

The Sponsorship REPORT

IN THIS ISSUE

2014 FIFA WORLD CUP WINNER'S TROPHY 2
 ADVIL 2
 ARTS & COMMUNICATIONS 6
 ASTRO BIO BEST 5
 ATB FINANCIAL ARTS BARNs 6
 ATELIER LYRIQUE 6
 BRAND.LIVE 7
 CANADIAN CURLING ASSOCIATION 6
 CANADIAN EVENT INDUSTRY NATIONAL STAR AWARDS 7
 CARTER, JOE 2
 CENTRE OF EXCELLENCE FOR PUBLIC SECTOR MARKETING 5
 CHICK-FIL-A LEADERCAST 2013 8
 CIBC 2
 COUCHE TARD 1
 EDMONTON INTERNATIONAL FRINGE THEATRE FESTIVAL 6
 FREEDOM 55 FINANCIAL 7
 HILL STRATEGIES RESEARCH 6
 HONDA 1
 HONDA CELEBRATION OF LIGHT 7
 LASSONDE 1
 LIGHTNING GROUP, THE 4
 MAC'S 1
 MOTT'S CLAMATO 6
 NATIONAL BANK OF CANADA 6
 NATIONAL CAPITAL COMMISSION 2
 OASIS 1
 OPÉRA DE MONTRÉAL 6
 OTTAWA CONVENTION CENTRE 2
 PFLAG DURHAM 8
 PGA TOUR CANADA 7
 PILAROS TASTE OF THE DANFORTH 4
 REDPATH SUGAR 3
 REDPATH WATERFRONT FESTIVAL TORONTO 3
 SCION CITY CHASE 2
 SCORE MARKETING 7
 SPONSORSHIP MARKETING AWARDS 7
 SPONSORSHIP MARKETING COUNCIL OF CANADA 7
 SPONSORSHIP TODAY 3
 TAGLIANI, ALEX 1
 TALL SHIPS 1812 TOUR 3
 TELUS WORLD SKINS GAME 7
 TETRA PAK 1
 TOP CHEF CANADA 6
 TORONTO BLUE JAYS 2
 TOUR CHAMPIONSHIP OF CANADA 7
 TSN GAME TRACKER 2
 UPS 2
 VISA 2
 WORLD CURLING FEDERATION 6
 YOUNG ASSOCIATES COMMITTEE 6

Oasis off to the races

An unexpected insight from consumers has helped define clear objectives for this motorsport partnership.

WHEN YOU SPEAK WITH Pierre L'Heureux about the renewed partnership between Lassonde's Oasis juice brand and IndyCar driver Alex Tagliani, you don't hear much about the Oasis brand on the race car. He mentions it, of course, but just in passing. For L'Heureux, the Executive Vice-President and Managing Director, Sales Administration, Marketing and R&D at A. Lassonde Inc., the partnership has very narrow and clear objectives: addressing the underperforming sales of the Oasis brand at gas and convenience stores and leveraging an unexpected insight from consumers.

The car forges a natural fit between the gas and C-store channel and motorsport, says L'Heureux. Alex Tagliani is not only Canadian but Québécois, making him an ideal motorsport face for a promotion that would run in a retail chain – Couche Tard and Mac's – that spans the country and that has a strong regional presence in Quebec. Oasis products are 100% pure juice drinks, positioned as a healthy choice, and Tagliani's personal brand is one that is built around healthy choices.

In order to highlight this partnership, Lassonde will reach out to consumers through a nationwide promotional campaign, created in collaboration with Tetra Pak and the Couche-Tard network and tied to its 960 ml Tetra Pak juice products. This campaign will run in stores and through social media for five weeks from May to the first week of June 2013. It will offer Canadian consumers who participate via SMS a chance to win several prizes, including one of four VIP weekends for two to attend the IndyCar race in Toronto, on July 13 and 14, as well as a Honda Civic Si 2013.

Bringing other partners into the program will help Lassonde keep costs manageable for a sponsorship with such narrow objectives. Joining Oasis in this partnership are retailers Couche Tard and Mac's, Honda Canada and packaging provider Tetra Pak. The first two are natural partners for a major national promotion. Tetra Pak is a bit of an outlier.

The target market for C-stores aligns well with IndyCar's young-adult demo as well as Oasis' target for this promotion. Couche Tard and Mac's should expect



Credit: CNW Group/Lassonde Industries Inc.

Alex Tagliani with Team Owner Bryan Herta and Lead Engineer Todd Malloy, and the new Dallara-Honda #98.

increased foot traffic from their key demo as a result of this partnership. Honda, the top prizing supplier, will receive visibility at point of purchase and in other promotional materials.

