

Valuation, Strategy and Sales Report

Prepared by: Centre of Excellence for Public Sector Marketing

September 18, 2019



GEORGINA

Part 1: Sponsorship Valuation

Three elements to determine the value of the sponsorship opportunity:

- Value of Tangible Assets (**Quantitative Value**)
- Intangible of Associative Value (**Qualitative Value**)
- Activation Considerations (**Leveraging Opportunities**)



GEORGINA



Part 1: Tangible and Intangible



Part 1: Activation

- Activation can take on many forms. Most potential sponsors are looking for some form of activation that goes above and beyond traditional branding and visibility benefits as a reason to invest, leveraging their investments.



GEORIGINA

Part 2: Sponsorship Strategy

Primary objectives:

- Identify “quick win” sponsorship and advertising opportunities with greatest appeal to the private sector and minimal impact on the community
- Provide positive financial benefits for the Town;
- Deliver a professional and integrated approach to marketing and delivering the program; and
- Adopt processes that will safeguard the Town’s best interests.



Part 2: Sponsorship Strategy

Six Key Themes:

- Strategic Considerations
- Inventory(Product) Development
- Program Development and Coordination
- Project Resourcing
- Marketing and Communications
- Initial Roll-Out (Action) Plan



Part 3: Sponsorship Sales

Overall Solicitation Approach:

- Short-Term: Internal staff will continue with the development of the Corporate sponsorship program and assist an External person (with expertise) to recruit sponsors for Naming Rights, especially the MURC facility and other high value assets such as those listed in the Revenue totals;
- Long Term: Town Staff Person (contract or employee) to market the program and/or recruit sponsors for naming rights, major program and/or event sponsorships and/or major Town-wide initiatives;



Part 3: Sponsorship Sales

Overall Solicitation Approach:

- Option to use an External advertising contractors or internal staff to market and sell approved commercial advertising assets i.e. ads in Recreation Centres or Billboards;
- Managers responsible for identifying new (major or Town-wide) opportunities within their areas and forwarding to their Directors for their specific programs;
- Program/Facility Staff to help identify new opportunities for revenue generation and/or in-kind services.



Next Steps

- Internal staff will begin planning, preparation and marketing testing
- **Official Launch** of the program is targeted for Winter / early Spring 2020
- Continue with External Consultant on actively selling for the MURC



