

THE Sponsorship REPORT

Registered Trademark

VANOC signs a carbon sponsor

Partners will also be encouraged to mitigate their own carbon footprint.

VANOC'S ANNOUNCEMENT LAST month of a sponsor for its carbon footprint falls a little short of the grand hopes once held for the category, but still represents a big step forward for this new and promising sponsorship opportunity. VANOC announced that Offsetters, a commercial supplier of carbon offsets, would join the Olympic family as an official supplier and the first-ever partner in that category. Offsetters' rights fee is strictly value-in-kind, providing carbon credits equivalent to the 110,000 tonnes of carbon emissions that will have been generated by Olympic operations. This includes planning, construction and operation of the Olympic and Paralympic Games, and all athlete and team travel to and from Vancouver.

Not covered by this announcement, but still hoped for, is a commitment that will allow the offset of the additional 190,000 tonnes of carbon generated indirectly, mostly by spectator travel.

Carbon offsets are generated by projects that either remove greenhouse gases (expressed as tonnes of carbon) from the atmosphere (reforestation, for instance) or that replace a greenhouse-gas-generating process (a coal-fired generating station, for instance) with one that is benign or less damaging (such as a wind turbine). Offsetters is in the business of subsidizing projects that replace high-carbon-generating processes and will displace 110,000 tonnes of carbon by helping finance projects by five BC-based companies: Nexterra, Sempa Power, Lignol Innovations, Ballard Power and Powertech. The projects being financed would not be commercially viable

otherwise, and the amount of carbon displaced thanks to Offsetters' investment will be independently verified.

The market value of carbon offsets in North America varies widely, as it is still an unregulated market with plenty of shady operators. The offsets being committed to VANOC are good quality, verified commodities with a market value of approximately \$20 per tonne, explains an Offsetters source. This represents a real and substantial cost to the young company — \$2.2 million at market rates — but Offsetters will be “offsetting” a portion of its cost through agreements with its five technology partners, each of which will be picking up a portion of the cost in return for the right to market their participation in the program.

In the unruly carbon market, credibility is a distinguishing asset.

That may sound like pass-through rights, but it isn't, stresses Linda Coady, VANOC's Vice President, Sustainability. Coady was unavailable for an interview, but in reply to written questions submitted by TSR said, “any reference in an Olympic context to the projects and companies involved is limited to being factual and descriptive in nature.”

Given the still unruly nature of the carbon offset marketplace, credibility is a precious asset. Alberta is the only province with any form of mandatory carbon reduction program for industry. Companies that are buying carbon offsets are doing it in response to demands from the marketplace — shareholders, employees or customers. Consumers making these demands are knowledgeable; they have no sympathy for greenwashers. The endorsement value implicit in VANOC Official Supplier status goes a long way to

elevating Offsetters above its competitors. It wasted no time at all surrendering its entire home page to a celebration of its newfound status (see www.offsetters.ca).

TSR has also learned that there is probably some incremental business to be expected from the sponsorship. VANOC still hopes somehow to defray the 190,000 tonnes of indirectly-generated emissions. Conceivably, that could come from a separate carbon footprint sponsor willing to purchase the necessary offsets, and if that were to happen, those offsets would be supplied by Offsetters.

It's a new concept and a tough sell in a tight market. Far more likely is an aggressive promotional campaign by VANOC urging Games visitors to purchase offsets on their own. Offsetters will be designing a carbon-footprint calculator for

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WHAT'S HAPPENING

SPORTS

Monsanto sticks with the Roaring Game

Long-time curling sponsor **Monsanto Canada** has extended and expanded its sponsorship contracts with several **Canadian Curling Association** properties. Under a new multi-year agreement, Monsanto will be the presenting sponsor of the 2010 **Ford World Women's Curling Championship**, March 20-28 in Swift Current, Saskatchewan, the 2011, 2012 and 2013 **Tim Hortons Brier** and the next three **Continental Cups**.

The new contract is significant for the Canadian Curling Association, as it represents commitments well beyond the 2010 Olympic year.

"Curling is a grassroots game that lends itself to community involvement and it is embraced by our farm customers as both participants and spectators," said Monsanto spokesperson Trish Jordan in a release. "As a company 100 per cent focused on agriculture, it makes sense for us to find a way to support this passion among our employee and customer base."

Contact: Greg StremLaw, Canadian Curling Association, (613) 834-2076, ext. 117, gstremLaw@curling.ca.

SPORTS

Ottawa marathon loses another sponsor

The **Ottawa Race Weekend** has suffered another blow with the loss this year of major sponsor **MDS Nordion**. Last year, title sponsor ING did not renew its contract, and a replacement has not been found.

