
As you will see in the commentary below, the recession is over. (In case you didn't know!) This has been clearly evident as we watch clients like LIVE GREEN Toronto - The City of Toronto in the final stages of an incredible partnership opportunity with Canadian Tire. geoLOGIC Systems had a hugely successful trade show sponsorship recently that delivered great ROI for them through activation techniques and concepts that set them apart from all the competition. Westerner Park in Red Deer has seen tremendous revenue growth in sponsorship revenues for 2009 and into 2010 as we noted to their Board of Directors earlier this month in an update session. And these are just a few examples of what our clients are seeing...
through successful programs. Read on to learn more about upcoming professional development, new industry trend updates, best practices in the industry and stories of sponsorship success and failure!

Thank you again for reading and continuing to subscribe. If you have questions or feedback please feel free to email me directly at brent@partnershipgroup.ca.
A PERSPECTIVE

The recession is over. In fact it never really happened in the sponsorship world. Sure there were cancelled agreements and non renewals, but in 2009 (the year of the sky supposedly falling in) sponsorship dollars grew in Canada. Again! The industry is up about 3% while many in TV, radio and newspapers were shutting their doors. As the Canadian Sponsorship Landscape Study 2010 revealed, the growth in the sponsorship industry has moved the industry to a $1.4 billion level.

Those properties that continued to do it right succeeded. At the Partnership Group - Sponsorship Specialists™ our clients saw growth in revenues in 2009. The success for such properties came from more in depth discovery sessions, more consultative selling, more working with sponsors to meet their needs and flexibility to make programs work. On our corporate and brand side we saw clients being more selective in sponsorships with fewer properties being engaged, but each for larger dollar amounts. The brands and sponsors we work with have truly focused since 2008 on measuring ROI and delivering activation plans that leverage their rights fee investment and deliver better results. Success comes to those who follow the plan. Success is achieved when the both the brand and the property look at the investment as a partnership. When both brand and property are looking out for each other's interest both win!

Many organizations I run across (both on the brand side and the property side) think they are doing it right. But when you "peel back the onion layers" the "partnership" is superficial. Inside their organizations it is all about them and not about the partnership. I see too often the ivory tower speech of about doing what is right for the partnership and then senior management stepping in to quash a deal because they cannot see the trees for the forest. These are the organizations that fail. These are the ones that say they are doing discoveries and building custom proposals and measuring ROI and
activating. But when we audit, they are so far from the truth it is ridiculous. But those that are doing it correctly and those we are mentoring and working with one on one are truly succeeding and the numbers are showing it.

As a business ourselves we have to follow our own example. With the 2010 **Western Sponsorship Congress™** we lost a sponsor from last year. After a few years they were not seeing the results they were hoping to achieve. We agreed that the success was not there and directed them to two other competitive opportunities that we felt would better meet their objectives. To me that is what we should all be doing. Even if it is a long term agreement, if it is not working doing prolong it. Do what is right. On the other side though, the **Western Sponsorship Congress™** has four new sponsors on board and overall revenues are up by over 20%.

In regards to the **Western Sponsorship Congress™**, this event already has over 100 people registered. With the additional sponsors on board this year the **Western Sponsorship Congress™** has been able to maintain the regular conference rate with no increases, offer an early bird rate through July 31 that is half off the regular conference rate and incredible multiple attendee rates for 2 or more people from the same organization. These multiple attendee's rates can deliver you as much as a 66% discount off the regular Congress rate. Be sure to visit www.sponsorshipcongress.ca today to register before it gets sold out at these incredible offer rates. Also be sure to read the articles in this newsletter on our returning and new sponsor partners and click through to their web sites.

So what are additional signs of the recession being over? As a company we are busy! Though we have grown our business every year since inception, this year has shown tremendous growth as properties seek to grow their sponsorship programs and deliver more professional campaigns for their partners. As well our brand and sponsor side of the business had doubled as more and more sponsors and brands are seeking our expertise to assist them in property selection,
ROI measurement and activation support. Starting in November 2009 the cultivation efforts of 2008 and 2009 have turned into great opportunities for us to serve so many more clients and assist them with their sponsorship programs and allow them to be more successful.

