Burger King’s big bite

The hand wringing continues. Will the merger of Tim Hortons and Burger King be good for sponsorship?

THE ALMOST CERTAIN $11-billion merger between Tim Hortons and Burger King has unleashed a whirlwind of opinion on what the deal actually means. While analysts south of the border are focusing primarily on the tax and financial implications of the deal, Canadians are largely concentrating on potential damage to the Tim Hortons brand, including the coffee chain’s national and community sponsorships, which span the NHL, CFL, CCA curling, the Tim Horton Children’s Foundation, Timbits Hockey and myriad local programs.

The head office of the new company will be located in Oakville, ON at Tim Hortons’ headquarters. However, while Americans express little concern that Burger King will be Canadianized after pulling up stakes from Miami, Canadian pundits seem to fear an erosion of the coffee chain’s unique, and apparently fragile, national identity.

Cameron Conway, contributor to financial web site Motley Fool Canada, points out that if Burger King owner 3G Capital follows its traditional post-acquisition strategy, the chain will see heavy cost-cutting that will be manifested in “…corporate store sell-offs, shifting costs to franchisees, cuts to advertising, and could even affect programs like Timbits hockey. This is the complete opposite of the business model Tim Hortons has applied in the past, which favours reinvestment and brand loyalty.”

Critics also point to Tim Hortons’ 1995 merger with US burger chain Wendy’s, decrying the Canadian chain’s decade-long effort at American expansion, before it was spun off as a public company in 2006.

The Motley Fool posits a future decade in the wilderness as 3G implements cost-cutting strategies that take their toll on customer satisfaction, sponsorship and community programs. Only in the 10th year of the deal will 3G reap a stock-sale bonanza, allowing Tim’s to begin rebuilding its brand.

Sponsorship marketing experts don’t paint quite so dismal a picture for Tim Hortons, noting that shortsighted corporate vampirism is the exception rather than the rule and that — just maybe — investment firms may recognize the value of the corporate culture in properties they acquire.

Keeping the two brands apart as distinct entities is not only essential but also achievable, says Ken Wong, Associate Professor and Distinguished Professor of Marketing at Queen’s School of Business.

“Procter & Gamble successfully maintains the identities of all of its brands, from Ivory’s gentleness to Pantene’s focus on vitamin enriched products to the medicated effectiveness of Head & Shoulders dandruff shampoo,” he says. “There’s no reason why two brands can’t successfully co-exist under the same corporate structure. In addition, Tim Hortons is coming off a quarter in excess of analysts’ expectations. It’s not as though the brand is in trouble and requires serious reformulation.”

And while 3G’s reputation for cost cutting is far from mythical, Wong says it may be good for Tim’s.

“The type of cost-cutting that results from centralization and standardization can benefit both brands, while allowing them to maintain their corporate values,” he says. “In fact it makes great sense for Burger King to roll out Tim Hortons coffee at its outlets, so it...
Staples makes Roar happen as IT turns out, now everything is easy. That “easy button” that has been a staple of staples marketing for a decade? everybody’s got one. For the past year, “make more happen” has replaced “That Was easy” as the corporate tagline, intending to help communicate the message that Staples is much more than an office supplies retailer.

“We have more products that are available both in our stores and online, we have more services and more value that we’re offering our customers,” says Alina Chernin, manager, Corporate Giving and Internal Communications.

Those customers should include schoolkids and families, the audience drawn to pop princess Katy Perry, says Chernin by way of explaining staples’ sponsorship of the performer’s current world tour. The partnership was a US head office decision, says Chernin, but the activation at Perry’s Canadian dates is homegrown.

“Back to school is one of our busiest seasons,” says Chernin. “It’s one of the most profitable times of the year for us.”

However, the Katy Perry sponsorship was about the staples brand and its new “make more happen” promise. It was not about sales. Had it been the latter, the partnership would have spoken to the decision-makers, mostly moms. This partnership speaks to kids about the importance of school. It leverages the title of Perry’s current hit, Roar, morphing the staples tagline into “make Roar happen” and supporting Staples Canada’s annual school supply Drive, through which staples retailers raise funds for local community groups that help equip disadvantaged kids for the new school year.

It’s a made in Canada program, Chernin stresses. In the US, Staples has donated $1 million to the organization DonorChoose.org, which funds school-related programs.

