

INTEGRATING SPONSORSHIP INTO YOUR RURAL TOURISM PLAN

Trends, Impacts and Tools

GROWING RURAL TOURISM CONFERENCE

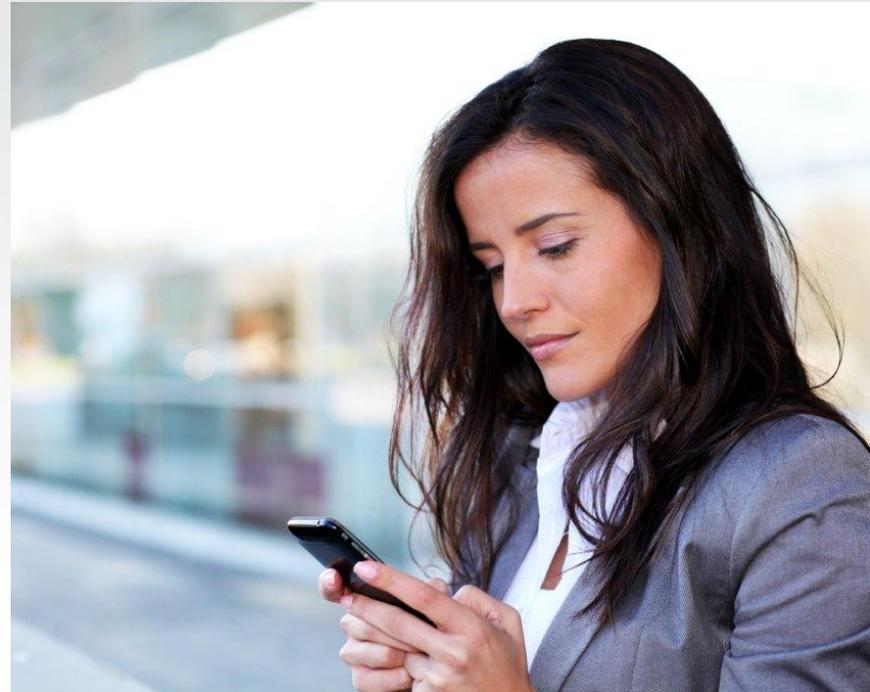
TIME TO SHINE

March 3-5, 2014

Mobile Devices

Staying connected in the session

Twitter:
@partnershipgrp
#ruraltourism



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BUILDING PARTNERSHIPS FOR GOOD

The plan for this session

- ✓ Discuss recent trends and updates in the industry
- ✓ Define sponsorship and how it impacts your rural tourism plans
- ✓ Understanding the tools and steps to success
- ✓ How all these affect you and what you can do with the information

CSLS

Canadian Sponsorship Landscape Study

Since 2006 the industry has grown 41%

- ✓ Now **\$1.57 billion**
- ✓ **24%** comes from fairs, festivals and attractions and events
- ✓ Almost **22% of spends are on local** sponsorships and 72% have a community focus
- ✓ **51%** spent with “non profits and **charities**” (about \$800M)
- ✓ 69% of all spending is in cash with 16% in product and 15% in services



Where the of money comes from :

- 18% Telecoms
- 14% Financial Institutions
- 8% Oil and Gas
- 6% Beer and Athletic Apparel (each)
- 4% Automotive, Energy, Packaged Goods, Food, Pharmaceuticals, Lotteries (Each)
- 2% Developers, Agriculture & Retail (Each)