Clearly, one reason for Tetra Pak's participation is that Lassonde, an important customer, asked.

However, one piece that sets this promotion apart from all other juice beverage promotions is, in fact, the packaging and its positioning in the consumer marketplace. The promotion will push the Oasis 960 ml product in Tetra Pak packaging. That product, says L'Heureux, is unique to Canada and had been developed as a family pack. However, teenaged and young adult consumers surprised Oasis by embracing it within the gas and C-store channels as a single-serve product. That surprising insight – that a one-litre Tetra Pak beverage product would be embraced as a single-use product by consumers – is one that Tetra Pak is eager to demonstrate and share with all beverage manufacturers, and joining in on this partnership is both a novel and convenient way of doing so.

"From Tetra Pak's point of view, it's to further spread the reputation of this packaging in Canada, which is already a success for many, many years together with Lassonde," says Hakan Soderholm, Managing Direc-

CONTINUED ON PAGE 3 >

WHAT'S HAPPENING

[EVENTS]

Scion is the new title partner of City Chase

Toyota's Scion nameplate is the new title sponsor in Canada of City Chase, the urban adventure series launched in this country and now hosted worldwide. Scion replaces another automotive brand, Mitsubishi, at title.

Other partners include TELUS, BlackBerry, GoodLife Fitness Columbia and Running Room.

Seven races will be run in Canada, including two in Toronto. Other host cities are Vancouver, Edmonton, Calgary, Ottawa and Montreal.

[SPORTS]

World Cup trophy makes a stop in GTA

CIBC and Visa gave Toronto soccer fans a rare opportunity to have their photo taken with the 2014 FIFA World Cup Winner's Trophy last month. The iconic trophy was put on display at the TRIO Sportsplex in Vaughan, north of the city, and soccer fans were invited to don their favourite national colours and drop by for a photo and soccer-themed activities.

CIBC's Facebook page now holds more than 1,500 photos of soccer fans who showed up at the event.

CIBC's rights to the FIFA World Cup come from a distinctive partnership with Visa, which is FIFA's global partner in both the payment services and banking categories. The partnership gives Visa the right to sell or pass through its banking category rights to banks in local markets. Visa recently renewed its FIFA partnership for the 2015-2022 period, though reportedly without the banking category.

[SPORTS]

Painkiller app for avid hockey fans

TSN's NHL broadcasts this year have been enhanced by a second and third screen extension, TSN Game Tracker, sponsored by Advil. Game Tracker is a website that provides real-time statistical detail on every NHL game as it is played. On an animated rink, die-hard fans can track every shot, goal, hit, penalty, and block in the game. Game tracker also features a concise play-by-play, an interactive Twitter feed and live chats on the Wednesday night broadcasts.

The partnership includes promotional spots on TSN's That's Hockey 2Nite broadcasts.

A football version of Game Tracker was introduced by TSN last season for its CFL broadcasts. Game Tracker has been developed by TSN in partnership with Philadelphia-based application developer OneTwoSee.

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[SPORTS]

Joe Carter lands a day job, for a day

1993 World Series hero Joe Carter still can't pay for a drink in Toronto. Who better, then, to serve as the public face of the second year of UPS's partnership with the Toronto Blue Jays?

Carter, arriving in a UPS truck, spent a morning trailed by media as he delivered season's tickets to a handful of subscribers to launch the partnership and leverage the (then) growing excitement about the rebuilt team.

Carter is a media darling as well as a fan favourite. Needless to say, local media lapped it up.



Credit: D. Gordon E. Robertson, Wikimedia Commons

Ottawa Convention Centre offers naming rights, with National Capital Commission approval, of course

THE OTTAWA CONVENTION CENTRE (OCC) will soon offer naming rights for the building to the right sponsor – after the National Capital Commission (NCC) finishes drafting a series of clauses that must be incorporated into the sponsorship request for proposal.

However, what may look like Draconian micro-management on the surface is actually the logical extension of a historical covenant under which the OCC operates.

The centre is located on former federally-owned railway lands that were vacated when Ottawa's main train station was moved from the downtown core. The land was transferred to the province and the Congress Centre was built on the property in 1982, under a covenant that gave the NCC some jurisdiction over the design, appearance and corporate branding of the building. Although the Congress Centre was demolished in 2009, the covenant was transferred to the OCC, which replaced it and opened in 2011.

"When they rebuilt the convention centre, we approved the project and were very much involved in the design," says François Lapointe, NCC's Vice-President of Capital Planning.

Daniel Coates, Manager, Marketing and Communications with the OCC, notes that the NCC has expressed support for a naming rights proposal.

"However, they are not approving the naming rights proposal itself," he says. "What they will approve is the conceptual plan for exterior signage guidelines."