True to the program’s objective, there’s not a heavy Staples presence at the concerts. Staples is prominently featured in the video.
that opens each Canadian show – a fresh version of the program’s PSA. It concludes with a call to action to “make roar happen,” which serves as the intro for Perry and her opening number, Roar.

After that, Staples vanishes from the venue. The call to action featuring Katy Perry is repeated in the PSA, which was not part of Staples’ media buy but still got a good deal of pickup, says Chernin, and on in-store signage. A contest anchored in social channels offered a chance to win free tickets to Perry’s Canadian shows. Chernin says she was also pleased with the coverage received by two meet and greets – one in Montreal, the other in Toronto – that were part of the package. Staples used them to host kids from Club des petits déjeuners in Montreal and Boys and Girls Clubs of Canada in Toronto.

This is the first time Staples has leveraged a celebrity for its back to school promotion, and the key indicator of success will be fund-raising. The School Supply Drive depends on consumer participation, and Chernin says that as of the end of August, “the donations are slightly ahead of last year.”

The Katy Perry program is one of two youth-focussed programs launched by Staples in Canada this year. Earlier, in June, it announced a new partnership with ACCO Brands, one of its suppliers, and Free the Children and its Me to We events. ACCO has produced a line of eco-friendly school supplies – everything from backpacks and lunch bags, to tablet sleeves and notebooks – available exclusively at Staples. Each purchase comes with the promise of a vital “gift” to a child being served by one of Free the Children’s program. A code on each product allows buyers to track the social impact of their purchase through Free the Children. Gifts include school supplies for one year, a tree planting, healthy meals, and reusable water bottles.

**World Tour cycling gets set for another spin**

IT’S PROBABLY A TRIBUTE to the growth of cycling as a participation and spectator sport that the idea of a Canadian team on cycling’s world tour simply won’t go away. The most recent aborted venture was led by no less a cycling luminary than Steve Bauer, with a late-stage assist from Curt Harnett. Their Team SpiderTech competed at the continental (North American) level through 2012, but even the impressive corporate support it mustered was never sufficient to fund the leap to the UCI World Tour, which is capped by three Grand Tour races: the Vuelta a España, the Giro d’Italia and the Tour de France.

Mark Ernsting, a former competitive cyclist, Race Director of BC Superweek, head of the H&R Block Elite U23 development team and CEO of M1 Pro Cycling says he’s going to give it a shot. Ernsting doesn’t believe he knows something that Bauer and Harnett don’t. Rather, he thinks, or at least hopes, it’s a matter of timing. Cycling was beginning to capture the imagination of corporate sponsors when Team SpiderTech rolled into town. Ernsting’s team will draft in behind them.

He’s drafting a good distance away, mind you. Team SpiderTech was aiming for the World Tour in 2014. Ernsting has his sights set on 2020, but when you’re talking about a team that’s going to need some $20 million per year to run, it’s best to look long-term.

“We’re doing our due diligence to build the foundation of the program,” says Ernsting, referencing the new team’s advisory board.
that is well stocked with heavyweights from sport, marketing and business.

The seed of the project is the current Team H&R Block, an elite under-23 development team that Ernsting manages. The vision is to use Team H&R Block to help feed a pro team that will compete for several years at the UCI Continental level. That team will in turn serve as the development platform, the farm team, for a new team that will join the UCI World Tour in 2020.

Ernsting will be looking first to Canada for sponsorship support, and the $20 million question is whether that level of sponsorship support can be found. For the UCI Continental team, ideal sponsors must have or be seeking a strong presence in the US. For the eventual World Tour team, sponsoring brands will need global reach.

“We want to make sure that everything we do for a sponsor is based on a business decision. That is our priority when having these discussions with companies,” Ernsting promises. That sounds good, but it hardly sets cycling apart from every other pro sport that knocks on a corporate door.

Fortunately, Ernsting doesn’t need $20 million out of the gate. In the build-up to 2020, needs will begin more modestly, giving Ernsting and his team chances to build proof points for the more significant investments that will be required later on. That’s part of the plan, and so far, H&R Block is on board with it.

A UCI Continental team will compete on the North American circuit next year, says Ernsting. He will field a men’s team in 2015 and a women’s team in 2016. Team H&R Block will contribute its support infrastructure and assets to the new team and, for the moment, H&R Block will be the team’s Title Sponsor. However, if the right brand were to make the right offer, Ernsting believes H&R Block could probably be persuaded to relinquish the title for the good of the team and an appropriate package of benefits.