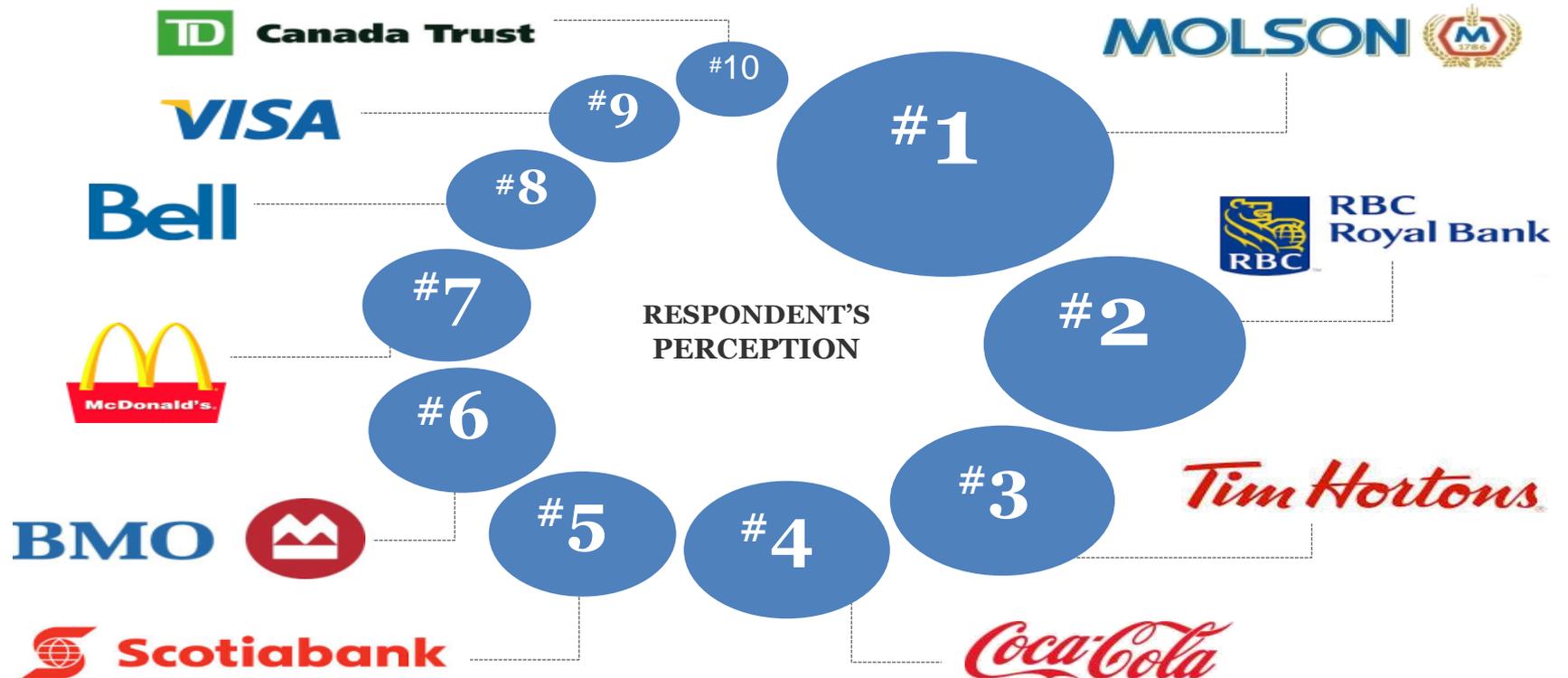


✓ 2013 CONSUMER
SPONSORSHIP RANKINGS
✓ AN EXCLUSIVE CANADIAN RESEARCH
STUDY

 **PARTNERSHIP GROUP**
Sponsorship Specialists