Combined with this working with potential new clients to custom design, alter and fine tune programs to meet their specific needs, our growth success has developed as well by word of mouth. The success that we have delivered to so many clients in the past 9 years has resulted in new leads and new partnerships. Our process for success is the same that we work on with our clients.

Since January we have begun work with several new clients including but not limited to:

- NorQuest College
- City of Kelowna
- City of Edmonton
- Scouts Canada - Dexterity Consulting
- Edmonton International Airports
- Evergreen Park
- Wascana Centre
- Canadian Western Agribition
- Skate Canada - Saskatchewan
- TELUS World of Science - Calgary
- CAREERS - Next Generation
- MS Society of Canada (BC Division and Victoria Chapter)
- Canadian Red Cross - Manitoba
- Royal British Columbia Museum
- Vertigo Theatre Centre
- One Yellow Rabbit Theatre Company and High Performance Rodeo.

As well renewed contracts are in place with the City of Toronto - Office of Partnerships, Youth Emergency Shelter Society and others.
As we approach the summer, as we slide down the VANOC hills of winter and into summer World Cup soccer this month, the sponsorship industry continues to shine brightly. For small and large properties, success awaits you when you follow the systems. No matter if you are seeking $500 for a local block party or $5M for a naming right, do the discoveries, custom design programs from the ground up and work with your partners to activate. With this will come success. For brands and sponsors, ensure your match is correct. Know what you are trying to achieve with your sponsorship investment. Activate your program and measure your success for ROI. For this you will be rewarded with the results you are seeking.

I welcome your feedback and comments. Please email me at brent@partnershipgroup.ca.

For more information on the Partnership Group - Sponsorship Specialists™ click here.
LAST CHANCE TO BOOK YOUR STAMPEDE PARTY

When it comes to sponsorship and hosting activation there is none better than Roger's Chomp and Stomp. This pre-Stamped hosting and hospitably opportunity is an excellent opportunity to host clients or staff. Our team at the Partnership Group - Sponsorship Specialists™ will be decked out and ready to party this July 7 at the Rogers Chomp and Stomp as a staff hosting event.

After several years of farming out the sponsorship sales and group sales, Rogers has taken this event back in house and are off to a great start for the 2010 event. As we always teach, far better to build the internal capacity and sell the product yourself versus having an outside agency sell for you. In 2009 this "outside agency sales" was not as successful as promised. Thus Rogers has taken it backing house and as you can see ready to party! If your company or property is looking for a legendary Stampede experience, then look no further than Rogers Chomp & Stomp 2010. This corporate stampe party is the perfect opportunity to entertain your clients or reward your employees. Chomp & Stomp takes place on Wednesday, July 7th, 2010 at the Girletz Rodeo Ranch in Balzac, Alberta, and features a rodeo, western buffet, hosted bar and live entertainment. All proceeds benefit the Kids Cancer Care Foundation of Alberta who support children living with cancer and their families. Chomp & Stomp is a great networking opportunity with corporate Calgary as 1000 business leaders come together to celebrate the spirit of the West, and give back to a wonderful cause.

Saddle up for Chomp & Stomp today! For more information, hosting package details and pictures from previous events, please visit www.chompandstomp.ca or call Heather at (403) 730-2604.
CAREERS ANNOUNCES NEXTGEN ONLINE

On May 6, 2010 CAREERS The Next Generation (CAREERS) announced that it has received $993,160 in funding support from the Rural Alberta's Development Fund (RADF) to initiate the development of an innovative project entitled NEXTGEN Online. Harnessing the power of the Alberta SuperNet, the NEXTGEN Online Project will extend the reach of CAREERS, creating more educational and career opportunities for youth in rural Alberta. The Partnership Group - Sponsorship Specialists™ is proud to be working with CAREERS and congratulates them on this success.