With the popularity of cycling in the C-suite, Ernsting argues that the value proposition of cycling, is unlike any other pro sport. It offers the hospitality and personal appearance opportunities that have been golf’s hallmark, and behind-the-scenes and on-field opportunities that no other sport can offer. These can include ride-alongs within the team’s caravan car during a race, post-ride dinner with athletes, access to the mechanics’ base, invitations to training camp, even training day rides with athletes. It’s like being invited to take part in an NHL practice, says Ernsting.

Canada’s Ryder Hesjedal celebrates his victory at the 2012 Giro d’Italia.

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Lounge act: H&M Personal Shopping Room sponsorship earns world honours for Victoria’s Uptown shopping centre

REFUSING TO ACCEPT the preconceived notion that “H&M doesn’t do sponsorships” has resulted in the successful H&M Personal Shopping Room (PSR) at the Uptown shopping centre in Victoria, BC. The sponsorship was also voted the best campaign of 2013 at the International Council of Shopping Centers (ICSC) annual Sponsorship and Advertising Conference in New York City in August.

H&M is the upscale mall’s exclusive sponsor of the H&M PSR – a unique retail experience in which patrons book appointments with Uptown’s noted style director, Erin Bradley, who personally assists them with a guided shopping excursion.

The sponsorship coincided with H&M’s first foray into Vancouver Island, in Phase Two of the Uptown development completed in August 2012. The driving force behind the concept was Kristy Lowes, Marketing Director for Uptown, a property of Morguard Investments Limited.

Lowes says that the marketing team wanted to drive home the position of the mall as a unique fashion and lifestyle destination and was inspired by the personal shopping services offered by British fashion retailer Top Shop.

“Wardrobe consulting services aren’t a new idea, but the concept of a room dedicated to fashion and shopping services would be a first in Canada,” says Lowes. “It’s possibly unique in North America.”

First she had to convince the internal team – ownership and management – to forgo potential retail revenue on prime retail property and to incorporate the shell of the room in the construction plan, even before a sponsor had been secured.

“We needed to sell a sponsorship so we could offset the cost of finishing, decorating and branding the PSR,” says Lowes. “It immediately thought of H&M as the right partner, not only because of the unique exposure and benefits they would receive, but because H&M’s increased presence would help solidify the reputation of Uptown as a fashion destination. I was told that H&M simply doesn’t do sponsorships, but approached them just the same.”

Despite the fact that H&M didn’t have readily available funds for the sponsorship, the fashion retailer combined its PR, grand opening and store budgets to become the presenting sponsor.

“We were very happy when Uptown approached us with the opportunity to be the lead sponsor because we had already allocated the marketing budget for the store opening and this was a great way for us to build brand momentum and engage customers right at the shopping centre,” says Emily Scarlett, Communications and Press Manager at H&M Canada. “It was a great way to naturally introduce customers to H&M and what we have to offer in terms of fashion and quality at the best price.”

The lounge would open in February 2013 as “H&M Presents the Uptown Personal Shopping Room,” coinciding with H&M’s retail launch at the mall. For a one-year term, H&M would receive:

• Exclusive presenting sponsorship of the lounge, designed to reflect the aesthetics of an upscale wardrobe closet, replete with two change rooms, a runway-like space, chandeliers and clothing and accessories provided by Uptown retailers.
that we can continue to learn from this sponsorship in order to bet-
are always looking to improve the customer experience and hope 
that we have renewed our contract for another year,” says scarlett. “We 
the mall have also increased 28.5%.

tering and other exposure. H&m has become the top performer in 
cost of the sponsorship to the value of media impressions, adver-
on-investment for H&m was approximately six-fold, comparing the 

ship were launched simultaneously—there are no before and after 
fashion.”

and events, with mall merchants providing samples for gift bags,” 

automatically brought to H&M by the style director as their first 

magazine. customers purchasing personal shopping services were 

sion commercials and a series of full-page ads in a local fashion 

room and throughout the site, printed and installed by Uptown. 

in JUly, 

-please don’t pee on our rug

worst that could happen is that you didn’t try.”

regardless of what other might lead you to expect,” she says. “The 
campaign, is to put your best effort into a pitch to the best partner, 

many routes through which Transcanada's 

torate on energy east or any other matter.

were launched simultaneously—there are no before and after 

figures for comparison. However, Lowes calculates that the return-
on-investment for H&M was approximately six-fold, comparing the 

cost of the sponsorship to the value of media impressions, adver-
tising and other exposure. H&M has become the top performer in 

family apparel at Uptown and sales in the family apparel category at 

the mall have also increased 28.5%.