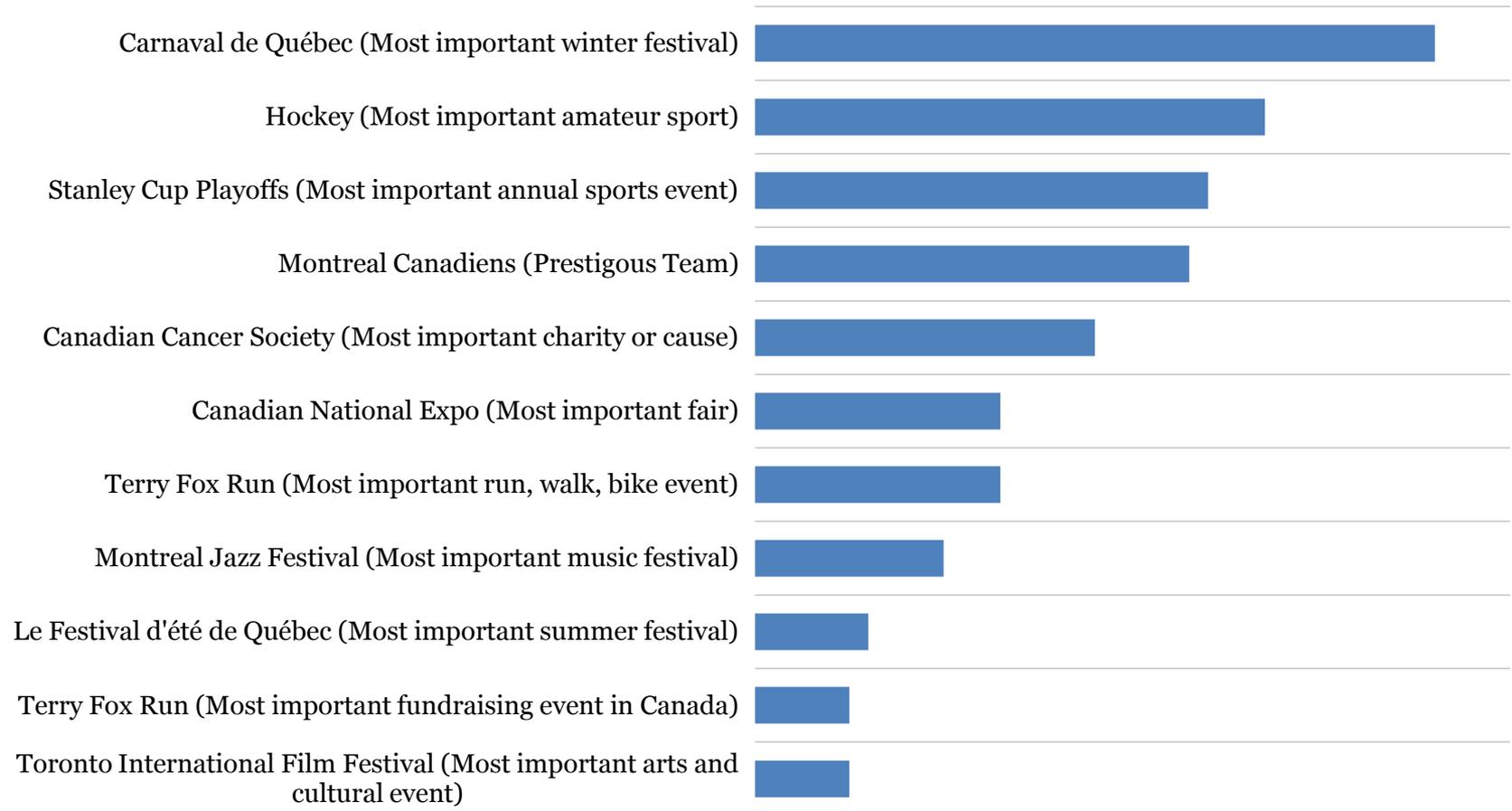
Consumer Sponsorship Rankings 2013

MOST ACTIVE SPONSORS IN CANADA



Property rankings

PROPERTY RANKINGS (Most important / prestigious within each category)