"The project is a win, win, win for everyone. Employers will have another way to connect with students, parents and schools within their communities. Students and educators will be able to learn about career options where they live. Communities will build human resource capacity that will support economic growth in rural Alberta," says Eric Newell, CAREERS Board Chair. The NEXTGEN Online Project will encompass two years of development and will provide initial online access for students in fall 2010. NEXTGEN Online will provide industry and career content through micro sites and social media that will provide equitable access to rural students, educators and employers regardless of time, pace or place. Micro sites will target specific audiences with precise career content to engage the end user and enrich the learning experience.

As a proven leader in private / public partnerships CAREERS has gained support from key implementation stakeholders and raised additional support towards the total project cost of $1.5 million. These stakeholders bring expertise in distance delivery and technology implementation and engagement. They include: Alberta Distance Learning Centre, Athabasca University, Axia Netmedia Corporation, Buffalo Trail Public Schools, Central Alberta Regional Consortium, Chinooks Edge School Division, First Nations
CAREERS has also received support in the development of the methodologies and processes for NEXTGEN Online from the following organizations: Alberta Advanced Education & Technology, Alberta Chamber of Resources, Alberta Employment & Immigration, Fort Vermilion School Division, Grande Prairie and District Catholic Schools, High Prairie School Division No. 48., Peace Wapiti Public School Division No. 76. Buffalo Trail Public Schools Superintendent Bob Allen explains, "for a rural jurisdiction, this is a very significant step. The micro sites, live chat and use of social media and videoconferencing as mediums of delivery will be invaluable for our students as they explore their career options in a 'one-stop shopping' experience. I am very excited to see how the project unfolds over the coming months."

Buffalo Trail Public Schools Board Chairman Darcy Eddleston concurs, "The Board of Trustees is delighted to support the NEXTGEN project, we are always looking for new and innovative ways to bring our students the learning, information and options they need to develop a successful future for themselves."

CAREERS: The Next Generation is an industry-driven private/public partnership dedicated to the career development of Alberta's youth. CAREERS promotes trades and technology and health programs including the Registered Apprenticeship Program, Co-op Apprenticeship, CAREERS Power Engineering Program, Oil and Gas Field Operator Program CAREERS Health Services Youth Initiative, CAREERS Health Care Aide program and the
CAREERS Aboriginal Youth Initiative.

The Alberta SuperNet is the link that connects Albertans to each other and to the rest of the world. The Alberta SuperNet is a state-of-the-art, ultra-high speed network that connects more than 4,700 government facilities, including government offices, hospitals, schools, libraries, municipal offices and provincial courts around the Province of Alberta. Internet Service Providers can also connect to the SuperNet and use the infrastructure to extend high-speed Internet services into rural communities.

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OUT OF THE LOGO GRAVEYARD AND INTO THE SUNLIGHT OF SUCCESS

This article first appeared in Canadian Fundraising and Philanthropy. The article was written and researched by Janet Gadeski and appeared in the March 31 publication.

As she looks back on the sponsorship endeavours of the Youth Emergency Shelter Society in Edmonton, executive director Deb Cautley says, "Every event was a logo graveyard." YESS serves youth 16 to 18, providing emergency shelter, longer-term accommodation, skills development and educational programs. Compared to charities with high profiles and glitzy donor walls, they once felt they had little to offer sponsors.

"We were doing the same old, same old gold, silver and bronze levels. We didn't even know what else we had to sell," Cautley recalls. But after reworking their sponsorship tactics with Brent Barootes of Calgary's Partnership Group - Sponsorship Specialists, they're winning compliments from sponsors and prospects with sophisticated proposals aimed at their potential backers' business needs.

YESS had a culture of philanthropy even before Barootes became involved. The agency doesn't have fundraisers or development staff - it has an "opportunities team." Sponsorship lead staff Sue Keating and Perpetuah Njihia are Opportunities Manager and Opportunities Officer respectively (although Njihia has also been awarded the internal title of "Sponsorship Goddess").