“We can say that the sponsorship has been very successful and 

we have renewed our contract for another year,” says Scarlett. “We 

are always looking to improve the customer experience and hope 

that we can continue to learn from this sponsorship in order to bet-
ter service our customers and continue to provide them a unique, 
inviting and exciting experience in store.”

Lowes says that the ICSC award was icing on the cake. The cam-
paigns were presented by invitation only, and the H&M/PSR presen-
tation eclipsed such heavy hitters as the Coca Cola “Share a Coke” 
campaign.

“The one piece of advice I would offer anyone mounting a similar 
campaign, is to put your best effort into a pitch to the best partner, 
regardless of what other might lead you to expect,” she says. “The 
worst that could happen is that you didn’t try.”

Please don’t pee on our rug

IN JULY, TSR REPORTED on the challenges faced by sponsors in 
the fossil fuels industry, most notably Enbridge, when opponents of 
their practices or policies took aim at their sponsored partners. Most 
often, the response on the part of the sponsor has been to express 
regret if a renewal opportunity was not offered, to wish the property 
well, and to focus instead on the long queue of organizations eager 
to enter into a partnership.

But when opponents of TransCanada PipeLines took aim at the 
company’s donation of $30,000 for a fire truck for the northern On-
tario town of Mattawa, things got if not ugly, then at least terse.

The money came out of TransCanada’s community relations 
budget, and envelope that does out funds to communities and or-

dications along the many routes through which TransCanada’s 

rines pass. And the funds are doled out with strings attached, 
such as appropriate recognition of TransCanada’s support and a 
clause requiring that the recipient not publicly comment on Trans-
Canada’s operations or projects.

On learning of this, critics of TransCanada’s proposed Energy East 
project, a plan to pipe oil sands crude to Atlantic Canada 
refineries, framed it as a gag order engineered to buy the silence 
of the Town of Mattawa, which is near the proposed Energy East 
route.

Though conceivable, it is unlikely that TransCanada so feared the 
voices of the Town of Mattawa’s civic leaders that it sought to buy 
their silence for $30,000. TransCanada stated that the clause was 
tended to protect recipients from feeling compelled to endorse 
the company’s business practices, not to silence criticism.

 Were TransCanada not a company in the fossil fuels industry with 
several high-profile projects on the table, it would not seem contro-
versial that a community investment agreement should include a 
clause that, in effect, states “we’re happy to have you for dinner, but 
please don’t pee on our rug.” But it is, and the issue gained suffi-
cient media attention that Mattawa municipal leaders, including the 

orate on Energy East or any other matter.

TransCanada agreed and, for its part, quickly announced that 
it would reword the clause in this and subsequent agreements to 
make clear that it is not a gag order of any sort. TransCanada also 
took the opportunity to speak at some length about its community 
investment program, and its value to TransCanada employees and 
to the communities TransCanada serves. Using the tactics of good 
storytelling, it also took a few hard swipes at organizations that do
Canada puts another bike on the Grand Tour

Canadian bicycle company Argon 18 has officially signed a three-year agreement with Germany’s NetApp-Endura team. Effective January 1, 2015, the team, which finished seventh in the latest Tour de France general individual classification, will be known as BORA – ARGON 18.

“We chose this team because we firmly believe it will confirm our standing as a leading and innovative bike brand on a worldwide scale” said Gervais Rioux, Olympic athlete and founder of Argon 18 in a release. “Argon 18 will be mentioned every time the team’s name will appear. For us, this was very important. It’s one of the many reasons why this team was the perfect fit for us. This partnership will also give our brand unprecedented international exposure, as well as provide our R&D division invaluable feedback and insight.” In the Tour de France, only five bicycle brands are part of a team’s name.

Argon’s top competition bikes retail for $12,000, and as part of the agreement the company will be supplying between 150 and 200 of them to the team.