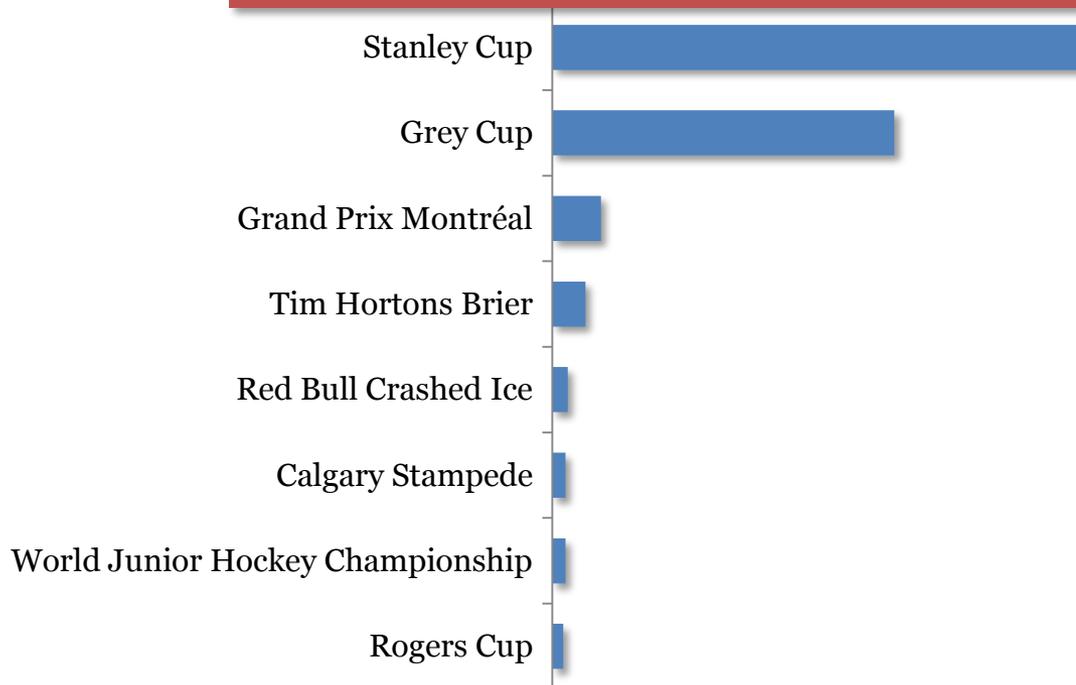
Annual sports event

MOST IMPORTANT ANNUAL SPORTS EVENT IN CANADA



THE CUPS HAVE IT

Canada's love of hockey has the Stanley Cup being ranked as the most important annual sports event in Canada. The Grey Cup ranks second, and between these two cups they comprise 40% of the vote in this category.