The conditions imposed by the NCC can include restrictions on the size and positioning of corporate logos and which signage can be lit.

"We realize they need additional income to sustain the centre," says Lapointe. "But clearly we don't want to have a situation where they go to the market with an RFP, get a proposal and then we surprise everyone with our requirements after the fact. It's better to work upstream with them."

The NCC recently worked with the OCC to devise a new stream of revenue in the form of a digital screen on the south wall of the centre. However, nothing in the original covenant addressed the likes of an animated screen, leaving the NCC and OCC to hash out a preliminary set of guidelines for implementing a pilot project.

"It was new territory for the commission," says Lapointe. "The south wall doesn't do justice to the iconic design of the rest of the building, so it seemed the best location for a digital sign. We were looking at what other cities, such as Vancouver, have done with similar signs."

While the OCC ultimately decided to abandon the project as fi-

nancially unsustainable, the screen may become part of the naming rights package, provided it meets NCC guidelines. Potential naming rights sponsors will be told that such a sign may not cover more than 10% of the south wall surface, and that the sign must be located low on the wall.

"However, as a pilot project, we also reserve the right to terminate a digital sign program if it demonstrates a negative impact," says Lapointe.

He notes that NCC will retire from overseeing commemorative activities in the Capital after the summer season, when it will hand over jurisdiction to Canadian Heritage.

"However, the design covenant for the OCC will remain with us," he says.

Coates says that the OCC is hoping to have a naming sponsor signed by the end of this year. ■

Naming rights = big business

NAMING RIGHTS FOR SPORTS VENUES is a US\$750 million per year business, according to a new report from Sponsorship Today in the UK. The figure comes from analysis of 548 deals across 32 countries.

Not surprisingly, the United States accounted for exactly half of all deals and 58% (US\$434 million) of the total spend. However, the biggest reported deal was in the UK, with Etihad Airline's US\$30 million per annum fee to name Manchester City's home soccer stadium. The US claims the next three spots with a US\$700 million, 30-year agreement-in-principle by Farmers Insurance for the proposed Farmers Field in Los Angeles (a venue where naming rights have been sold even though the stadium has not been built and has no firm tenant), Citi Group's US\$20 million annual deal to name Citi Field, home of baseball's New York Mets, and MetLife's US\$18 million annual deal for MetLife Stadium, home field of the NFL's New York Giants and New York Jets.

One of the key findings of the research is that in mature markets, where naming rights are common, values are higher and contract length longer. In addition, in those markets naming rights are sold for venues both large and small. In less mature markets, contract lengths are considerably shorter, valuations are lower and rights are normally sold only for major venues.

Principally, there are two fairly narrow reasons why brands buy naming rights. If the acquisition is in or near its home or head-office market, objectives are often tied to the local community – hospitality for important clients, internal relations with employees, recruitment and corporate citizenship in a key market. If the acquisition is outside the home market, the brand is usually seeking an impactful breakthrough. According to the report, "Rights holders seeking major deals should therefore focus on either locally-based companies or those looking to enter (or significantly develop) the market in their region."

Globally, the biggest investors in naming rights are financial services companies, followed by telecommunications, airlines, car manufacturers and energy companies. However, major global brands have mostly shied away from the stadium naming market.

"If you go through the data, you don't find many big deals from the likes of Visa, McDonald's, Coca-Cola, Hyundai, MasterCard, Samsung, Adidas and Sony etc.," says Sponsorship Today Editor, Simon

Oasis

> CONTINUED FROM PAGE 1

tor, Tetra Pak Canada Inc.

To Lassonde's credit, it has set hard objectives for this promotion in terms of sales life of Oasis 960 ml products from Couche-Tard and Mac's channels. The program will also be supported by a series of local activation programs, says L'Heureux, and each of them will also be measured against hard, quantifiable objectives. ■

Rines in a release.

"You do see a few of the big global sponsoring brands such as Emirates, Barclays and Ford, but on the whole naming rights deals tend to be local or regional in outlook and clearly fulfil different objectives to deals signed with, for example, big international federations."

This may be a reflection of the commonly-voiced criticism of naming rights: that they are pure branding exercises, something of little value to a brand with a well-established global footprint.

"There have, however, been notable exceptions where brands have worked hard to engage people and use their rights to add value to the fan experience," says Rines. "In the case of Allianz, for example, the brand actually created a targeted experiential campaign that travelled the world. Activation can, therefore, be powerful if done creatively, but this is still the exception rather than the rule."

The report places Canada in a similar league as the US in terms of acceptance of naming rights. However, it is a small market dominated by hockey. Top naming rights deals cited include the Bell Centre in Montreal, estimated at US\$3.2 million per year, and Toronto's BMO Field, estimated at US\$2.3 million per year. However, in terms of average duration, Canada is second only to the US, with terms averaging 11.5 years among 15 contracts studied.

