  
SIRC: <http://sirc.ca/webinar/best-practices-volunteer-management>



## Hot Legal Topics in Sport Management

Speaker: Steven Indig,  
Sport Law & Strategy Group

Ottawa Sport Council: <http://sportottawa.ca/webinars/hot-legal-topics/>  
SIRC: <http://sirc.ca/webinar/hot-legal-topics-sport-management>



## Good Governance – What is it & How to do it

Speaker: Kathy Hare,  
Sport Law & Strategy Group

Ottawa Sport Council: <http://sportottawa.ca/webinars/hot-legal-topics/>  
SIRC: <http://sirc.ca/webinar/good-governance-what-it-and-how-do-it>

Watch the recorded version of the webinars on the [Ottawa Sport Council](http://sportottawa.ca) or [SIRC](http://sirc.ca) website



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# Ottawa Sport Council

- Non-profit membership based service organization established in response to demand for assistance from community sporting organizations
- What do we Do?
  - Advocacy and Marketing
  - Educational Resources
  - Planning and Collaboration
  - Endowment Fund



Marcia Morris  
ED, Ottawa Sport Council

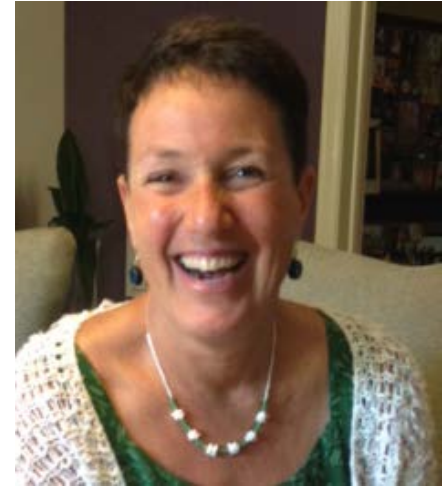


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## Key Programs

- Ottawa Sport Council Foundation-endowment fund to support community sporting organizations
- Lunchtime online webinar series- Fall 2015
  - Best Practices in Volunteer Management
  - Hot Legal Topics
  - Good Governance: What is it and How to do it
  - A Strategic Approach to Sponsorship
- Ottawa Sport Council Annual Summit – November 14 2015
  - *Overcoming the Funding Hurdle in Community Sport*
  - Horticulture Building, Lansdowne Park
  - Details, registration available: <http://sportottawa.ca>



Marcia Morris  
ED, Ottawa Sport Council

# Today's Speaker

## Bernie Colterman



With his 20-year sponsorship marketing career, Bernie has contributed to a diversified portfolio of sponsorship campaigns for the public, not-for-profit & the business sectors. His company's proprietary valuation model sets the standard in Canada for sponsorship value measurement. He is recognized nationally as a leader in the area of Municipal Sponsorship Development & his work has provided him with a deep understanding of the opportunities & constraints of working in a municipal environment.

Bernie is co-director and faculty member of Carleton University's Sprott School of Business, Professional Certificate in Public Sector and Non-Profit Marketing where he teaches a two-day module on partnerships.

Contact: [berniecolterman@cepsm.ca](mailto:berniecolterman@cepsm.ca)

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# A Strategic Approach to Sponsorship

Presented By:

Bernie Colterman, Managing Partner, CEPSM

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## Session Objectives

- Examine the role of sponsorship and how it's evolving
- Examine how you can prepare your organization for sponsorship and be more effective in approaching sponsors





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## Let's make sure we're on the same page...

- **Sponsorship:** – a commercial arrangement; an exchange of money or in-kind for services, with an expectation of return.
- **Donation:** A voluntary transfer of cash or property such as securities, gifts, services in-kind that is made without any expectation of return.
- **Advertising:** A commercial message directed at a specific audience, usually paid for by the advertiser and with no implied association between the advertiser and the organization.



# Sponsorship is Changing from this...



To this...



IKEA's "Bag the bag" program aims to reduce plastic bag consumption by 50% in the next year. IKEA stores across Canada are charging 5¢ for plastic bags, and all proceeds from those sales are donated to Tree Canada planting projects. [Read the press release.](#)

**IN-STORE PROMOS**

When we say "Growing with our athletes", we really mean it.

For each of these measuring tapes and screwdrivers sold, RONA will donate 1.50\$ to the Growing With Our Athletes Program.

**Purolator**  
**TACKLE HUNGER™**

LAST YEAR WE RAISED THE COMBINED WEIGHT OF ALL THE PLAYERS IN THE CFL IN FOOD DONATIONS!



## What's Changed?

- Companies are more strategic in their approach;
- Greater focus on core customers;
- Active involvement vs. passive investment;
- Want to add value instead of interrupting experience;
- Want to be viewed as good community citizens;
- Blurred lines between sponsorship and donations;
- Companies need people chatting positively about them;
- Ultimately, companies want to build customer loyalty.