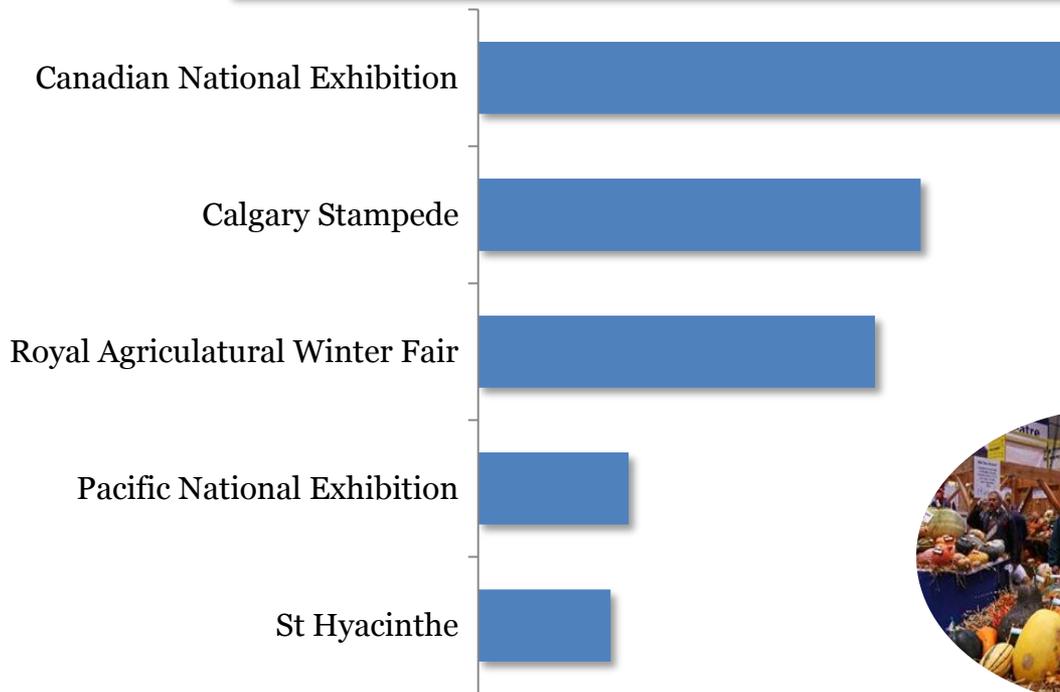
FAIR OR AGRICULTURAL EVENT

MOST IMPORTANT FAIR OR AGRICULTURAL EXHIBITION IN CANADA



COAST TO COAST

Many fairs and agricultural events made the overall list, but only the top four listed had responses from all regions within the country.



Winter festival

MOST IMPORTANT WINTER FESTIVAL OR CARNIVAL IN CANADA



CARNAVAL de QUEBEC

Far and away the most important winter festival or carnival in Canada, and should be noted that although ranked the highest in Quebec, it was also ranked the highest in every other province as well.



Summer festival

MOST IMPORTANT SUMMER FESTIVAL IN CANADA



SUMMER FESTIVAL DIVERSITY

Canadians love attending summer festivals and respondents provided a large list of local, regional, and national festivals they felt were important. Interestingly, only 4 festivals received votes from all regions across Canada.



ARTS & CULTURE

MOST IMPORTANT ARTS AND CULTURAL EVENT IN CANADA



UNCERTAINTY

With the wide selection of local, regional, and national arts and cultural events in Canada, 69% of respondents could not decide on the “most important” arts or cultural event.

4

Only the top four events received votes from all regions of Canada



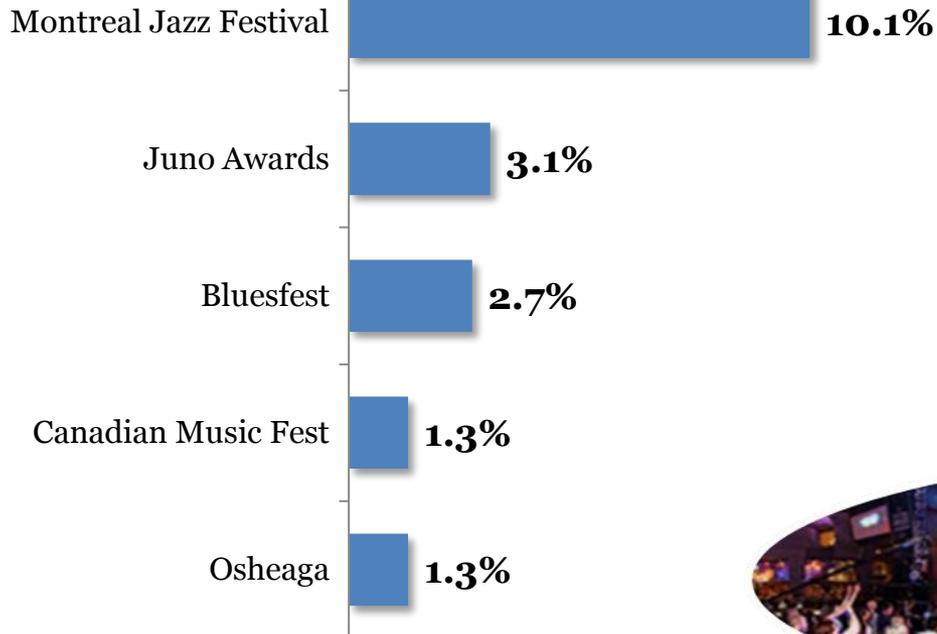
Music festival

MOST IMPORTANT MUSIC FESTIVAL IN CANADA



MONTREAL JAZZ FESTIVAL

Canadians responded with a wide variety of local, regional, and national music events, but the Montreal Jazz Festival was voted three times more important than the next closest event, the Juno Awards.