With five, the report ranks TD as the world's leading corporate purchaser of stadium venue rights in terms of number of venues named. However, in the universe of global naming rights, they are relatively small deals, with a total estimated value of US\$7.4 million per year. ■

Tall ships will call on 16 Ontario ports in Redpath-sponsored 1812 tour

IT'S ONE THING TO SELL a tall ships festival in Toronto Harbour, quite another to sell a tall ships tour that will call at 16 Great Lakes and St. Lawrence River ports, several of them quite small.

The tour will happen this summer thanks in large measure to the War of 1812, various levels of government and Redpath Sugar, which will present the Tall Ships 1812 Tour from June 14 to September 2. The tour will tie up at 16 Ontario ports from Brockville to Sault Ste. Marie. Lea Parrell, President of Harmony Marketing, has been captaining the sponsorship sales effort, and admits that the winds have not always been at her back.

Except with Redpath, the title sponsor of the Redpath Waterfront Festival Toronto since its inception in 2010, and now presenting sponsor of the tour. *TSR* readers will recall that Redpath titled the Toronto festival with an unconventional objective front and centre: to reinforce among Torontonians and their civic leaders that Redpath's significant industrial presence could peacefully exist alongside, even

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Credit: Greg Pease

The Pride of Baltimore II is a replica of the Baltimore Clipper type of vessel that fought for the US side in the War of 1812.

support, the transformation of Toronto's waterfront into an entertainment and recreation destination.

The tour has a strong media partner in CTV, which has crafted a package offering province-wide coverage. However, agreeing on categories suitable for tour-wide sponsorship has been a near-impossible task. Each of the 16 ports of call is managing its own local sponsorship sales effort, explains Parrell. Sugar is about the only category without any likelihood of encountering competing brands at the local level.

Nancy Gavin, Redpath's Manager of Brand Development, ties the partnership of the tour to Redpath's heritage as a company dependent on the sea.

"Shipping and the water have always been very important to us," says Gavin. Part of the onsite activation at every port of call will be a large banner tracing the company's history from its founding in 1854, interspersed with images of ships that plied the Great Lakes at various points during that time.

The program will also reinforce brand awareness, which is already very high. The Tall Ships 1812 Tour will be added to 2.5 million packages of Redpath sugar across Canada, beginning in May.

The tour will be used as a platform for Redpath's Acts of Sweetness community engagement program. Acts of Sweetness, explains Gavin, brings a restored 1947 Divco sugar delivery truck stocked with cookies to events mostly around the Greater Toronto Area. The Tall Ships 1812 Tour gives the truck an excuse to put additional miles on its odometer.

There will also be a contest staged through media partner CTV's Ottawa affiliate. Viewers of the Morning Live show will be invited to submit traditional family recipes using Redpath sugar. The best of the bunch will be invited to make the dish on-air and to join Redpath's Nancy Gavin for a VIP trip to the Redpath Waterfront Festival in Toronto.

That event, which will run from June 20 to 23, will be the focal point of the Tall Ships 1812 Tour. For the Toronto festival, sponsorship interest has been much stronger, says Parrell, although sponsors this year have been unusually late to commit. Toronto can promise sponsors meaningful foot traffic, plenty of media exposure and a large, well-served footprint for activation. Among those responding to

the opportunity are the Toronto Port Authority, which will sponsor a water shuttle that will ferry attendees along the full three-kilometre length of the festival area, Amsterdam Brewing, which will operate a pub on the waterfront, and Porter Airlines. Notably, both Porter and the Toronto Port Authority are making a public case for a regulatory change that will allow Porter to fly jets into Billy Bishop Airport on the Toronto waterfront. ■

Pilaros Taste of the Danforth stops at nothing to engage its partners

IF ALL GOES ACCORDING TO PLAN, this summer's Pilaros Taste of the Danforth in Toronto will set two world records: the world's largest Greek yogurt pot, and the world's largest Sirtaki dance, also known as the Zorba the Greek dance.

Howard Lichtman, President of Toronto's The Lightning Group, willingly takes credit for this and other nonsense that helped transform Toronto's annual festival of all things Greek into a premier civic event that attracts celebrants and sponsors from a wide range of cultures, while still remaining respectful of its Hellenic roots.

The significant segment of Toronto's Greek community that clusters along a stretch of Danforth Avenue, known locally as The Danforth, has been staging the Taste of the Danforth since 1994. What was originally a celebration of Greek food grew over the years to encompass music and dance from the Hellenic republic. By the late 2000s, the Taste was reaching the limits of its growth; the city claims approximately 200,000 residents of Greek ancestry, and the Taste was already drawing four times that number.

