

Revenue Generation for National Sport Organizations: Developing a Sponsorship Plan

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Canadian Olympic Committee Webinar October 28th, 2014

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Webinar Plan

- Introduction – 5 minutes
- Overview of Revenue Generation Challenges + Case Studies – 25 minutes
 - Diving Canada
 - Skate Canada
- Q & A – 25 minutes
- Wrap Up and Key Takeaways – 5 minutes

INTRODUCTION

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Today's speaker



TORONTO 2008
CANDIDATE CITY / VILLE CANDIDATE



TrojanOne

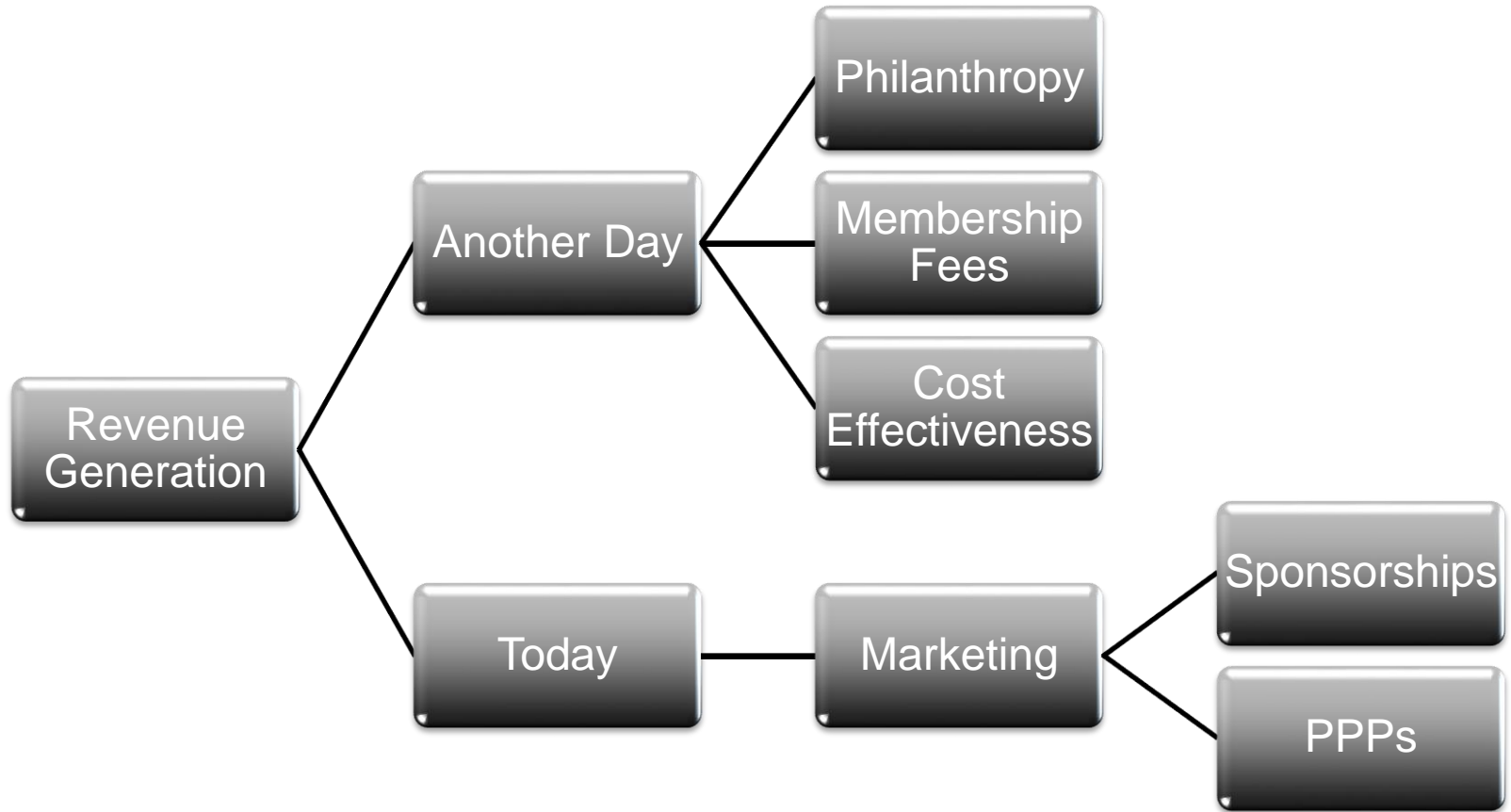


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Today's topic



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Think like...



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Revenue Generation Concepts

Methods

- Direct/Short-Term (Tactical)
- Indirect/Long-Term (Value Creation/Brand Equity)

Revenue-Side

- Derived Demand
- Price Elasticity

Cost-Side

- Cost versus Price (spectator/participant)
- Cost types: Fixed, Variable

Revenue Generation Secrets

Find YOUR Revenue Growth Facilitators

- Actions that expand revenue potential
 - Example: Hockey Canada + International Events

Determine YOUR Revenue Growth Inhibitors

- Things that reduce revenue potential
 - Example: Small NSF's + No Television Coverage

Do YOUR Homework

- Exhaust all sources & look to non-traditional sources
- Research on your customer, prospects & value

OVERVIEW OF REVENUE GENERATION CHALLENGES + CASE STUDIES

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The Sponsorship Challenge

If you have a plan for sponsorship and partnerships, you should review it, if you don't have one, you should get one