MDS Nordion has stated that a review of its sponsorship portfolio has led to a more narrow focus on health-related community events. The company is a leading global supplier of medical isotopes, and it has suffered from the disruption in supply from the troubled Chalk River nuclear reactor.

Contact: Ottawa Race Weekend, (613) 234-2221

SPORTS

Rogers Cup raises a glass of FIJI Water

FIJI Water has extended its sponsorship of the **Rogers Cup** tennis tournament through 2011. FIJI Water, which has sponsored the tournament since 2007, will have exclusivity in the concession stands and on court. FIJI Water is a natural source of electrolytes such as calcium, magnesium and bicarbonates – all of which need to be replenished when the body sweats during rigorous physical activity or when the temperature rises.

The Rogers Cup men's tournament will be held in Montreal August 8 to 16. The women take to the court in Toronto August 15 to 23.

Contact: Nicole Manes, NKPR, (416) 365-3630, ext. 28, nicole@nkpr.net.

SPORTS

Lawyers take the plunge with Alexandre Despatie

Quebec law firm **Lavery** is the latest to leap into the athlete sponsorship pool. The independent firm with offices in Montreal, Quebec City, Laval and Ottawa has signed a long-term sponsorship contract with one of Quebec's favourite Olympic sons, diver **Alexandre Despatie**.

The three-time world champion intends to compete at the 2012 Summer Olympics in London.

According to a release from the firm, Despatie will participate in various firm activities, and act as ambassador for the values he shares with all members of the Lavery team.

Contact: Micheline Lasnier, Lavery, de Billy, LLP, (514) 871-1522.

SPORTS

CN pulls into Terrace for BC Winter Games

CN will dip into its Stronger Communities Fund to become a major corporate partner of the **2010 BC Winter Games**, which will be held in Terrace. CN will also support the Key Volunteer Rally, which pays tribute to games volunteers.

The CN Stronger Communities Fund supports health and safety programs for young people, transportation education, the CN Railroaders in the Community employee volunteer grant program, and United Way. The BC Winter Games fit within the program's health and safety for young people mandate. The sponsorship also gives CN a community presence in northern BC, where it employs some 500 people.

The 2010 BC Winter Games will be held March 4 to 7 and will feature more than 1,900 participants competing in 16 events.

Contact: Lia Threfall, BC Games Society, (250) 387-4668.

Offsetters

Continued from page 1

use by Games visitors, which will be set up on the Vancouver 2010 website and linked to Offsetters. Though there is no way of compelling carbon-conscious Games visitors to purchase offsets through Offsetters, the linked calculator will make Offsetters the logical first stop.

There is also the carbon footprint of VANOC's partners. Some, Coke for instance, will be loudly trumpeting their environmental positioning at 2010, which are billed as the "greenest" Games ever. Offsetters expects VANOC partners to purchase credits from them if they intend to make a carbon-neutrality claim for their Olympic participation. Exactly how that will be managed is another matter, as VANOC partners may already have contractual arrangements or preferred suppliers in place.

"We are currently working with Offsetters on the voluntary program for offsetting indirect carbon emissions from the Games and will have more to say about it later this summer," promises Coady.

However it plays out, Offsetters' expectation is that the arrangement will be at worst cost neutral, that whatever portion of the remaining 190,000 tonnes of available business it gets will be sufficient to cover its cost of neutralizing VANOC's 110,000 tonnes of direct emissions.

VANOC's carbon footprint sponsorship is unusual, but not unique. For the past couple of years, there has been a growing trend toward the "greening" of events. Conferences and trade shows in particular have become increasingly aggressive at marketing their green credentials, including carbon-neutral and zero-waste operations. The trend is percolating up to larger events. Last month Direct Energy announced its sponsorship of the Open Passage Expedition, a 7,000 nautical mile voyage through the Northwest Passage meant to raise awareness of climate change. Direct Energy has committed to offset the emissions from the voyage itself, as well as the air travel for the four-member crew to their launching point in Victoria, BC, and back from their scheduled completion port in Halifax, NS. Rio Tinto Alcan also announced last month that it would again offset the carbon footprint of operations and entertainer travel for this year's Montreal International Jazz Festival. It made the same commitment last year.

Underwriting karma: Rogers Wireless sponsors K-os “pay what you want” music tour

MOST MUSICAL ACTS WOULD probably balk at a series of concerts in which fans merely paid whatever they wanted — on the way out of the show. But that’s exactly what happened during the K-os Yes! Karma Tour, which hit the road for a 10-show, nine-city Canadian schedule through April and May. Tour sponsor Rogers Wireless picked up the lion’s share of the tab.

