Municipal Sponsorship: Lessons from the Trenches
what we do

Strategic Marketing Planning
Sponsorship Valuations & Strategies
Social Media / Digital Marketing
Revenue Development
Social Marketing
Partnership Marketing

Centre of Excellence for Public Sector Marketing
Some of our Clients

- Aboriginal Human Resource Council
- Alberta 2012 Special Olympics
- Athletes CAN
- Automotive Industries Association of Canada
- Canadian Association of Defence and Security Industries
- Canadian Aviation Maintenance Council
- Canada Dance Festival
- Canada Safety Council
- Canadian Association of Radiologists
- Canadian Police Association
- City of Burlington
- City of Ottawa
- City of Vaughan
- Downtown Yonge BIA
- Information Communication Technology Council
- Institute of Internal Auditors
- Invest Ottawa
- Nature Canada
- Ontario Ministry of Transport
- Ontario Tourism Marketing Partnership Corporation
- Orangeville Blues and Jazz Festival
- Ottawa Race Weekend
- Parks Canada
- Professional Institute for the Public Service of Canada
- RA Centre
- Motorcycle Ride for Dad
- Saint Paul University
- Town of Newmarket
Plan Now to Attend!

3rd Annual Municipal Forum on Sponsorship

Thursday, November 7, 2013
The Grand Hotel and Suites
Toronto, ON

http://www.sponsorship.ca/municipalities.html
Year-Round Training

Upcoming Workshops:

• Social Marketing
• Social Media Engagement
• Social Media Monitoring
• Sponsorship Development – Designing and Selling Your Sponsorship Program, April 24-25, Toronto

www.cepsm.ca

Click on Training Calendar
5 Real Life Challenges

1. Perceptions about Sponsorship
2. Municipal culture
3. Determining the value of opportunities
4. Resources
5. Making contact and selling the opportunity
1. 5 (Mis)Perceptions About Sponsorship You Need to Change

**The Reality**

- “Companies are lined up to give us money”
- “Sponsorships are the same as donations”
- “Sponsors will dictate how we do things”
- “The City is “selling out”
- “Working with the municipality could have a negative impact”
Perception-Changing Strategies

1. Education
2. Policy
3. Communication
4. Branding and Positioning
5. Actions
2. Municipal Culture

The Reality

• Public sector orgs. are not entrepreneurial by nature
• Varying degrees of expertise in sponsorship
• Varying degrees of motivation to work with sponsors
• Concern over impact of operating budgets
• Slow approval processes
How to build a culture that supports your sponsorship efforts

- Top-down support
- Enabling policy
- Funds NOT used to replace operating budget
- Percentage of funds allocated towards program/facility budget
- Involve staff members in the sponsor recruitment process
- Performance reviews based on results
- Communicate success stories
3. Determining the Value of Sponsorship Opportunities

**The Reality**

- Most municipalities play the “guessing” game
- Most municipalities don’t have the metrics to conduct a valuation
- Most companies don’t know how to assess value either
What is an Asset?

Any program, property or specific benefit that can be leveraged through a sponsorship. Every “touch point” with a customer.

Broader Assets (or Properties)
- Facility Naming Rights
- Programs / Services / Events

Individual Assets (Potential Benefits)
- Web site
- Publications
- Signage / advertising
- Distribution opportunities
Steps to Value Measurement

**Tangible Value**
Based on *quantitative* measurement such as target audience reach and impact (impressions).
Tangible values establish *baselines*

**Intangible Value**
Based on *qualitative* or *associative*
Benefits

**The Reality:**
“Value is not the same as pricing”

1. Need to develop exposure metrics and reporting systems
2. Need consistent language
3. Need to do a better job at branding and positioning
4. Resources

**The Reality**

- It takes longer and costs more than you think
- You need to market the program
- Company decisions take 3-12 months
- You need a servicing strategy
Resourcing Considerations

Three Core Functions

• *Selling*  
  (talking to companies)

• *Marketing / Servicing*  
  (promotion, metrics and delivering benefits)

• *Support*  
  (providing admin. support)
5. Making Contact and Selling the Opportunity

**The Reality**

- It can take up to 2 months and 3-5 calls to get a meeting with a prospect
- Need to educate the prospect
- What they initially say they are interested in is usually not the real issue

- “We make 10% on every new insurance policy”
- “I need traffic in my new store”
- “We want to reach pregnant mothers”
- We need to be in front of baby boomers when they are feeling their stiff joints”
- “We aren’t getting people to our car lot when they live 5-minutes away”
- “We’re not sure what to do”
You want money for what?
Marketing and Sales Strategies

**Marketing Strategies**

- Positioning the program
- Ensuring equitable access to opportunities
- Promotional collateral
- Training / leveraging staff
- Building the brand and your credibility
- Selling the “experience”
- Early success stories

**Sales Strategies**

- Choose your prospects wisely
- Get a referral or call high in the organization
- Have a good reason for calling
- Show you are prepared
- Listen
Key Lessons Learned From the Trenches

• Soliciting sponsors takes time
• Need to address concerns:
  – Staff, Senior Management, Council
  – Public
• Education is critical
• Need to address the barriers
• Focus on “fit”
• You need to have conversations with prospects
• Be ready for customization
questions?
where to reach me

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