Enter Howard. To continue to grow the audience and, more importantly, to make the Taste more attractive to a wider range of sponsors, it had to become more mainstream. However, to retain its very significant traditional audience and sponsor base, it had to retain much of its Greek character. The solution was in logistics: retaining the Greek stage and open-air kitchens that give the festival its distinctive sound and smell, but adding more mainstream elements – a world stage, a celebrity stage, a kids' zone, a sports zone – each attractive to a wider audience and a new set of partners.

"By moving the programming more mainstream and adding more variety in year one our sponsorship revenues were up 80%," says Lichtman. The audience demo was more family-oriented, more affluent, and drawn from a wider geographic footprint than the



Greater Toronto Area. Attendance now stands at 1.3 million to 1.4 million. Among the sponsors of this year's Taste of the Danforth are Pilaros, an importer of Greek food, but also six Caribbean islands.

This summer, Pilaros Taste of the Danforth celebrates its 20th anniversary, and for that it will return, somewhat, to its roots, making attempts at two Greek-themed world records. The first is pretty-much a lock. With Astro BioBest as sponsor, there's no way this year's Taste will fail to capture the title for the world's largest Greek yogurt pot. The still unsponsored world's largest Sirtaki dance has to draw a little more than 5,000 people for five minutes of dancing, but with 100,000 people onsite at any given moment, Lichtman figures that record will be his as well.

Why? "I wanted to do something that would resonate around the world from a publicity perspective," says Lichtman. He researched Greek-themed world records, and these two stood out. Content is king, Lichtman preaches. If you can create compelling content and communicate it with an effective media platform, people will come and sponsors will follow. ■

Municipalities embrace naming rights, though expectations may still be unrealistic

MUNICIPALITIES ARE STILL LOOKING for that pot of gold, but at least they seem to be approaching the quest more systematically than before.

The Centre of Excellence for Public Sector Marketing (CEPSM), co-presenter with *TSR* of The Municipal Forum on Sponsorship, surveyed cities across the country and found that the vast majority have developed a policy for the sale of naming rights and either are seeking naming partners for their venues, or plan to do so. Two-thirds of respondents manage the sales process internally. Of the remaining one-third that use external service providers, 60% compensate with a combination of retainer and commission, and 40% pay straight commission. Commissions are commonly in the 10% to 20% range.

The CEPSM survey is not intended to be a rigorous, statistically-

valid portrait of municipal sponsorship in Canada. It does, however, point to emerging trends in the sector.

Bernie Colterman, CEPSM Managing Partner, says the large number of municipalities that are now selling or preparing to sell naming rights is a significant shift from just a few years ago. The number of municipalities that have gone so far as to craft a naming rights policy is also an indicator of growing sophistication in the marketplace.

However, municipalities continue to be challenged by a lack of skill and resources. Among the biggest challenges faced by municipalities, respondents identified issues around valuation of assets, time and resources to market and sell properties, and finding the right fit.

Perhaps just as significant is what wasn't mentioned, or what wasn't mentioned nearly often enough: managing expectations.

Within municipalities there continues to exist a certain naiveté about the craft of sponsorship sales and the rewards that success will bring. Media reporting is part of the problem. Everyone hears about the multi-million dollar naming rights sale. Nobody hears about the \$50,000 pitches that fall flat.

"Recreational facilities don't have the same glamour as NHL arenas," says Colterman, yet "here's still this misunderstanding that people are lined up to give municipalities money."

Of course they're not. Corporations, much like ordinary citizens, are never eager to write a cheque to any level of government without a firm sense of the return they will see for that investment, says Colterman. Many within the municipal sector simply don't understand the length of the sponsorship sales cycle, particularly when the asset is a naming right that can take 12 months to 18 months to close. Companies don't have naming rights as a line item on their budgets. When an attractive opportunity arises, a company can budget for it in subsequent years, but for the current year, it has to find the money elsewhere. It's a misunderstanding that puts undue pressure on those charged with sales, and sometimes leads to a loss of support from key stakeholders whose buy-in is essential if the sales process is to succeed.

Colterman offers six pieces of advice to municipalities entering the naming right market:

- Develop a sound naming rights policy;
- Ensure you have strong buy-in from municipal council;

Sponsorship Week

November 4 to 7, 2013, Toronto, Ontario

Sponsorship Boot Camp November 4, 2013

Join one of Canada's best sponsorship educators, Bernie Colterman, for an intensive one-day session designed to prepare you for the demands of today's sponsorship marketplace.

Presented in partnership with the Centre of Excellence for Public Sector Marketing.