P&G trims the fat

Procter & Gamble, one of the world’s most active sponsors in the CPG categories, has announced that it will shed as many as 100 of its consumer-facing brands, representing more than half of its portfolio. The process will occur over the next two years. Once complete, Procter & Gamble expects to be left with 70 or 80 of its top performers.

Procter & Gamble is currently the global leader in consumer product sales and, once the shedding is complete, it may actually still retain that title. According to media reports, the brands that will be dumped account for less than 10% of the company’s global sales.

Merchant makes statement on Middle East

Though Zane Caplansky, owner of Caplansky’s Deli in Toronto, has never been one to retire to the wings, it should be noted that his decision to sponsor an August 8 outdoor screening of the Palestinian film Laila’s Birthday was made long before the current conflict in the Gaza Strip reached its crescendo. The screening is part of the run-up to the Toronto Palestinian Film Festival. The decision, or rather the publicity surrounding it, earned Caplansky a great deal of attention, not all of it supportive.

Caplansky, who describes himself as “a proud Jewish man,” took to his blog to explain his reasoning. TSR happily reproduces one paragraph here:

“One of the great joys of running a restaurant is that on most days, it feels like a room full of storytellers sharing their experiences over a great meal. This festival seemed to me to be another forum for storytelling. It is often said that the conflict between Jews and Palestinians is one of a conflicting narrative. I don’t know if that’s true, but I have to believe that a starting place for peace is a place where we can both share and listen to one another’s stories. The truth is, I didn’t screen the content of the films because I didn’t make the decision to sponsor this festival to support any one perspective. I sponsored it as a small and humble effort to break down barriers so that both Jews and Palestinians can share each others stories. There was no ulterior motive here – let’s just get together over good food and share stories.”

The full posting may be accessed at http://www.caplanskys.com/blog/entry/why-im-sponsoring-the-toronto-palestinian-film-festival

On branded content

THERE’S A BIG RISK in taking research from one medium, or one market, and overlaying its findings on another. Until the advent of the Sponsorship Landscape Study, for instance, Canadian sponsorship marketers had only research from IEG in the US to guide their macro decision-making. The Landscape Study revealed what the smartest among us already knew: that the Canadian marketplace was not merely an undersized version of its southern neighbour, but a vastly different place.

Which bring us to the large grain of salt that must prudently accompany a sponsorship-based analysis of recent research from the Interactive Advertising Bureau and Edelman Berland. Not only is it research of the American market, it is also confined to news sites. However, given marketers’ increasingly heavy reliance on branded content and various forms of native advertising, its findings may be enlightening, perhaps even instructive.

IAB and Edelman Berland looked at consumer response to in-feed native advertising on news sites and found that news consumers actually welcomed the content, provided it was done right. It turns out that relevancy is the key determinant of consumer interest in sponsored content, at least insofar as news sources are concerned. Close behind are brand familiarity and trust, and subject-matter expertise.

These findings may be cautionary to sponsoring brands and properties. Some of the latter, for instance, are selling their websites as hosts for branded content based on the demographic their sites attract. If the IAB/Edelman findings are to be believed, properties should be pitching, and brands should be writing content, based on relevancy and expertise, not merely demographics.

This isn’t good news for challenger brands. Established brands own the expertise in the consumer’s minds. Challengers may find branded content to be a less than ideal communications vehicle.

It’s not only the credibility of the sponsoring brand that affects consumer perception. The IAB/Edelman study also found that the credibility of the host site played an important role in consumers’ acceptance of sponsored content. This is perhaps more relevant for news sites, which vary in gravitas and authoritativeness, but it suggests that strong, relevant branded content from a credible source will be wasted if it is hosted on a site that is not viewed as credible. The dark halo from the host will overshadow the branded content, no matter how strong it might be.

Strong content tells a good story. It does not pitch a product or service.

Interestingly, the fact that content is branded seems to have little impact on consumer perceptions, at least with respect to news sites.

One of the key takeaways from the study is this: branded content is most effective when it works for both the brand and the host. The choice for sponsors and properties is clear. It should either be “win-win” or “no deal.”

The study’s results may be found online at http://bit.ly/1oNYxps.
Toronto foodies feast at Taste of Toronto

WERE ONE TO LINE UP Toronto's summertime food festivals side by side, the buffet table would likely stretch the length of the Don Valley Parkway. Summertime in Toronto is a gourmand's paradise. It would seem to be the least likely host for one of the "Taste of" food festivals that IMG stages in many of the world's great cities, let alone its North American debut.