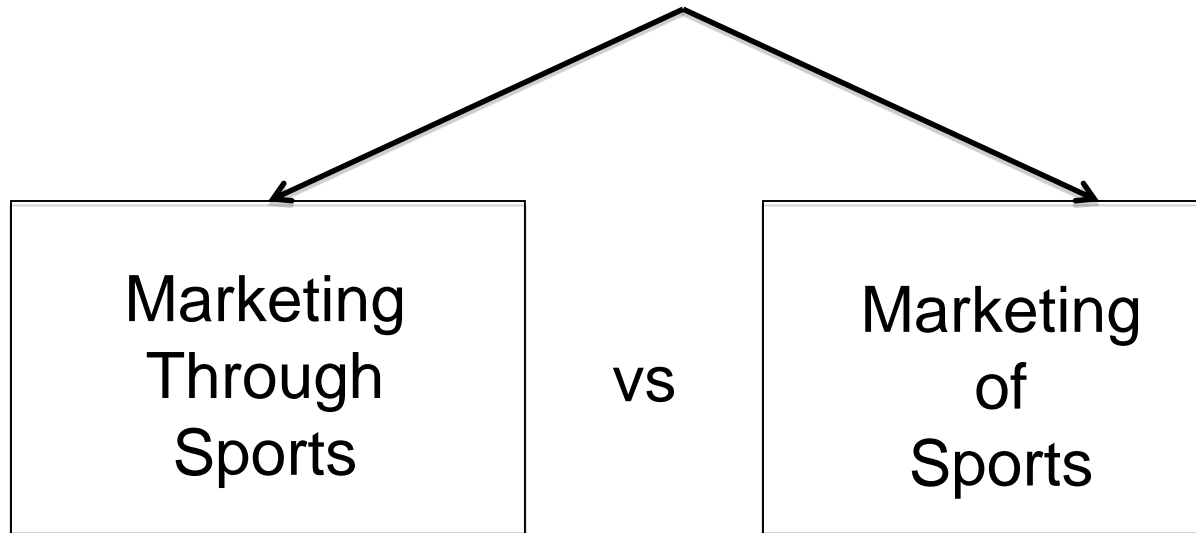
Don't be afraid to say "I need help" or "we're not ready for sponsorship in the short term"

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Two Major thrusts of Sponsorship

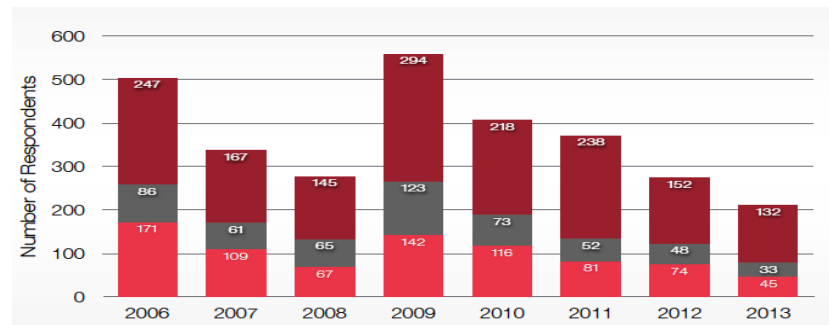


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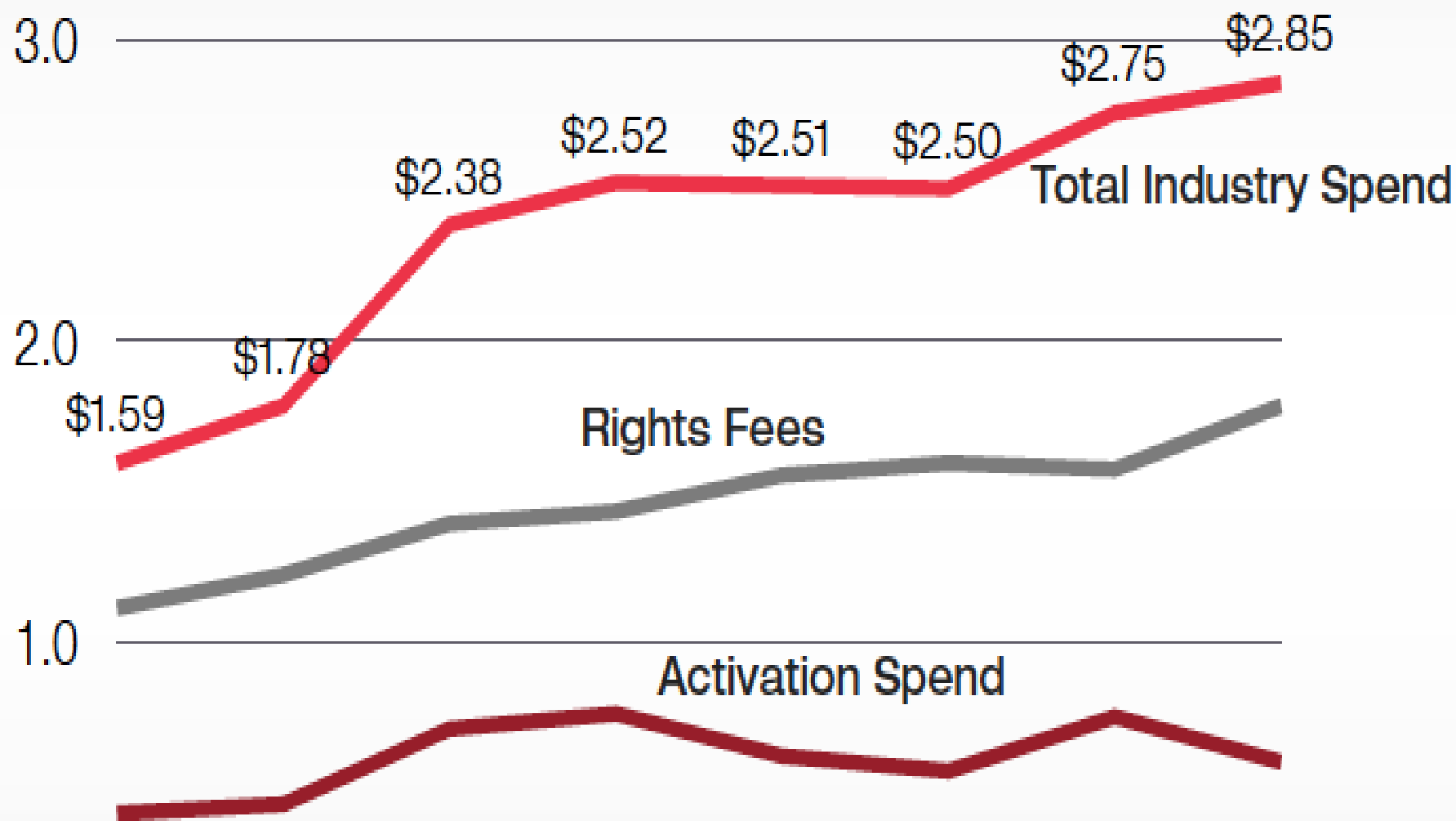


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What is happening in Sponsorship in Canada today?