Rogers Wireless customers received front-of-the-line access to the concerts and access to exclusive music tracks at Rogers’ new music service, urMusic.ca. Under the sponsorship agreement with Universal Music, Rogers underwrote roughly 65% of the cost of the tour, with merchandise sales and the tour promoter putting up the remaining cash not covered by karma donations.

“Using a Rogers Wireless device you received a ticket through Wireless Box Office that looked like a bar code, which was presented and scanned at the door,” says Andrea Sardinha, a media relations officer with Rogers Communications Inc. Non-Rogers customers were free to fill the remaining seats.

On the way out, concertgoers could choose to donate cash at the karma station of their choice. One booth was set up to collect money for the David Suzuki Foundation. Another table collected donations for the talent and distributed a K-os fan-mixed album, “Yes! It’s Yours,” a bonus CD normally accompanying the new K-os album, Yes!

The tour idea was based on a pay-what-you-want CD download promotion engineered by British act Radiohead for its 2007 album release, *In Rainbows*. K-os concert organizers acknowledged that the tour represented an extension of that idea.

Some news outlets, such as the *Edmonton Journal*, however, were quick to declare the K-os experiment a failure, branding fans as cheapskates for donating an average karma gift of about \$6 per person, a figure attributed to music industry site Billboard.biz.

But K-os manager Terry McBride says the *Journal* failed to appreciate the *raison d’être* of the tour.

“The article misses the whole point,” says McBride. “This was an awareness tour for a new album release and a big thank you to fans. It’s not always about money.” McBride says about 20% of total

donations went to the Suzuki Foundation table.

From the perspective of Rogers Wireless the tour was also a huge success, demonstrating the power of Wireless Box Office, rewarding customers for brand

loyalty and driving traffic to urMusic.ca. “We thought that K-os’ attitude and his music fit the whole karma message perfectly,” says Sardinha. “Added to that, K-os is a local act and allowed us to show our support for a Canadian artist and Canadian music.”

Saskatchewan: Meet BHP Billiton

THE PEOPLE OF SASKATCHEWAN are learning a lot more about BHP Billiton, and not only because of recent speculation that it might make a takeover bid for the venerable Potash Corporation of Saskatchewan.

The Australia-based miner gained a toehold in Saskatchewan with its 2008 acquisition of Anglo Potash Ltd., but it hopes to grow that toehold into a large footprint with a proposal to build the world’s largest potash mine, known as the Jansen Project.

The mine development proposal is still in its early stages, but BHP Billiton has been busily staging a travelling road show that explains the project and outlines its benefits and the company’s operating principles. If that sounds like a cure for insomnia, BHP Billiton is adding more than enough balance with a major sponsorship of the 2010 IIHF World Junior Hockey Championship, which will be jointly hosted by Saskatoon and Regina. The tournament opens on December 26, and the gold medal game will be played in Saskatoon on January 5, 2010.

As an investment in building strong community relations, it doesn’t get any better. When hosted in Canada, the world juniors are a celebration of sport in its purest form. BHP Billiton has made a significant investment for rights to the 2010 tournament, and is now working closely with Hockey Canada and local officials to build events that send just the right message both to residents and to government officials who must approve any mining development plans.

There will be separate Family Hockey Fests in Saskatoon and Regina. The focus will be on family, says Kelly Boes, Executive Director of the Saskatchewan Minor Hockey Association and the Director of the Saskatoon-hosted and BHP-sponsored Family Hockey Fest. BHP has insisted that there be no

admission charge for the Family Hockey Fest. BHP has also stressed that the atmosphere be “wholesome,” says Boes. Among other things, that means not a whiff of alcohol. One might expect that to be understood, given that it is billed as a “family” hockey fest, but BHP’s insistence has meant that Boes and his team are giving all plans an extra level of scrutiny. Clearly, BHP is taking no chances. In addition to being involved in the planning, it will be seconding a staff person to Boes’ team for the execution, beginning next September.

The event will take up 20,000 square feet in Saskatoon’s TCU Place. Approximately 3,000 square feet of that will be devoted to an exhibit from the Hockey Hall of Fame, with another 3,500 to 4,000 square feet for interactive games. Displays will feature some of hockey’s iconic trophies, including the Stanley Cup, which will spend two days at each of the two host venues. Hockey Canada sponsor Nike Bauer will have a section to demonstrate and test new equipment. Evenings will feature guest appearances and autograph signings from hockey greats.

BHP is also sponsoring an outreach to local schools. Organizers will twin a visiting team with two schools, challenging the schools to learn about and prepare a display on the team’s home country. Boes and BHP will attempt to find opportunities to bring the team and the schools together for an exchange and media event. Boes will try to arrange a similar event with local minor hockey teams.