Here, Nancy Modricin, Senior Director of Marketing for grocer Metro Ontario, takes some credit. "Sam Galet (IMG Canada VP and Managing Director) approached me about several other sponsorships that were not food related," says Modricin. "I said to him, 'my number one priority is food and my customers, and if you can provide me with a sponsorship opportunity that aligns with those two things, we should definitely talk.'"

Galet says IMG's "Taste of" festival was going to come to North America at some point, and Toronto's growing culinary reputation and lack of a high-end event made it a strong candidate from the start. It would be a new event for Toronto, but not for IMG, which has reams of data from "Taste of" events from Auckland to Stockholm to draw upon when approaching sponsors. Given the success of its first staging in Toronto, cities like Montreal and Vancouver should expect to find themselves on the list of possible future hosts. Along with Toronto, of course, which is already booked for 2015.

What sets "Taste of" apart in a food-festival saturated city is the level of production and the high-end food, drink and service.

"We call it mass affluent," says Galet. Everything is top shelf, according to Galet, from the 17 restaurants that were represented to the look of the venue, its footprint at Toronto's historic Fort York and, of course, to the quality of food and drink served. Even admission to the grounds mimicked a restaurant, with attendees reserving their spots at one of three daily four-hour services. Logistically, that meant that Taste of Toronto could play host to almost 20,000 people over four days while always seeming relatively uncrowded.

IMG even went so far as to purchase 14 fully equipped kitchens for its exhibitors when it became apparent that there weren't enough rental kitchens available to meet the festival's needs.

Events like Taste of Toronto are intended to set Metro apart in the highly competitive grocery market. All grocery retailers strive for pretty much the same thing: quality, freshness, a wide variety of products displayed in bright, clean-looking stores. It's a sea of same for pretty much the same thing: quality, freshness, a wide variety of products displayed in bright, clean-looking stores. It's a sea of same.

"When everybody's running on the same baseline of quality, freshness, variety, what you have to do to differentiate is provide the best service that you can and the best experience you can." Because grocery is a local business, Taste of Toronto became part of the local customer experience for Metro and the core of its summer marketing campaign. "We viewed it very much as a local marketing initiative."

Metro had two key objectives at Taste of Toronto: to connect with food lovers and to celebrate local growers. Activations onsite included the Metro Master Class, which allowed patrons to replicate restaurant dishes with celebrity chefs, live cooking demos, the Metro Lounge to allow digestive juices settle, and a virtual market. There, visitors could scan bar codes the favourite dishes they sampled and have their orders ready for pickup at the end of their visit.

Modricin admits that the virtual market, in addition to being a smart engagement device, served as an early test platform for technology that may be part of the grocery store of the future.

Sixty-eight percent of attendees were women with an average household income of $127,000, says Galet. For Metro, Taste of Toronto generated more than 15 million impressions and provided content for its digital platforms. Attendees were full of praise for the event (more than 80% rating it excellent or good).

"Even the restaurants were tweeting out that this was the best food event they've ever attended," boasts Galet.

"I think there's a great possibility that we will be back next year," says Modricin.
Luminato’s lofty ambitions

The arts community already acknowledges it as among the best arts festivals in the world. With the right partners, Luminato want to reach even higher.

THERE’S ROOM AT THE TOP at Luminato. Toronto’s signature summertime arts and culture festival and its top partner L’Oréal Canada have announced that L’Oréal will be returning in 2015, but will no longer be integrated into the festival’s title. Pretty much since the festival’s launch in 2007, L’Oréal has enjoyed a hybrid position as presenting/title sponsor of the festival, with the festival promoted as Luminato and L’Oréal: Partners in Creativity.

That “Partners in Creativity” tag will be dropped for 2015, with L’Oréal Canada stepping down for 2015, with L’Oréal Canada President and CEO Frank Kollmar said “The original partnership goal of extending the L’Oréal brand to the arts and culture festival on the planet, it needs stories that partners can tell and partners willing to tell them to a national and international audience. Price says she’s already spoken with L’Oréal Canada about “a couple of really fun and exciting ideas” that will allow L’Oréal own a digital property that leverages the full range of Luminato content.

The idea, says Price “is to use the digital platform to tell the Luminato story more nationally and internationally.”