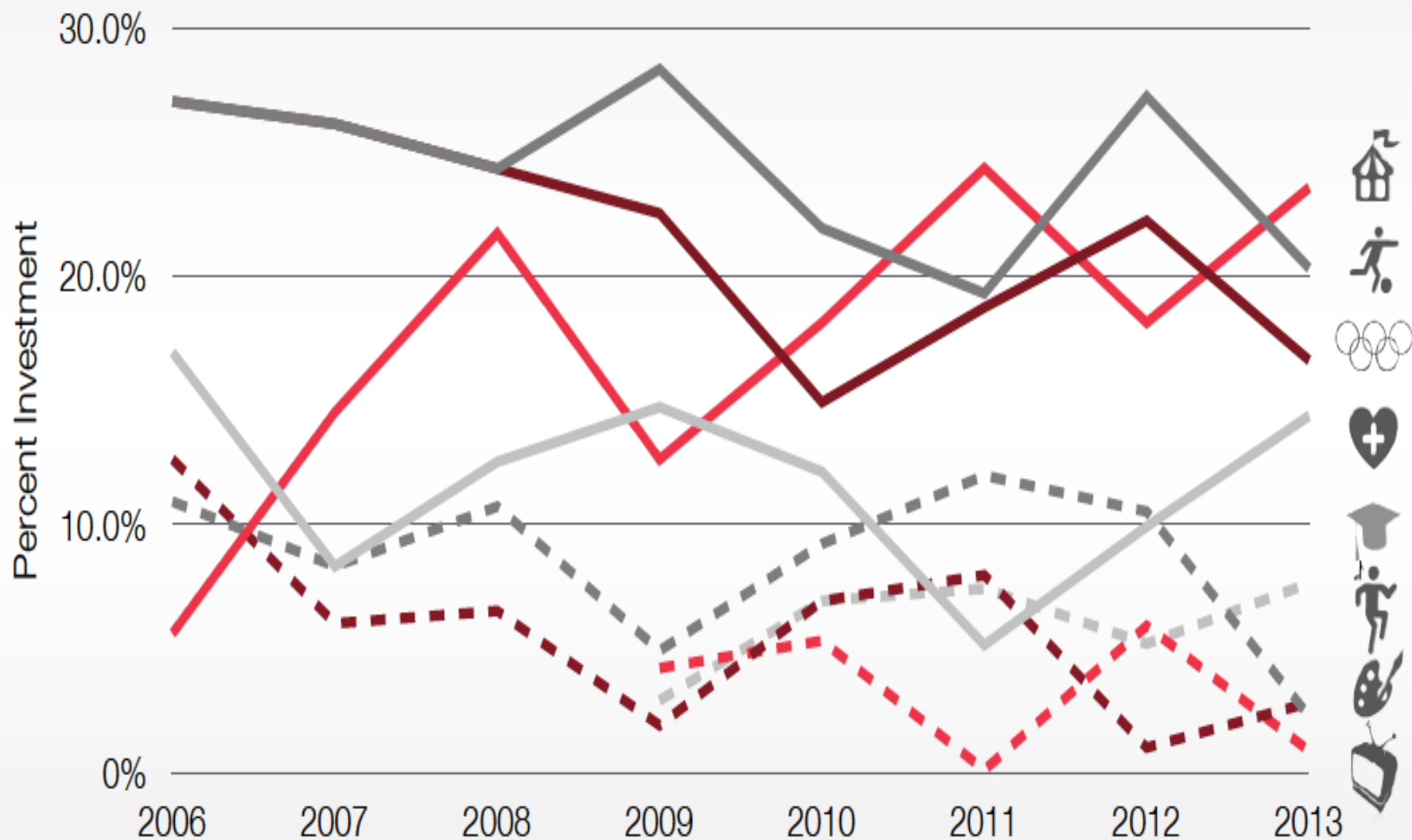
Historical Total Spend Trends (\$B)