Boes figures there’s even more that can be done. “We haven’t talked to BHP [yet], but I’d sure like to have some sort of a charitable portion to it.” It might include an opportunity for spectators to make a donation to a specific cause, and it fits well with the time of year, he says, “when people tend to be a bit more giving.”

P2P advertising agency pleads guilty to devising sponsorship aimed at Quebec kids

CHARGES BY QUEBEC'S Office de la protection du consommateur aimed at companies who promote advertising and sponsorships directed at children under the age of 13 continue to result in guilty pleas.

Montreal-based P2P Proximité Marketing, which has since merged with Harry & Co., pleaded guilty on April 29th to eight charges of advertising to children and was fined \$16,000. The charges were laid in connection with a 2007 campaign it devised on behalf of its client, Saputo Groupe Boulangerie inc., to promote its Igor brand muffins in a sponsorship program aimed at daycare centres. Charges were also made against Saputo itself for the same promotion. Saputo entered a guilty plea in January of this year and was fined \$44,000.

Both sets of charges were laid after the consumer ministry received complaints from Coalition Poids, an advocacy group promoting healthy eating.

"This is the first time that an advertising agency has been pursued by the consumer ministry on such charges," says Suzie Pellerin, Director of Coalition Poids. "Advertising agencies now know that they're not exempt from being prosecuted under the *Consumer Protection Act* for advertising and sponsorships they design on behalf of their clients. They now know that the law is the law whether you devise a campaign, or whether you're the client who acts on it."

Among the charges to which P2P pleaded guilty were the preparation of a web site promoting Igor muffins to children, and the preparation of a promotional gift bag, a poster, a CD and a booklet containing advertising-related activities for children.

Spokespersons for Harry & Co. declined to comment on the verdict.

"This guilty plea sends a clear message to companies, particularly for advertising agencies, as to the importance of respecting the prohibition of commercial advertising directed to children under thirteen," said a ministry press release. "It thus constitutes an important step towards better protection for young consumers."

Jean-Jacques Preaux, spokesman for Quebec's Office de la protection du consommateur, says that although the Quebec court accepted a guilty plea before

the case was heard, it will still set a legal precedent regarding advertising and sponsorships aimed at children. "Even though they did not arrive at the decision through a court case, a judge was still required to accept the agreement between the ministry and the advertising company," he says.

The Quebec consumer ministry has a standing offer to review the marketing programs of any advertiser as to whether they meet the requirements of the Act. "Some agencies take advantage of that service," says Pellerin. "I've heard that a few more are asking now."

Preaux notes that the ministry reviews advertising and sponsorships for free. "Normally there is no cost, at least for the moment," he says. "However, we're looking at some ways to recover costs at the ministry and this may ultimately be something for which we will charge a fee."

The guilty plea follows a number of similar cases that stemmed from complaints by the coalition. General Mills and, most recently, Burger King have also been fined for violations of the Act. A further case involving McDonalds' sponsorship of a children's movie seen on television is pending.

Campbell doubles the target for Help Hunger Disappear

LAST YEAR'S HELP HUNGER Disappear campaign, executed by Campbell Canada in partnership with Food Banks Canada, is a tough act to follow. The program picked up a well-deserved gold award at this year's Sponsorship Marketing Council of Canada annual conference. The program showed a 2:1 return on a \$250,000 investment, driving soup sales and food bank donations at a traditionally slow time of the year for both. For 2008's version, Campbell is ramping up what worked, and experimenting in the social networking space. Last year's campaign delivered an additional 50,000 cans of soup to food banks. The objective this year is to double that number.

One of the popular centrepieces of last year's campaign was a visually-compelling installation of the word "HUNGER" built out of 12,000 cans of Campbell's Tomato Soup. At the installation at Toronto's Yonge-Eglinton Centre, consumers were encouraged to purchase a can and donate it to the food bank, literally making "hunger disappear." This year's effort featured five such installations, in Vancouver, Toronto, Ottawa, Montreal and Halifax during National Hunger Awareness Day on June 2. Smaller installations were set up in grocery stores across the country.

A number of the in-store promotions grew out of a separate installation set up

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Brand ambassador in chief

SOMETIMES A JOB TITLE alone is worth a sidebar. Jacki Nelson has one of those.

What, exactly, does a Group Director, Stakeholder Engagement Strategy do? Nelson explains.

"It's a fairly new role at Campbell's. It was developed as a way to involve not only our employee engagement, but also our external engagement. That's charitable partners, government relations, health professionals, media. Stakeholder engagement was the catalyst for bringing that group together." She leads a team of 12.