Sponsorship Toronto November 5 and 6, 2013

The Sponsorship Report presents two days of piercing insight from some of the world's most thoughtful sponsorship professionals.

Enjoy plenary and keynote sessions from the sponsorship industry's thought leaders, and intimate concurrent sessions with top practitioners. Past presenters have included Kim Skildum-Reid, Bernie Mullin, Justin Kingsley, David Barnes, Philip Spedding, Janice Price and many, many others.

Details coming soon to www.sponsorshiptoronto.com.

The Municipal Forum November 7, 2013

Canada's leading expert on municipal sponsorship, Bernie Colterman, will guide you through the development and implementation of an effective public sector sponsorship program.

Presented in partnership with the Centre of Excellence for Public Sector Marketing.

Learn more at www.sponsorship.ca and www.sponsorshiptoronto.com

WHAT'S HAPPENING

[SPORTS]

Canadian, world curling groups extend deal

The Canadian Curling Association and the World Curling Federation have extended their world championship hosting agreement through 2018.

The agreement ensures that Canada will continue to play host to (at least) one world curling championship every year. As currently scheduled, Canada will host the men's world championships in 2015 and 2017, and the women's world championships in 2016 and 2018. The Canadian Curling Association also owns the presenting sponsorship position for world championships staged outside of Canada.

Under the existing agreement, Canada hosted the men this year in Victoria, and will host the women next year in Saint John.

[ARTS]

April 1 partnership announcement is no joke

It was no joke. On April 1, ATB announced a five-year commitment as lead partner and sponsor of the Edmonton International Fringe Theatre Festival and the ATB Financial Arts Barns.

With this partnership ATB continues to solidify its reputation as Alberta's alternative to the Big Six national banks. ATB has a province-wide presence and is particularly strong in smaller communities. It has also built a strong reputation as a supporter of the arts and entertainment in Alberta.

In a classy move, Sam Jenkins, Chair of the Fringe Theatre Adventures board, also used the media opportunity to thank outgoing lead partner TransAlta, which had been a partner of the Fringe Festival and the Art Barns for 13 years.

[ARTS]

Youth, talent will drive opera partnership

The National Bank of Canada has signed a three-year partnership with the Young Associates Committee and the Atelier lyrique of Opéra de Montréal. The bank kicked off its partnership by titling the National Bank Night at the Opera at the March 15 presentation of *Dead Man Walking*. National Bank clients received a 20% discount off the \$125 ticket price.

The focus of the partnership is the development of young talent. The Young Associates Committee supports the Opéra de Montréal's objectives of reaching out to the business community and mobilizing young professionals. Young Associates are rewarded with unique opportunities for discussion and learning, as well as privileged access to opera.

The Atelier lyrique offers professional internships that provide training and on-stage experience for young Canadian artists who have completed their studies and intend to pursue a career in opera.

[MEDIA]

Mott's spices up Top Chef

Top Chef Canada will carry the flag for Mott's Clamato over the first part of 2013. The brand has entered into its first-ever partnership with cooking competition this year, securing product integration and vignettes on the program, and activating the program through a Facebook-anchored promotion called Win Like a Top Chef.

Mott's has two other key partnerships in Canada. Its Live Nation partnership will be activated over summer concert season, while its partnership with the Toronto Maple Leafs, Montreal Canadiens, Calgary Flames and Winnipeg Jets will carry it through the fall and winter.

- Focus on finding the right sponsor fit;
- For larger chains, start with the local representative and get support there before moving up the decision-making ladder;
- Ensure that your partner is actively involved in leveraging the opportunity. Work with your partner to achieve success; and
- Allocate a portion of naming rights revenue to improving the named facility. ■

Meet the happy, healthy, sociable arts consumer

CONSUMERS OF ARTS AND CULTURE in Canada are, for the most part, a healthy and happy bunch. That's the top line of *The Arts and Individual Well-Being in Canada*, the 39th report in the Statistical Insights on the Arts series produced by Hill Strategies Research, a Hamilton-based company that specializes in original research into the arts sector.

The report provides a clearer sense of the reach of arts and culture as well as of character of the arts consumer. Arts and culture sponsorship, particularly in so called "high art," is often viewed as the domain of a select list of sponsorship categories, with financial institutions and professional firms topping the list and activation largely confined to modest visibility and hospitality opportunities.

The Hills Strategies report provides hints that this need not be the case. It finds that arts and culture consumers in Canada believe themselves to be physically and mentally healthier than the population at large, more satisfied with life in general, eager to volunteer and to lend a helping hand to their neighbours, free and easy-going. In short, a happy, pleasant and socially engaged bunch. Add to that the fact that arts consumers enjoy an above average household income and you have a portrait of a very attractive consumer.