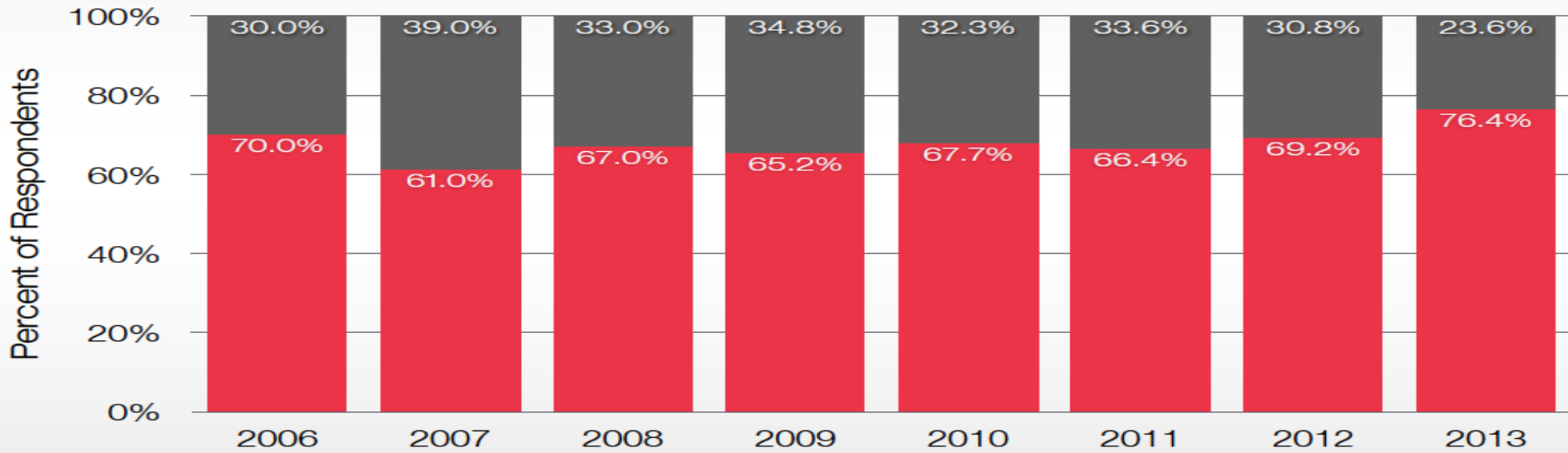


SPONSORSHIP MIX

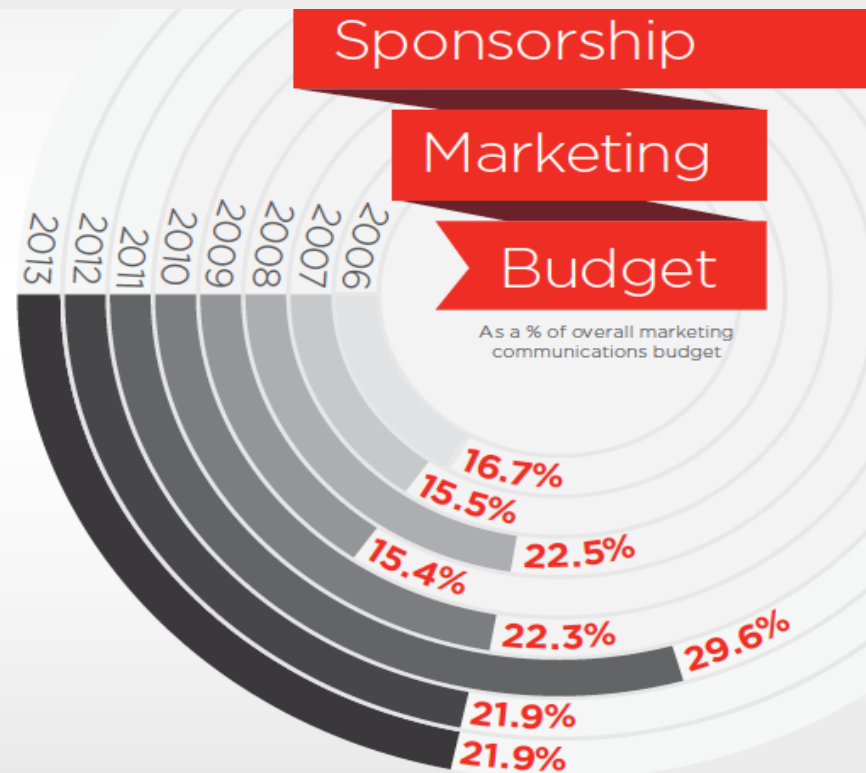
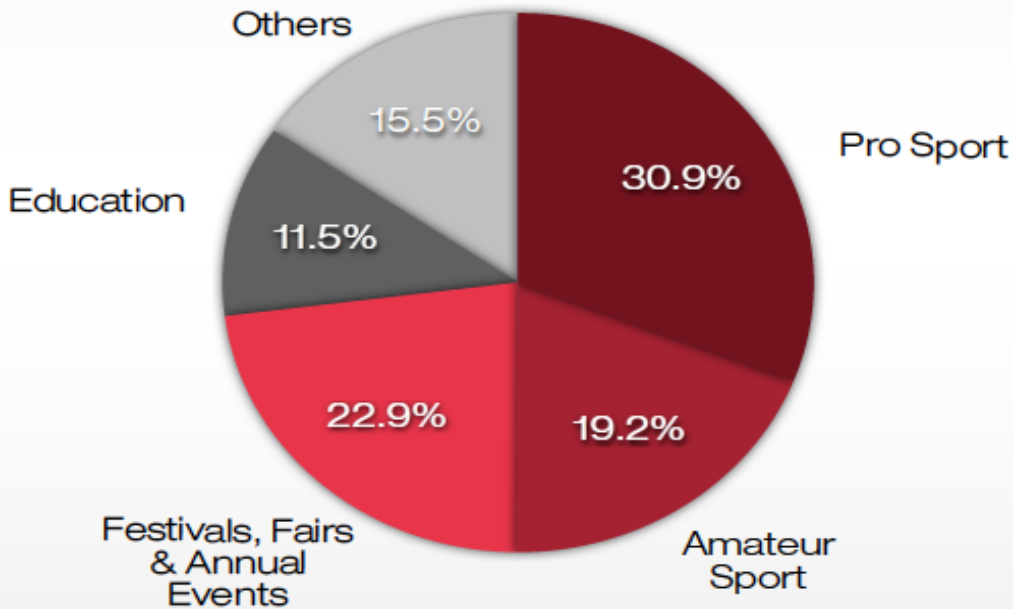
Historical Sponsorship Investment Areas