"It goes beyond traditional

communications," she says. It ranges from showcasing Campbell's sodium-reduction efforts to visiting health professionals to assisting the school across the road with programming if Campbell can make a meaningful contribution. Any point of contact between a stakeholder and the brand is fair game, from the company store to the company cafeteria.

"When somebody comes into Campbell's, whether they're enjoying lunch at the cafeteria or shopping in the company store, that's an opportunity for us to educate, enlighten and create some enthusiasm around Campbell's," she says.

Redpath welcomes tall ships to Toronto in 2010

The festival will sweeten the relationship between a sugar refinery and its commercial and recreational neighbours.

LEA PARRELL SAYS SHE STOOD at dockside at Toronto's HTO waterfront park, looked east and saw the giant Redpath sugar sign. It's a fanciful recollection; from that vantage point, you can't actually see the Redpath sign without spilling into the harbour. But if you live in Toronto you know it's there, and it's as good an explanation as any for Parrell's approach to Redpath with a pitch to present the 2009 Toronto Waterfront Nautical Festival and title the 2010 edition, which will feature a visit by the Great Lakes United Tall Ships Challenge over the Canada Day weekend.

It's an unusual move for Redpath, but also very astute, and for reasons that never crossed Parrell's mind. Parrell, President of Toronto agency Harmony Marketing, recognized it as a property that would offer a memorable experience for a large audience, while earning media coverage that would pile up impressions. Redpath's 50th anniversary in the city was coming up, and this would be a powerful vehicle to celebrate that with employees and the surrounding community. As legitimate as those arguments are, they are not what won over Redpath. The company will enjoy some exceptional branding and unique hospitality experiences in Toronto as well as Montreal and Chicago (ports of call for the tall ships in 2010), but it has its own unique agenda to pursue in Toronto, and this opportunity fits that agenda perfectly.

The Toronto Waterfront Nautical Festival is a property of the Waterfront BIA. It is only in its second year and badly needs the promotional muscle that will come its way next year with the arrival of the tall ships.

"We're going to set a new standard for waterfront festivals with the tall ships," promises Andrew Weir, Vice President, Communications with Tourism Toronto. Expect 15 to 20 tall ships to be in port, says Waterfront BIA Chair Kevin Currie, stretching pretty much the entire length of the waterfront from the Harbourfront complex to well past HTO park.

Redpath's sponsorship assets are heavily concentrated on Toronto's waterfront. It has titled the Redpath stage, a performance venue on the waterfront, and owns the Redpath Sugar Museum, also

on the waterfront. Redpath's sponsorship of this year's waterfront festival celebrates the 50th anniversary of the opening of the Redpath refinery. It's a busy place, operating year-round, 24 hours per day. During the shipping season, it receives a shipload of raw cane sugar every 10 days. At a strictly utilitarian level, sponsorship of the waterfront festival builds goodwill with a municipal government deeply committed to developing the waterfront as a civic resource for all to enjoy. But more than anything else, says Jonathan Bamberger, Redpath's President, the sponsorship of the waterfront festival and the tall ships challenge symbolically communicates a message that industry and community celebration can peacefully coexist on Toronto's waterfront.

When the Redpath refinery opened, the Toronto waterfront was an industrial hub. To most residents, the refinery has been largely an invisible presence. Not so any more. "The city has come to us," is how Bamberger describes it. The waterfront is now dotted with luxury hotels, shops, galleries, venues, trendy cafes and upscale marinas. There are real concerns that the evolution of the waterfront into a recreational destination could pose a threat to Redpath's continued presence. "We can live harmoniously with what's going on," Bamberger insists.

Looking ahead, having Redpath accepted as a permanent fixture on the waterfront, and not an anachronism, may give it a seat at the table as plans for the continued evolution of the waterfront are drawn up. The growing recreational use of the harbour will have to be shaped to allow for the arrival, every 10 days, of a 30,000 tonne freighter that "doesn't stop on a dime," says Bamberger.

Parrell continues to sell sponsorship opportunities for the 2010 festival.

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How do you partner with Jim Balsillie?

It's easy. Just ask.

SPONSORSHIP OF THE Make It Seven campaign may be the best deal in town. Make it Seven is the public engagement piece of RIM co-founder Jim Balsillie's campaign to bring another NHL franchise to southern Ontario, specifically Hamilton. There are currently six NHL franchises in Canada, and Balsillie wants own the seventh. The focal point of his campaign is the makeitseven.ca website, which provides the organizational tools for a grassroots effort to convince a reluctant NHL leadership to allow a franchise in southern Ontario under Balsillie's ownership.

Five corporate partners are featured prominently on the website: Labatt, First Ontario Credit Union, Home Hardware, Prime Restaurants and DeWalt Tools. What distinguishes them from the rest of corporate Canada is simply this, says Balsillie spokesperson Bill Walker: they asked to be involved and committed to using their own marketing programs to build support for the campaign.