There are plenty of them out there, according to Hills Strategies: 10 million art gallery visitors per year, 12.4 million theatre-goers, 3.5 million classical music patrons, 21.3 million book readers.

"I'm not sure that it impacts the ability to get more sponsorship or higher value sponsorship," says Bonnie Hillman, President of the Toronto agency Arts & Communications. The Hills Strategies findings may support efforts on the philanthropic and community-relations side of the ledger, particularly with brands that have made a strong commitment to health and wellness. They could also help inform arts organizations' marketing campaigns, she says. That should help grow audience which should, in turn, make individual properties more attractive to sponsors.

"One of the biggest barriers to sponsorship in the arts is that the numbers are too small," says Hillman. The numbers that Hills Strategies counts are nationwide, but they gather together in small groups – a performance here, an exhibition there. There are a few examples of different arts organizations banding together to craft a single property with larger reach, but they are very few. The most notable happened more than a decade ago – the effort by Wakeham and Associates to knit together jazz festivals and attract TD as a title or principal sponsor. More recently, says Hillman, Arts & Communications created a single sponsorship platform for CIBC for pianist Lang Lang's performances in Canada in 2011 and 2012, which involved three separate orchestras.

"The truth is, it's not easy to do," says Hillman. ■

SMCC prepares to leave the nest

THE SPONSORSHIP MARKETING COUNCIL of Canada, formed in 2004 by the Association of Canadian Advertisers and operated since then under the ACA's umbrella, will reconstitute itself as an independent association over the coming months. The announcement was made by Dan MacKenzie, Chair of the SMCC Board of Directors, at the opening of the group's annual conference on April 25 in Toronto.

The SMCC has put out an RFP for an association management company to run the affairs of the group. A team headed by CIBC's Monique Giroux will manage the transition, and the goal is to have everything done by July 1.

Short term, members should see no change. "Breakfast forums will continue. Most likely conferences will continue," says MacKenzie.

As to the longer-term direction, MacKenzie suggested that everything is on the table. Coca-Cola's Linda Cronin, is leading a longer-term process to map out a strategic direction for the organization.

"We always want to look at how we can best serve our members," he says, specifically referencing the need to serve members outside the Greater Toronto Area. ■

[LOOKING BACK]

Celebrating the Honda Celebration of Light; Good news for PGA Tour of Canada; Not so much for TELUS Skins

The **Honda Celebration of Light** walked away with the Marilyn Michener Excellence in Arts & Entertainment Award at this year's annual **Sponsorship Marketing Awards**, handed out late last month by the **Sponsorship Marketing Council of Canada**. The SMCC win was the second in little over a month for the event. In late March, it also scooped up the Best Festival in Canada award at **Canadian Event Industry National Star Awards**.

The accolades are the fitting culmination of a reinvention of a property that, in very recent memory, had become a bit of a joke. No one's laughing now.

A year ago, *TSR* dedicated its front page to **Honda Canada's** just-announced three year title sponsorship of the Celebration of Light, the spectacular fireworks festival that lights up English Bay in Vancouver every summer. The sale was handled by Vancouver's **Score Marketing**. President Garnet Nelson explained that with a professional organization like **Brand.Live** managing the event, sponsor confidence was high and the sale was surprisingly easy.

Brand.Live's re-engineering has produced an event that draws spectators to the shores of English Bay early in the day and keeps them there, with a wide range of activities and sponsor activations, until the sun sets and the real show begins. Two large-footprint zones were exclusive to Honda.

Just as this issue was going to press, Brand.Live and the **Vancouver Fireworks Festival Society** announced the lineup of competitors and entertainment for this year's celebration, coming up July 27, July 31 and August 3. The UK, Canada and Thailand will

compete for pyrotechnic supremacy. On the ground, festivalgoers can expect:

SHOREfest presented by Shore 104.3 FM – free concerts on English Bay and Sunset Beach featuring, among others, Serena Ryder;

The Keg Lounge, located on top of the Bath House Roof at English Bay, offering food, music and premium viewing;

The **Red Bull Air Show** on July 27 and August 3;

The **Concord Pacific Seawall Challenge**, which is a new addition to the Celebration of Light, a family-friendly urban adventure along the False Creek seawall and parks;

Urban Rec Volleyball and Bocce Tournament on July 27 and August 3, as well as a Bocce tournament on July 31;

YVR Observation Deck, another prime viewing area at English Bay;

West End Street Fest, another new addition, featuring roaming performances along Davie and Denman streets;

A mobile app presented by **Shaw** with schedules, an interactive map, fan voting for fireworks competitors and a simulcast of the fireworks soundtrack.