Cash vs. VIK Sponsorship Revenue



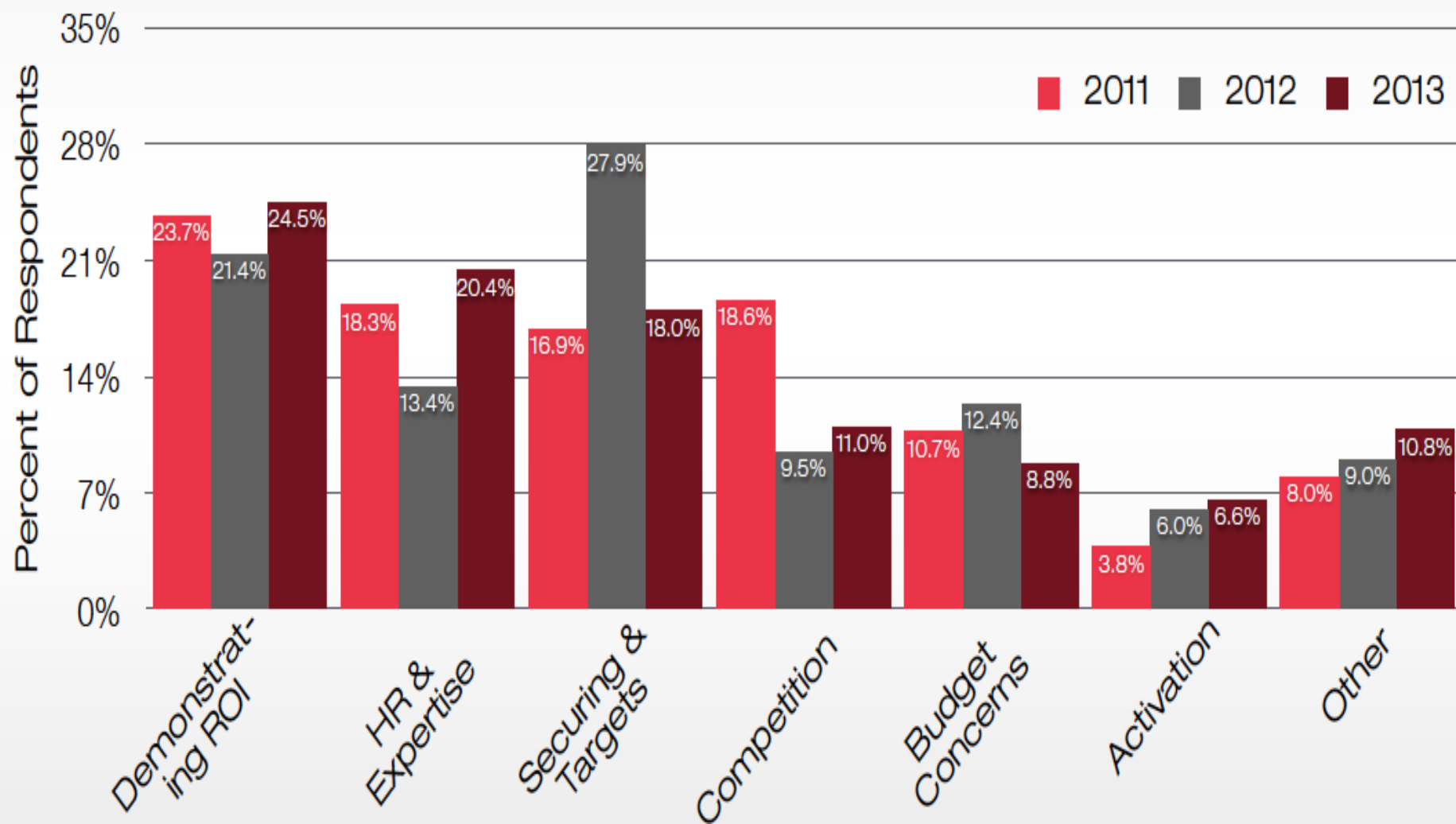
Category of Largest Investment





SLEEPLESS NIGHTS

Historical Sponsorship Concerns Facing the Industry



CASE STUDY #1: DIVING CANADA



DIVING PLONGEON CANADA

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How does Sponsorship Work?

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Clutter

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Anti-Clutter

SPONSORSHIP STANDS OUT

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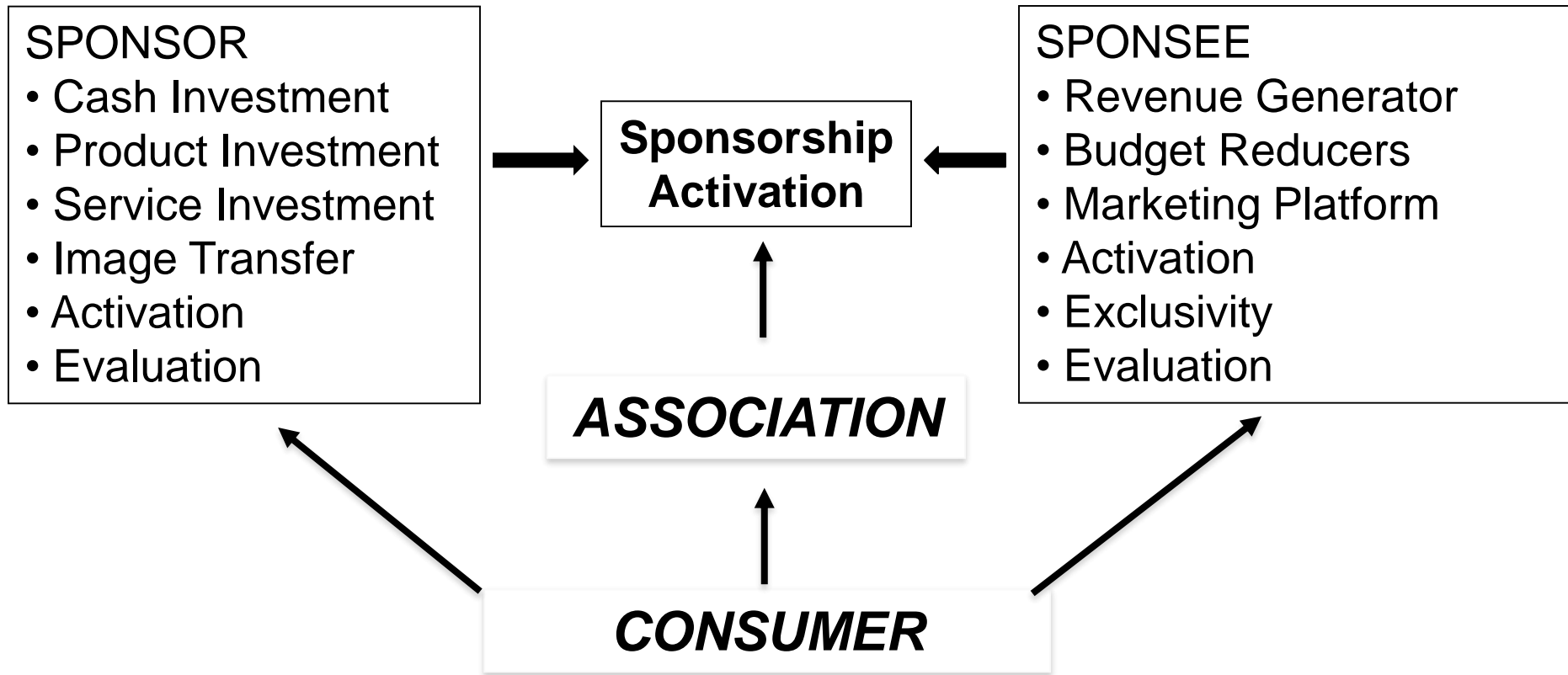


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Any successful promotion should:

- Make consumers **AWARE**
- Generate **INTEREST**
- Create **DESIRE**
- Ultimately lead to **ACTION**

Sponsorship – Key Conceptual Elements



Key Elements in Sponsorship

- Exclusivity & Ambush Marketing

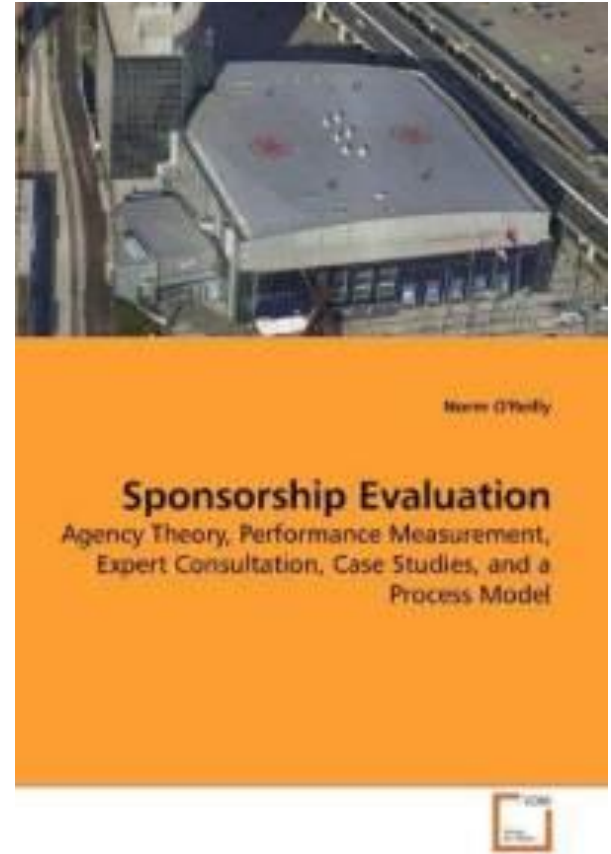
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Key Elements in Sponsorship

- Fulfillment
 - Activation
 - Standard versus Value-Add
 - Servicing
 - Evaluation



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Key Elements in Sponsorship

- Cash vs. In-kind/Contra

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Key Elements in Sponsorship

- Festivalization

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CASE STUDY #2: SKATE CANADA



SKATECANADA

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Physical Activity Intervention Series

Public-Private Partnerships in Physical Activity and Sport



Evidence-based guidelines for
successful collaboration from
The Partnership Protocol



Norm O'Reilly • Michelle K. Brunette

[Download
HERE](#)



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The PPP Derivative



A marketing relationship that sits somewhere between pure philanthropy and corporate sponsorship on the partnership continuum

The PPP Stakeholders

- A not-for-profit /private sector partnership is a strategic initiative amongst two parties where:
 - one partner is a not-for-profit physical activity or sport organization
 - one partner is a for-profit, generally corporate, organization, who operates independently of government and whose goals for the partnership are based on providing return to shareholders



Thank You

CIBC Run for the Cure

CANADIAN BREAST CANCER FOUNDATION



Back to Sleep

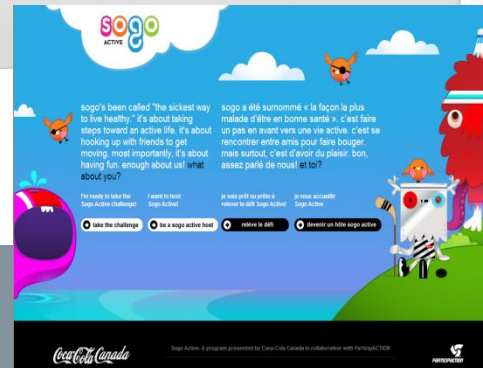
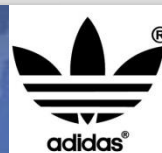
Each week, 3 babies die of SIDS in Canada. According to the latest research, there are things you can do to reduce the risk of Sudden Infant Death Syndrome (SIDS):

1. Put your baby on his or her back to sleep.
2. Make sure no one smokes around your baby.
3. Avoid putting too many clothes and covers on your baby.
4. Breastfeed your baby, it may give some protection against SIDS.

For more information call 1-800-END-SIDS (1-800-363-7437).



Additional copies of the SIDS promotional material can be ordered from (613) 954-5995.



Heart & Stroke
RIDE for HEART
JUNE 6, 2010

RIGHT TO PLAY

Roots and MasterCard team up for Right To Play.