Home Hardware has included language to drive traffic to the website into its radio spots. Labatt has dedicated an entire section of its Facebook site to the Make It Seven campaign, even offering 2009-2010 season's tickets as contest

prizing. On "Make It Seven Day" (June 19), Home Hardware raised funds for local minor hockey and gave away "Make it Seven" decals; FirstOntario Credit Union held barbecues, distributed pins and t-shirts and also raised money for local minor hockey, and Prime Restaurants gave away a Make It Seven bumper sticker with every order of a Labatt Blue.

The website is the property of Jim Balsillie, but with the exception of a 63-second video urging supporters to make full use of new media tools to push the campaign forward, the owner remains in the background. There have been a few orchestrated events, such as Make It Seven Day, but for the most part, this is meant to be a user-managed campaign. It has earned a great deal of media attention, in Canada, the US and elsewhere, as well as popular support to the tune of 175,000 signups, all of whom received regular updates from Balsillie.

The objective of the effort, says Walker, has been to build awareness in the United States about the size of the unserved market in southern Ontario and the passion of its fans. Hockey may be a Canadian game, but it is now run out of New York City.

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WHAT'S HAPPENING

SPORTS

New sponsors on starting grid for Rexall Indy

This year's **Rexall Edmonton Indy** isn't expected to make any money, but it should lose an awful lot less than it did last year. Organizers recently welcomed a slew of major new sponsors, including **Edmonton City Centre** (title sponsor of the Tailgate Zone), **Visions Electronics** (title sponsor of Adrenaline Alley), **CARSTAR Automotive** (sponsor of the Recharge Zone) and **SERVPRO Cleaning** (Jumbotron sponsor).

Last year's race ran \$5.3 million in the red, thanks in large measure to a short promotional and sponsorship sales window caused by the merger between the Indy Racing League and Champ Car and the subsequent readjustment of the racing schedule. With a full year to market and sell the race, this year's event is projecting a more modest loss in the neighbourhood of \$1.5 million.

The race will be held July 24 to 26 at Edmonton City Centre Airport

Contact: Marvin Babiuk, Northlands, (780) 491-3462.

HEALTH

Kids won't sit still? Blame the eggs

The **TVOKids Don't Sit Still** tour closed out its spring and summer schedule with appearances at Toronto's Harbourfront on June 7 and Richmond Hill on July 1. The tour resumes this fall, with scheduled appearances in Ottawa, Cornwall and Kingston.

The tour is an extension of TVO's children's programming presented under the TVOKids banner. TVOKids also has a strong web presence at tvokids.com.

The TVOKids Don't Sit Still tour is presented by **EatRight Ontario**, with sponsorship in part by **Egg Farmers of Ontario**. During tour stops, TVOKids hosts Mark, Jackie and Ryan engage children and their families in activities meant to promote a healthy and active lifestyle. Sponsors are present onsite at nutrition booths set up near the stage, where kids and families can drop by to ask questions and pick up tips and information from Registered Dietitians and nutritionists from EatRight Ontario and Egg Farmers of Ontario.

Contact: Anne Rubenstein, TVO, (416) 484-2600 ext. 2881, arubenstein@tvo.org.

ARTS

Big payoff for high-risk loan

Quebec's **Desjardins Group** celebrates an unbroken 25-year relationship with **Cirque du Soleil** this year, mounting a photo exhibit that will travel with Cirque's OVO production that opened last month in Montreal, and will visit Quebec City and Toronto before heading south. Desjardins will also run a contest offering free tickets to an OVO performance.

The cooperative financial group is also the presenting sponsor of the Cirque du Soleil Canadian tour from 2009 to 2011, and it is using that sponsorship this year in part to remind Canadians that it was Desjardins, then known as the Caisse des travailleuses et travailleurs du Québec, that gambled on the young street performers in 1984 and extended them their first bank loan.

CAUSES

Scotiabank runs with AIDS walk

Scotiabank has renewed its title sponsorship of the **Scotiabank Aids Walk for Life** through 2011. Scotiabank first titled the national fundraiser in 2008.

There are still between 2,300 and 4,500 new cases of HIV/AIDS reported in Canada every year, and 33.2 million people living with HIV/AIDS worldwide.

"As Canada's most international bank, we are supporting initiatives in countries around the world, including here at home, contributing to global efforts aimed at raising awareness about HIV and AIDS and helping people who are affected," said Scotiabank President and CEO Rick Waugh in a statement.

The 2009 walk will be held in 50 communities across the country between September 12 and 20.