In Barootes' plain language, YESS now has an "inventory of assets" to offer sponsors. The relationships might include volunteer opportunities that build corporate staff engagement; chances to present workshops to YESS staff and youth clients; prizes that include lunch prepared by a professional chef and a facilities tour; networking opportunities with other sponsors; and the chance to hire
YESS graduates for entry-level positions. The opportunities team helps sponsors to leverage their own relationships on the agency's behalf. One sponsor boosted its United Way workplace campaign by promising to match all staff contributions with a corporate gift to YESS. Another, a bank, featured the charity in the promotion for a new series of GICs. Customers purchased enthusiastically and YESS earned $104,000.

The YESS team keeps the focus on their youthful clients throughout the relationship. Sponsor volunteers don't just paint shelter bedrooms in return for a plaque on the wall - they also add inspirational quotes. "The kids realize that the whole community is behind them and cares about them," Keating says. It's taken time to get there. Barootes began working with YESS in 2005. "We were held up by staff turnover," Cautley explains. "You'd just get someone trained and they'd leave. We've had different personalities with different styles, so we've progressed more slowly than we'd hoped - but smarter, I think."

The recession delayed their efforts as well. But by then, YESS staff and their sponsors were in mutually supportive partnerships rather than the old "cash for tables" mode. When YESS leaders needed business planning advice to avoid program cuts, they turned to their sponsors to provide it. "Because we'd already cultivated them," Keating notes, "they felt like we were stewarding our business wisely, not bringing bad news." The top recommendation? "You're selling yourselves too short. Ask for more."

2010 looks like the year when all the preparation and cultivation will bear fruit. After achieving a solid $57,000 in sponsorship in 2008/09, YESS has almost twice that amount - $103,000 - confirmed, a further $230,000 looking good and another $100,000 in the pipeline for 2010. Much of that is the first stage of multi-year sponsorship commitments.
PFIZER EXTENDS PARALYMPIC SPONSORSHIP TO 2017

Following the closing ceremonies of the Paralympic Winter Games in Vancouver, Pfizer Canada renewed its sponsorship of the Canadian Paralympic team until 2017. Originally signed on as a partner until 2012, the company renewed its support for an additional five years under a $1 million partnership. "We believe Vancouver 2010 can create momentum for a new era of inclusiveness, awareness and access for Canadians who live with disabilities," said Ghislain Boudreau, vice-president public affairs and stakeholder relations, Pfizer Canada, in a release. "Pfizer feels a responsibility to help keep that promise alive and burning bright so that it doesn't fade out in a few months," he said.

Earlier in March Pfizer debuted a short web film encouraging Canadians to raise money for the Canadian Paralympic Team and promote its holistic wellness site, MoreThanMedication.ca.

PARALYMPICS GARNERS MAJOR CORPORATE SUPPORT

This article first appeared on the Vancouver Sun on March 16. It was written by Bruce Constantineau.

Corporate brand names are never, never part of the viewing experience for spectators watching any Olympic event. Coca-Cola, McDonald's, Visa and others are strictly forbidden from plastering their logos anywhere near the fields of play. But if you watched Paralympic sledge hockey and curling you would have seen Acer and Bell signs at UBC Thunderbird Arena and Vancouver Paralympic Centre. The Panasonic brand was also visible at the start and finish gates of Nordic and alpine ski events in Whistler. Paralympic Games organizers stress increased brand visibility when selling sponsorship packages to the international corporate community and the strategy is working.
International Paralympic Committee marketing manager Alexis Schaefer said corporate support of the IPC has grown from virtually nothing to several million dollars a year in the past decade. "That's a significant evolution and we hope to grow it even more," he said. There are only four worldwide IPC sponsors -- Visa, Otto Bock, Atos Origin and Samsung -- but Schaefer said the IPC helps many more companies activate their business plans around the Paralympic Games. "We have to establish business cases and show and prove the Games can deliver on their business objectives," he said.