HOMELESS WORLD CUP

Founder Partners

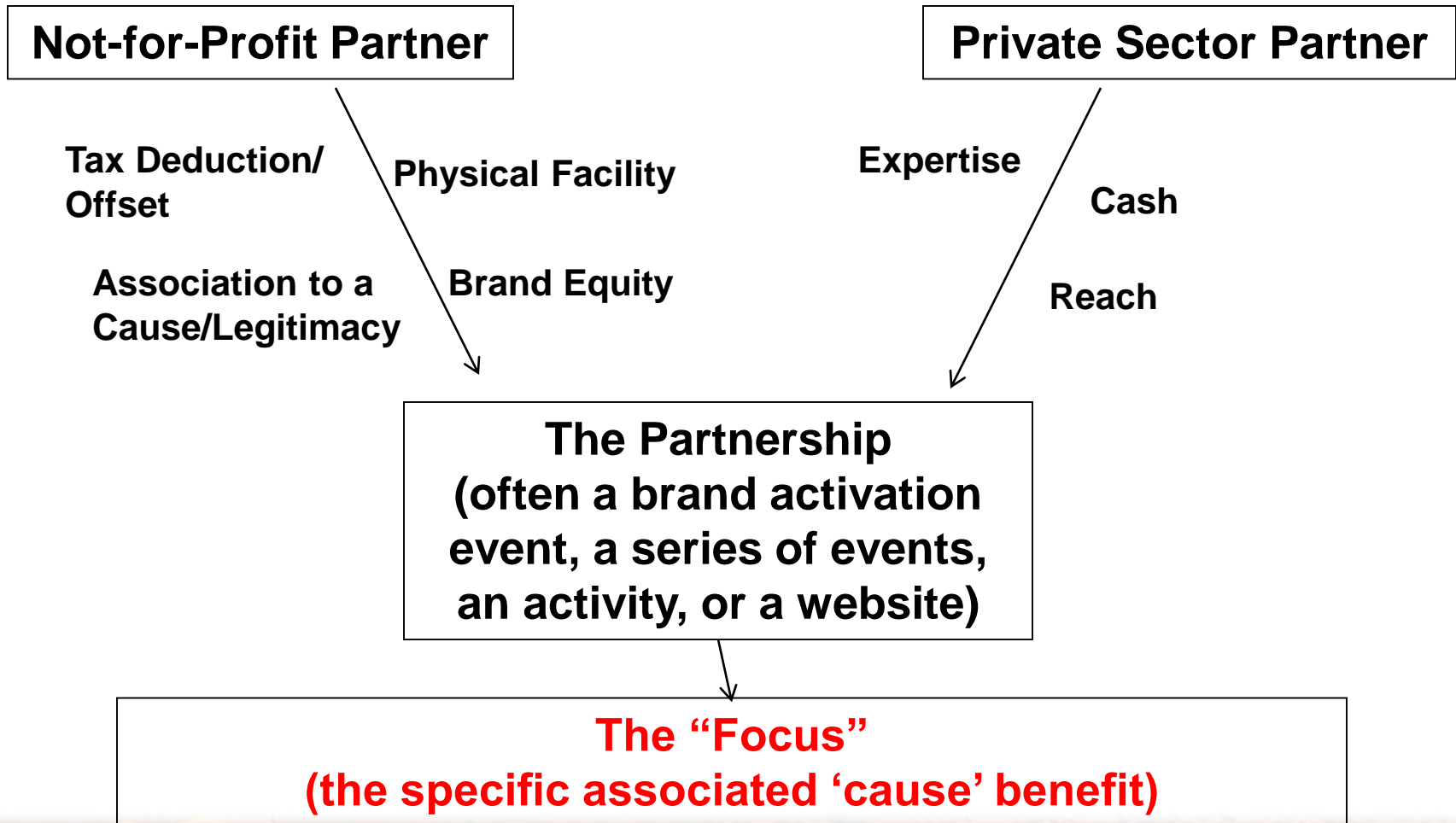


Vodafone Foundation



1804

Resource Flows



Sponsorship Best Practices

A significant investment in human and financial resources in leveraging (3:1 value) the investment in the sponsor

Clearly **defined objectives** (sponsor & sponsee)

Integration with sponsor's overall marketing mix

Consideration of **customer interests** (drive sales, build brand, etc)

Need **Long Term Relationships**

Requirement of **on-going television coverage** on major network

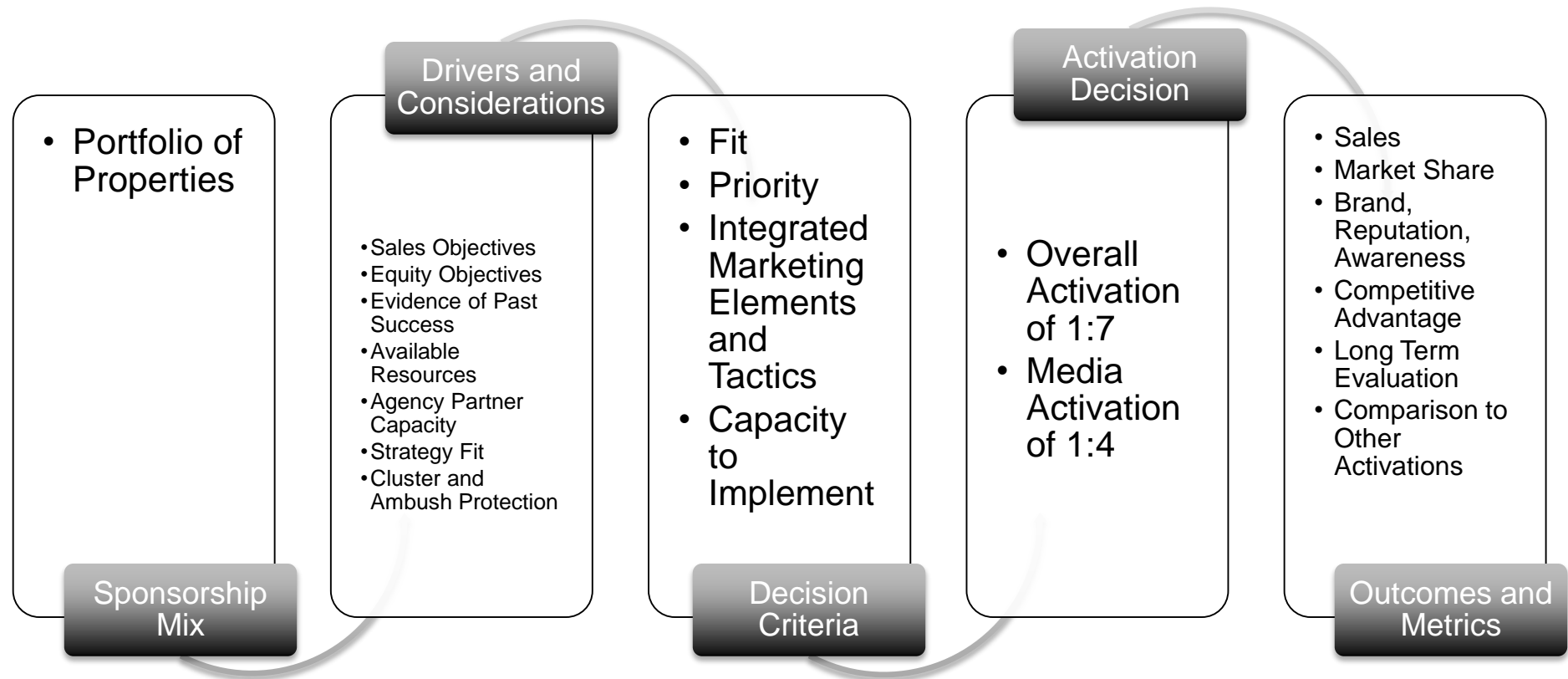
Good fit between the sponsor objectives and sponsee product(s)