Contact: Tricia Diduch, Canadian AIDS Society, (613) 230-3580, ext. 130

Redpath

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Projections call for up to 1 million visitors over the four days. Tall ships festivals are often described as "a sea of masts," and Parrell says she doesn't want to match that with a sea of banners. There will be a limited number of partners, she says. Partly, this is simply a reflection of the marketplace, but it also reflects concern about the fit with the festival. With the prominent role being taken by Great Lakes United, and the very nature of a tall ships festival, partnership opportunities will be most attractive to brands with a strong and credible environmental positioning.

Toronto will be the first stop in the 2010 Great Lakes United Tall Ships Challenge. The fleet will sail the length and breadth of the Great Lakes system under the sponsorship of the environmental group Great Lakes United, with an overarching goal of raising awareness of water stewardship issues. Great Lakes United is a coalition of environmental groups from both sides of the border, and Executive Director Derek Stack admits that being a sponsor rather than a property is an unusual position for an organization such as his. The sponsorship represents a significant investment for the group, but it also presents a powerful opportunity to communicate its message through demonstrations, literature and face-to-face contact with a public interested in water-related issues.

The association with Great Lakes United and its messaging around water stewardship will also help reinforce another of Redpath's key arguments. Bamberger stresses that sugar is a food product, and refining is a pretty benign activity as industrial operations go. "We don't have nasty chemicals," he says. "We don't pollute."

Make It Seven

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"We can never take for granted that our American friends understand the Canadian marketplace the way we do," says Walker.

There are three criteria that the NHL evaluates when assessing a prospective franchise, says Walker: the owner, the arena and the market. On the first two, NHL management can have no question. With the Make It Seven campaign, Balsillie hopes to have given 175,000 answers to any questions about the third.

Camouflage supplier seeks visibility

GMA COVER IS NEW to sponsorship, and confronting a surprising challenge, so it can be forgiven for sticking to the basics with its supporting sponsorship of the Canadian War Museum's exhibit "Camouflage: From Battlefield to Catwalk." GMA Cover is a Guelph-headquartered manufacturer of camouflage and related products for the military marketplace. The fit with the exhibit is obvious, and the objective is narrow: to help build GMA Cover's business with the Canadian armed forces. The company is an important supplier to armed forces around the world, including the United States, but its share of the Canadian military business is surprisingly small.

The partnership will be used mainly to build awareness of GMA Cover among Canadian military buyers, says Kelly McCrae, Market Research and Government Relations with GMA Cover. He concedes it's an odd position to be in – a Canadian military contractor with market leadership in several products and a major supplier to the United States, but with relatively low awareness among Canadian purchasers. GMA Cover became aware of the sponsorship opportunity right around the time it had made a strategic decision to target the Canadian military marketplace.

Canadian military purchasing is centred in Ottawa, and all Canadian War Museum exhibits are well promoted to the Canadian Forces. GMA Cover is receiving plenty of brand visibility from those efforts as well as through a promotional double-decker bus, decked out in camouflage, that is cruising the streets of Ottawa.

Conventional marcom tools are seldom used in the military marketplace, says McCrae. Marketers target a very small and specific universe. You know your prospects by name, rank and serial number. The camouflage exhibit sponsorship "is a bit of a departure for us. Through [the Canadian War Museum], our logo is on buses and things like that. It's different for us."

Of course, GMA Cover executives were also on more familiar marketing turf at the exclusive exhibit preview, an excellent networking event with Ottawa's civic, political and military leaders.

All of these benefits are elements of the package offered by the War Museum. McCrae says GMA Cover has no plans for any meaningful incremental spending to

leverage the opportunity.

"The museum itself is very good on marketing front," he says, citing logo visibility on a wide-range of museum-produced collateral.

The key factors that affect purchasing decisions in this marketplace are customer service, delivery history, technological

Calgary Foundation prepares for recovery

THE BUSINESS PAGES ARE touting the "green shoots," the early signs that a staggering economy is beginning, ever so slightly, to find its feet again. Eva Friesen, President and CEO of the Calgary Foundation, says it would be a mistake for the not-for-profit sector to think that business will return to the *status quo ante* once the recovery is underway. That's the same kind of blinkered thinking that left so many in the sector unprepared for the recession.

When signs of a recession were clear on the horizon, many in the NFP sector blithely assumed that if one source of revenue dried up, another would be found. The belief that funds could be sourced elsewhere proved illusory, and Friesen fears that a similar belief that all will soon be well is equally misguided.

Individual giving has held its own, she

sophistication and R & D spending, says McCrae. But those are factors that come into play after a company has been identified as a potential supplier. First, you have to get yourself on the radar screen, and brand awareness is vital if that is to happen.