Make that stories. According to Given, “we feel that there are more stories yet to be uncovered.” He won’t say what they might be. Luminato has already done an admirable job of creating ownership opportunities for performances and even venues. New ownership opportunities may involve thematic threads that run through a range of Luminato performances, digital properties, or both.

The Sponsorship Report is a media partner of The Sponsorship Marketing Council of Canada.

For more information on the Council, visit the website at www.sponsorshipmarketing.ca, or phone (647) 748-3615, ext. 224.
NOVEMBER 3

Sponsorship Boot Camp
For sponsorship-seekers, the most important day of your year
www.sponsorship.ca/bootcamp.html

Bernie Colterman will lead you through a practical, no-nonsense session on sponsorship program development and sales that will shave a year off your learning curve. Bernie will quickly cut to the chase, arming you with field-tested strategies and tactics, practical tips and proven approaches for implementing a successful sponsorship program. If you’re new to sponsorship, this session is a must-attend. If you’ve done this before, you can measure yourself against the Boot Camp’s best practices.

NOVEMBER 4 AND 5

Sponsorship Toronto
Best practices in sponsorship activation from across North America and beyond
www.sponsorshiptoronto.com

For sponsors, properties and agencies choose from an exciting mix of sessions presented by leading sponsorship pros from across North America and beyond. The focus of Sponsorship Toronto is best practices in sponsorship activation – the grand strategies and fine tactics that will make your sponsorship program soar. Choose from a mix of plenary and concurrent sessions to customize a conference experience that meets your specific needs, all in an intimate and relaxed environment in the heart of Canada’s business capital.

NOVEMBER 6

Municipal Forum on Sponsorship
An exclusive workshop focussing on alternative revenue generation for municipal organizations and agencies
www.sponsorship.ca/municipalities.html

Public officials face unprecedented scrutiny and must address stakeholder concerns unlike anyone else in sponsorship. Even the smallest misstep can condemn a program to failure. But the rewards of doing it right are significant. Your session leader, Bernie Colterman, is recognized as one of North America’s foremost experts on municipal sponsorship. Bernie will candidly explore strategies and tactics tailored to the unique environment of municipalities.

You can combine two or more sessions into one powerful learning experience, and save a bundle too. Learn more at www.sponsorship.ca/register.html
Sponsorship Boot Camp

Monday, November 3

This one-day workshop is tailored for professionals responsible for revenue-generation in public or not-for-profit organizations. You will acquire the skills needed to take an organized, professional approach towards designing, marketing and selling your sponsorship program. You will be guided by Bernie Colterman, one of Canada’s finest sponsorship educators. This unique workshop has helped hundreds of professionals take a more strategic approach towards sponsorships. It takes you through a proven, end-to-end design and sales process that has been used to generate more than $25 million in sponsorship revenue.

www.sponsorship.ca/bootcamp.html

Sponsorship Toronto

Tuesday, November 4 and Wednesday November 5

More than 20 of the top sponsorship professionals from across North America will gather for an exclusive, intimate opportunity to share best practices in sponsorship activation.

Presenters and sessions include

Jacquie Ryan, Vice President, Sponsorship and Partnerships, Scotiabank. Learn about the current evolution of Scotiabank’s hockey strategy as it leverages a new relationship with Rogers.

Nick Taylor, Director, New Revenue at the Princess Margaret Cancer Foundation. Nick explains how his unique background with Rugby Canada and Tiffany’s has equipped him to meet the challenge of revenue generation at one of the world’s best cancer research centres.

Diane Ridgway-Cross, Executive Vice President, MarketELLE. Hear Diane’s piercing new insights, including new research findings, into sponsorship marketing programs aimed at women.

John Heppenstall, Senior Strategist, The Social Ambassador. John demystifies the social landscape and shows how properties large and small can operate within it.

www.sponsorshiptoronto.com

The Municipal Forum on Sponsorship

Thursday, November 6

The 4th Annual Municipal Forum on Sponsorship will tackle key issues that are impacting municipal sponsorship programs today. The forum is designed specifically for middle to senior managers from municipalities and other public institutions who are currently involved in or considering Sponsorships, Naming Rights or Advertising as a source of revenue. Your session leader is Bernie Colterman, Managing Partner of the Centre of Excellence for Public Sector Marketing and one of North America’s leading experts on municipal sponsorship.

www.sponsorship.ca/municipalities.html
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