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# Questions & Poll

# Why do businesses invest in sponsorship?

- Marketing
- Share Fate Rationale
- Social Capital
- Recruit and Retain Employees

*Source: Imagine 2007*



# What sponsors look for:

- Image compatibility
- Audience composition
- Audience reach
- Sales potential
- Leveraging opportunities
- Communicate product attributes
- Exclusivity
- Credibility of organizers
- Risk factors
- Continuity / extendibility
- Measurability
- Pricing
- Other Rights



**Potential for long-term relationship  
or one-night stand?**

# Where most unsolicited sponsorship proposals end up...







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# What you need to know before seeking sponsors

Question	Examples of Answers
Who are we and what do we do?	We are the Barrhaven Soccer Association and we provide children ages 3-10 with opportunities to have a positive experience in sport through soccer activities.
Who is our Audience? (Who do we serve?)	We provide weekly fun for 10,000 children (and parents) who live in the Barrhaven area.
Why is what we do important?	Children develop life-long fitness and exercise habits at an early age and we provide them with a positive experience in sport. We also help them develop motor skills and learn the importance of teamwork.
How are we unique?	We are the only sports (soccer) organization that services the entire Barrhaven area; or, “if you market to parents, we reach more mothers with young children than anyone else”.



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# What you need to know before seeking sponsors (cont'd)

Question	Examples of Answers
What are the high-level benefits of supporting our organization and activities?	Companies that support our league activities will be positioned as leaders in community sport and have exclusive access to the 15,000 parents and children that participate throughout the summer.
Specifically, what visibility and promotional opportunities do we have to offer potential sponsors?	<ul style="list-style-type: none"><li>• Web Site, Facebook Page</li><li>• Newspaper Ads</li><li>• Newsletter</li><li>• On Site Signage</li><li>• Distribution Opportunities (coupons, sampling)</li><li>• T-Shirts</li><li>• Opportunities for displays, demos, etc.</li><li>• Medals / Award Presentations</li></ul>



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# TIP #1: Develop a Master Inventory of Assets (What you could offer a sponsor)

Potential Benefit	Variable	Exposure / Reach
Web Site	Logo ID on Home Page	32,000 visits annually
	Rotating Banner Ad	8,000 exposures (25% of inventory)
Monthly Electronic Newsletter	Logo ID	Distribution: 7,000 / issue
	Article about corporate commitment	7,000 / issue
Newspaper Ads	Logo ID on Pre-Season Ads	Total Value of Ads: \$5,000
On Site Activation	Displays / Demos	15,000 / week – 90,000 / season
	Banner Sign on each field	15,000 / week – 90,000 / season
Awards	Sports Person of the Week	15,000 / week – 90,000 / season

## TIP #2: Look for the Right Sponsor Fit

### Companies that:

- Sell related products or services to the audiences that you serve (most likely to sponsor)
- Sell seasonal products or services (current or next season) to your audiences
- Have strong community roots
- New companies that want to increase profile in the community
- Have strong competition
- Have goals or values that align with yours





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# Poll

# TIP #3: Every proposal should have...

- ***Qualitative Element***

- Audience relevance, organization fit
- Potential for image transfer
- Connection with audience on an emotional level
- Potential for leveraging

- ***Quantitative Element***

- Visibility plan
- “Hard” benefits

- ***Activation Element***

- Enhanced audience experience through activation





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# The Bottom Line...

**You need to have a good reason for asking  
a company to sponsor your  
organization or event.**



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# Get in touch



CENTRE OF  
EXCELLENCE FOR  
PUBLIC SECTOR  
MARKETING



CENTRE  
D'EXCELLENCE  
EN MARKETING  
GOUVERNEMENTAL

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Sport Information Resource Centre **sirc.ca**  
[Info@sirc.ca](mailto:Info@sirc.ca)



# Questions?





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# Resources

- Article: Preliminary Results Of Canadian Municipal Benchmarking Survey On Sponsorship And Naming Rights  
<https://cepsm.ca/preliminary-results-of-canadian-municipal-benchmarking-survey-on-sponsorship-and-naming-rights/>
- Resources on Sponsorship (Bernie Colterman)  
<http://www.berniecolterman.ca/resources/>
- Webinar – Revenue Generation in National Sport Organizations (Recording)  
<http://sirc.ca/webinar/revenue-generation-nsfs>
- Webinar – Revenue Generation in NSFs #2:  
Developing a Sponsorship Program (Recording)  
<http://sirc.ca/webinar/revenue-generation-nsfs-2-developing-sponsorship-program>
- Webinar – Revenue Generation in Sport (Recording)  
<http://sirc.ca/webinar/revenue-generation-sport>



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# Thank you

## Fall 2015 Series Webinar Recordings

### OTTAWA SPORT COUNCIL

#### *Webinar Series*

- Best Practices in Volunteer Management
- Hot Legal Topics
- Good Governance
- A Strategic Approach to Sponsorship



Recorded versions available:  
<http://sirc.ca/events/webinars>

Ottawa Sport Council Webinar Archives:  
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