Last May *TSR* also updated readers on the Canadian Tour's efforts to be taken over by the PGA Tour in the United States. There were plenty of reasons why the tour thought this was a good idea, and efforts bore fruit later in the year. The rebranded **PGA Tour Canada** is now part of a feeder system leading players to the PGA Tour, making it a far more attractive destination for emerging professionals, for golf fans and for sponsoring brands.

Evidence of that is found in the spate of announcements that followed the naming of PGA Tour exec Jeff Monday as President of the PGA Tour Canada. That includes the April 29 announcement of **Freedom 55 Financial** as the presenting sponsor of the **Tour Championship of Canada**. The tournament will close the season and award the top five finishers in the PGA Tour Canada's Order of Merit a spot on the **Web.com Tour**, just a chip shot away from the PGA Tour. The tournament will be contested in London, of course, Freedom 55 Financial's head office city.

The PGA Tour Canada will also get airtime on **Global**, the PGA Tour's broadcast partner in Canada. Global will air a weekly 30-minute PGA Tour Canada highlight show as a lead-in to its Sunday coverage of PGA Tour final round play. The program will be produced by **PGA Tour Entertainment**.

Sticking with golf, at press time *TSR* had heard back from neither **IMG** nor **TELUS** about the fate of the **TELUS World Skins Game**. Over the past couple of years, TELUS has renewed on one year contracts only. As reported in these pages last May, property owner IMG had performed some magic with the budget for the property, deftly leveraging some of sponsor Nike's strengths to keep costs down without compromise to quality, and passing some of those savings to TELUS. Still, TELUS SVP of Strategic Initiatives Andrea Goertz had sounded a cautionary note.

"We have not made a decision around our future sponsorship of the TELUS World Skins Game," she told *TSR* last year. "We will re-visit our sponsorships for 2013 when the time comes."

That time has come, and in the absence of firm word from either IMG or TELUS, we can only report that the property's website has not been updated since July 31, 2012, the Twitter feed has been silent since August 24 and the blog has not been updated since early July. All of which strongly suggests that after 20 years, this property has taken its place at the 19th hole. ■

Chick-fil-A foes try to scratch sponsored Canadian broadcast

RECENT PROTESTS REGARDING a sponsored video broadcast in Ontario's Durham Region indicate that a brand can possess the power to motivate the public, even if that brand has no business presence in Canada.

The broadcast in question is Chick-fil-A Leadercast 2013, a ticketed event that will be streamed live from Atlanta on May 10 and viewed at 650 host sites in the US and Canada. The event, billed as "Simply Lead," features such speakers as former US Secretary of State Condoleezza Rice, former General Electric CEO Jack Welch and Olympic gold medalist Sanya Richards-Ross.

Title sponsor Chick-fil-A was dogged by controversy last year when the COO of the US restaurant chain, Dan T. Cathy, stated that he did not support same sex marriage.

A Durham event was scheduled for the University of Ontario Institute of Technology (UOIT), in a presentation co-organized by the University and JCI Durham, an organization promoting leadership in young people. However, the presentation was cancelled after protests by local residents, including members of Parents, Families, & Friends of Lesbians and Gays (PFLAG) Durham.

Jayne Harper, PFLAG Durham's volunteer Executive Director, says that the complete absence of any business activity in the Canadian market by Chick-fil-A was trumped by perceptions about the restaurant chain's values.

"The LGBT community was not only outraged, they were insulted," he says. "The LGBT community knows all about brand loyalty and what companies stand for.

We had to educate ourselves on this and watch who was sponsoring what. One of the biggest problems was that the main or title sponsor was largely against the values of the LGBT community. Although there are no outlets in Canada, or at least in our area, what they represent are non-inclusive values on diversity that we enjoy and stand for here in Canada. If this were a company working towards change and acceptance it would have been a different story."

Harper says that a report by US LGBT rights group Human Rights Campaign (HRC) indicated that the chain had made no noticeable change or improvements in its attitude to human rights.

However, a January 2013 blog entry on HRC's web site indicates that Campus Pride had suspended its protest against the restaurant after noting that its 2011 tax forms in-

dicated that it had ceased to support organizations deemed intolerant and that the tax forms "accurately reflect Chick-fil-A's values to 'treat every person with honor, dignity and respect.'"

Another Durham event, the Oshawa Leadercast, will go forward as scheduled, organized by a citizen's committee spearheaded by local resident David Imler. He notes that the committee decided to organize a screening at the Oshawa Community Church last fall, independent of the UOIT event.

"The event is owned by a company called Giant Impact and used to be called the Maximum Impact Leadercast," says Imler. "Chick-fil-A is only the current sponsor. We're focussed on the great opportunity this brings to the community. ■



Credit: J. Reed, Wikimedia Commons

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