Any impact of this investment will be measured over the long term. Success will come in the form of new contracts, and in the military procurement business, the sales cycle is very long.

says, but corporate giving and corporate sponsorship have both seen significant cuts, with arts and culture bearing a disproportionate share of the burden. Friesen says there are at least two reasons to believe that things will not return to the way they once were.

First, she says, there simply won't be as many players in the marketplace, as many companies have failed. Second, endowments will have seen their asset value cut by as much as 40%.

Organizations that rely on endowment funding will have to get by with less, and will turn to the corporate sector to make up the difference. There will be greater competition for a smaller pot.

The foundation plans to host a summit this fall, bringing together traditional funders and representatives of

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Help Hunger Disappear

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at the Loblaw head office at their request. Loblaw, too, is a Food Banks Canada partner.

Interestingly, the five large installations were staffed and serviced not by professional activation teams, but by Campbell employee and local food bank volunteers, supported by professionals from BOOM! Marketing.

"Having volunteers who were informed and enthused and present because they wanted to be was a simple consideration, but it made a big impact as far as getting interest and engagement in the events," says Jacki Nelson, Campbell's Group Director, Stakeholder Engagement Strategy.

This year, Campbell is supplementing its retail activation (coupons to encourage purchase and donation, a recipe book) with a social media component. From

Campbell's helphungerdisappear.ca website, Facebook users can donate a virtual can of Campbell's tomato soup to any of their friends. For every can sent and accepted, Campbell will donate a real can to a local food bank. The donation is above Campbell's normal commitment of 1.5 million pounds of food per year.

It's a common Facebook application, but one that has come under scrutiny recently. Campbell is offering a substantial benefit for each virtual donation, but that is not always the case with other programs. Nelson says that approximately 20,000 cans have been donated as a result of the Facebook program, but the online tally tells a different story. As of the end of June, the donation tally stood at a modest 1,119 according to the help hunger disappear Facebook page. Nelson says it's still a little too early to tell if this particular program has broken through the social medium's inherent skepticism.

Speaker Spotlight

New presenters booked

for October 20-21 Sponsorship Summit

HERE AT TSR WE'VE been excitedly watching the evolution of carbon footprint as a new and potentially powerful sponsorship category in an emerging green marketplace. Our page 1 story covers that very issue with the 2010 Olympics. And we're very pleased to announce that it will also be featured at this year's Summit in Toronto. **Nelson Switzer**, Director of Corporate Responsibility, **Direct Energy**, is one of the country's most knowledgeable and passionate experts on the emerging carbon marketplace and its ability to influence the environmentally-conscious consumer. If green is one of your colours, you mustn't miss Nelson Switzer and *Activated Carbon: Sponsorship in a Carbon-Conscious Marketplace* on October 20.

It may seem hard to believe now, but not long ago modelling was pretty much a one-dimensional business. Hiring a model was not unlike hiring a plumber. Those were the days before **Mitch Grossbach** joined Ford Models in New York and began the transformation of models into brands, and modelling into a 24/7 experience bringing what he calls "natural-born salespeople" into direct contact with anyone within arm's reach of a mouse. Mitch, now Chief Revenue Officer with

Modelinia in New York, knows that the lessons of the modelling business are transferable to any brand and any property. We're honoured that he'll be sharing them with us, and with you, on October 21 at *A Passion for Fashion: Strategies for 24/7 Brand-Building Using New Media Tools*. TSR has long-admired the growth of **Just for Laughs**. What began as a Montreal-based comedy festival is now a national presence, with a festival in Toronto, a cross-country tour, extensive broadcast assets, announced expansion plans to Chicago and France, and other plans that go well beyond that. As its assets have grown, so has its sponsorship portfolio under the leadership of **Stephane Cherpit**, Vice President, Strategic Alliances. Stephane's distinctive "horizontal" approach to sponsorship sales has served the festival well, and it will energize your sales program too. You can learn about it on October 20.

These are only three of the 25 industry leaders who will be sharing new insights with attendees at Strategic Sponsorship Marketing: The Canadian Summit® on October 20-21 in Toronto. You'll find a great deal more information online at www.sponsorship.ca, or call us directly at *The Sponsorship Report* at 705-653-1112.

Calgary Foundation

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the charitable sector to explore "what we can do as a community to ensure that the value that the not-for-profit sector brings to this city is not lost." Typically, she says, discussions in tough times revolve around what should be cut. She wants to refocus

it on how things can be saved or preserved. "The ideal outcome is to replace the worry and anxiety the sector is feeling with some solid strategy for going forward and a sense of optimism. Taking charge of that we can take charge of at a time like this." That doesn't mean finding new sources of revenue, she feels. It probably means doing business differently.

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