Incorporation of brand as a sponsorship objective

Hospitality as a prominent leveraging technique

Cross-promotion with associate sponsors

What Sponsors Want



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Lafrance & O'Reilly, 2013

Activation Example



**Best Sponsorship Campaign, 2010 Globes Worldwide
Marketing Awards**

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Kraft Hockeyville

- 2006-present: From Activation To Institution
- Concept:
 - Municipalities bid
 - Winner hosts NHL preseason game, receives \$100k in local arena upgrades, and a broadcast of Hockey Night in Canada from their town.
 - Vote (online, phone, text) for the winner
- Evidence from 2011
 - 17.3 million votes cast in 2011
 - DOUBLE from 2009 (9 million votes)
 - 227 communities bid (total of 37,307 participants)
 - Youtube: 7,861 videos uploaded
 - 43,000 Facebook fans



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Q & A

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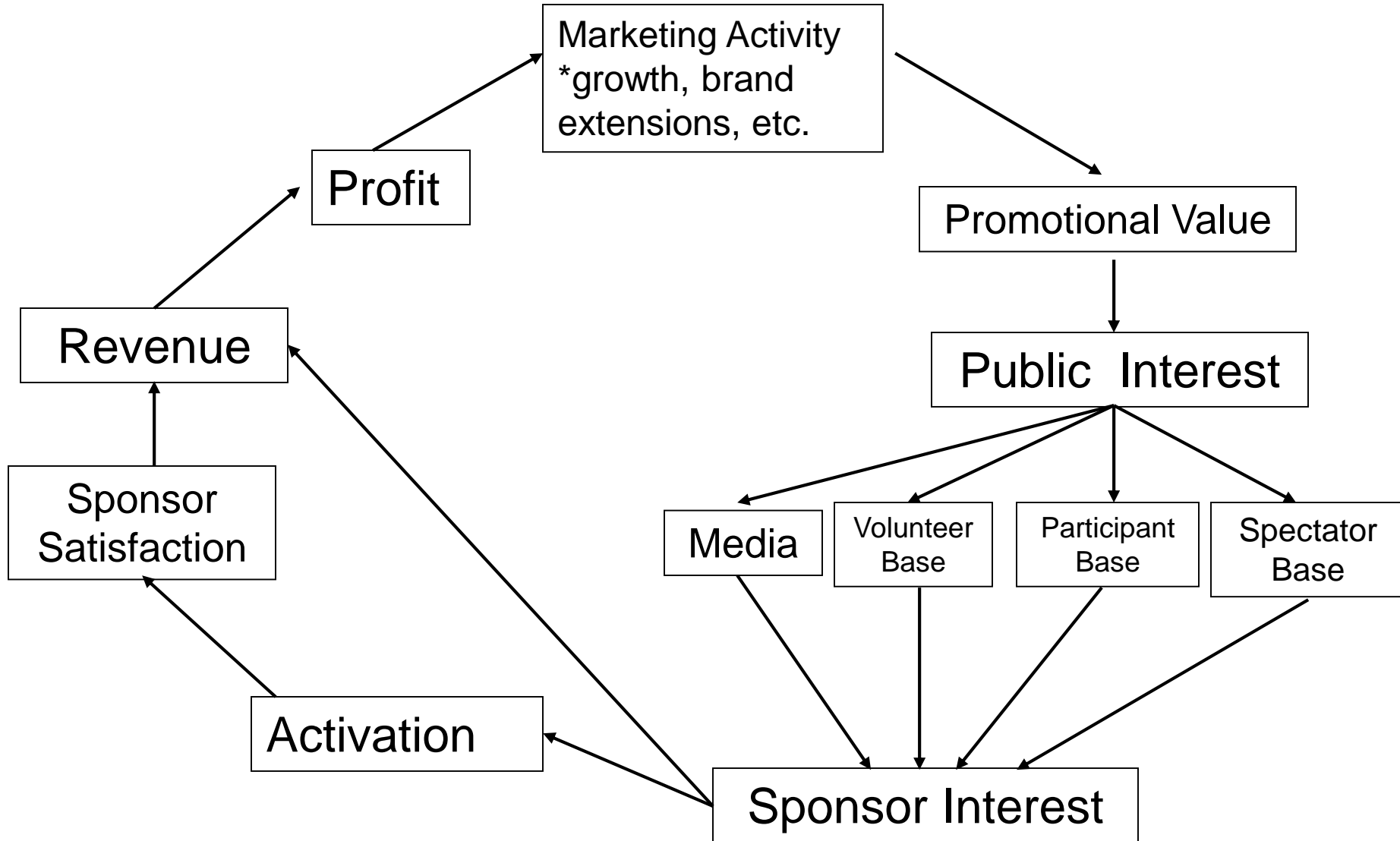
TAKEAWAYS

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Feed the 'Revenue Virtuous Cycle'



Key Tactics

Prioritize

In-Kind and Contra Items

Compete

vs Festivals, Arts, Entertainment

Be a Platform

For experiential, value adding activation

Get On

TV, Online Streaming

Create

A Buzz, on & offline

Price

Strategically on all items

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Key Tactics

Create, Create, Create Assets

Explore

Alternative revenue generation.
Sponsorship is really, really hard.

Retain

Sponsors, do whatever possible to keep them

Strategize

Sponsorship and PPP separately. They are different.

Be Aware

It is not about TV/media, it is fundamentally about activation, access and assets

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Key Tactics

Plan

For renewal from Day 1. Have a clear contract and under-promise/over-deliver.

Consider

Results from the CSLS

- Women
- Festivalization
- Social Media
- Youth
- Health/Obesity

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SUMMARY

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If it was easy, we would have done it by now

- Sponsorship is tough work
- Need to honestly assess if that work is worth it for your NSF

Sponsorship is Promotion

- Promotions must:
 - Make consumers **AWARE**
 - Generate **INTEREST**
 - Create **DESIRE**
 - Ultimately lead to **ACTION**

Do Inventory

- You have assets. Count them, combine them, know they are there

Assess Thyself

- Look at your revenue drivers and inhibitors

Activations>Impressions

- Your assets can connect with people in a way that advertising can't

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Q&A

Thank you!

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