Consumer Sponsorship Rankings 2013

**SHOULD
MUNICIPALITIES
SEEK SPONSORSHIP?**

6.5 out of 10 Canadians believe municipalities, parks and secondary schools should seek corporate sponsorship as a source of revenue



Consumer Sponsorship Rankings 2013

OPINIONS ON MUNICIPALITIES SPONSORSHIP

43%

Companies should get **preferential treatment** if they are providing revenue to offset costs through a sponsorship

87%

Companies should be able to **sponsor public spaces** such as hockey rinks, ball parks and recreational facilities

50%

Companies should be able to **retitle existing buildings** named after prominent citizens or community benefactors

Trending and Impact

- Sponsors want to be associated to events / properties that you have... if it connects them with their audiences
- Look at your community and your events that drive rubber tire traffic... who comes and what do you own that brands want?



Trending and Impact

- The properties who will continue to grow in this sector are getting “the paradigm shift”
- They understand the need to be creative in partnerships – and this does not just mean with ideas on activation, feel good elements and “helping” **but how they can integrate the brand into their theirs and more**



Trending and Impact

- Consumers are health conscious today... what tourism can drive healthy traffic... then you have something brands want
- 33% of Canadians are willing to pay a premium for health-enhancing products
- \$735 million was spent in 2012 on health and wellness tourism



Trending and Impact

- When you know what you have to sell and can drive traffic you generate sponsorship dollars
- This is an alternate revenue channel for you in the tourism sector
- It is about vitality and changing the way you view the world like the Georgetown Conference in PEI did last year looking at revitalization of rural Maritimes

Trending and Impact

- Fogo Island and Zita Cobb the benefactor (\$41M of \$63M) of change on the island
- It needs to be a community plan and a buy in
- They generated tourism through events and centres and attractions
- Are you willing to embrace corporate sponsorship?



How this affects you...

- An opportunity to generate more revenue
- Incremental tourism traffic means more sponsorship dollars
- Catch 22 situation....
- What do you have now... how can sponsors activate to support you and your products?



The 5 Steps for Success

1. Determine what you have to sell
2. Determine what “stuff” is worth and how much revenue you can generate
3. Prospect and do discovery sessions
4. Provide custom solutions versus selling packages
5. Deliver results and fulfillment

SHOULD YOU BE *IN THE GAME* OR NOT?



- ✓ Do you need additional revenues beyond user fees and taxes?
- ✓ Are citizens concerned about increasing tax rates and increasing user fees at facilities?
- ✓ Do you own rinks, parks, leisure centers, performing arts centers, programming, etc.?

SHOULD YOU BE *IN THE GAME* OR NOT?

- ✓ Do you presently have sponsorship policy in place?
- ✓ Are your citizens OK with corporate branding?
- ✓ Has there been due diligence in undertaking sponsorship
- ✓ Are you committed to doing sponsorship or is it ad hoc?



SHOULD YOU BE *IN THE GAME* OR NOT?



- ✓ Are you understanding of the non profits and charities whom you will compete with?
- ✓ Are you willing to integrate your procurement process with sponsorship
- ✓ Are you open to true partnerships?
- ✓ Are there builders, architectural firms, waste management services companies you want to deal with?

EXAMPLES & THE FUTURE



Wrap Up

1. Sponsorship within your tourism programs and municipalities offers a revenue channel
2. You need to know what you have to sell and what it is worth
3. You then need to do discovery sessions – a paradigm shift
4. Build proposals based on what they need... not what you want
5. Deliver mutual success

QUESTIONS?

Please visit [our website](#)
for more information



Thank You

Please visit [our website](#)
for more information