Canadian Paralympic Committee chief executive officer Henry Storgaard said the lower cost of Paralympic sponsorship -- 10 per cent or less of a comparable Olympic deal -- has no doubt attracted several companies to the Paralympic table. The CPC has attracted eight corporate team sponsors this year who pay about $200,000 each and another six program sponsors who pay about $50,000 to associate themselves with the Games. Storgaard said 2010 has been a strong fundraising year because the $2 million in corporate funds represents about two-thirds of the CPC budget. "But that total will drop by about 50 per cent next year and hopefully ramp up for the 2012 Games in London, where we will need about $3.5 million in sponsorship," he said.

Storgaard said the Paralympics are generally considered more accessible and less formal than the Olympic Games and increased television exposure -- with CTV broadcasting 57 hours of French and English Paralympic coverage -- makes it a more appealing product for potential sponsors. He said the Paralympics represent high-performance sport and companies that sponsor the Games realize there's a strong "corporate social responsibility program" at play when they become involved. "Companies have been very responsive to our presentations and now it's up to me and the team to capture the momentum coming off the winter Games," Storgaard said.
Visa Canada marketing head Brenda Woods said the credit card giant views its Olympic and Paralympic sponsorship as one big program, noting its Team Visa athlete sponsorship initiative includes Canadian Paralympic skiers Brian McKeever and Colette Bourgonje. Visa began its Paralympic sponsorship in 2002 and first thought it would require a different marketing message than its Olympic advertising. "But we found over time that the message about athletes is very much the same," Woods said. "Paralympic athletes compete in different events and have different challenges, but their stories are still the same. So when you see our Paralympic advertising, it's not that much different than our Olympic advertising."

Samsung Canada corporate marketing director Howard Thomas, whose company became a Paralympic sponsor in 2006, said the Olympics and Paralympics are both global sporting events that allow Samsung to drive its brand value higher. He noted that Samsung sponsors Team Canada hockey players Jarome Iginla and Hayley Wickenheiser and Paralympian sledge hockey player Jean Labonte. "[Labonte] is part of the mix with the other two," Thomas said. "It gives us three really good people to represent a sport that Canadians are incredibly passionate about."

He agrees there's often a more positive "corporate goodwill" aspect to Paralympic sponsorship, while some sceptics can regard Olympic sponsorship as just "big business." GE Healthcare Canada general manager Peter Robertson said these are GE's first Games as a Paralympic sponsor and feels it's a natural fit, as the company recently announced doctors will use its portable electrocardiograph device when caring for Paralympic athletes. "It's obvious the Paralympic brand is building," he said, "People who think it's not a big event are really missing the boat. Anybody who was in BC Place for the opening ceremonies will absolutely get that."
BEHIND THE TIMES?

On June 9 the Board of Trustees of South Carolina State University approved the first corporate naming rights opportunity in the University's history in connection with the planned construction of its new engineering and computer science building this fall. As an industry consultant and watching the growth of the sponsorship industry on both sides of the border I am shocked that it took SC State University so long to understand the value and opportunity afforded to them by corporate sponsorship. As you will read on you will see they probably way undersold the value as well.

During the recent commencement ceremony, SC State's President Dr. George Cooper announced that the Board formally accepted two donations totalling $180,000 from the Fluor Corporation and Savannah River Nuclear Solutions, LLC, a Fluor-led partnership that is managing and operating the Savannah River Site in Aiken, SC. The facility, which will have more than 21,000 square feet of academic space, will feature an auditorium, classrooms and laboratories for the two departments, including the only undergraduate nuclear engineering program in South Carolina.

"We are pleased to have the first corporate naming rights opportunity come from a company with a rich South Carolina heritage like Fluor along with Savannah River Nuclear Solutions. Their donation (which in Canada is not a donation but a sponsorship marketing investment according to CRA and rightfully so as it is not a gift. Flour is receiving value in exposure for the money they are investing) speaks volumes to the confidence they have in the University and the students we continue to produce. We look forward to this and future opportunities for our students," said George Cooper, President.

"We are excited about this donation," said Garry Flowers, President and Chief Executive Officer of SRNS and an officer
of Fluor Corporation. "It demonstrates the university's partnership with Fluor and with SRNS. We recognize that there is a severe shortage of engineers nationally, so the university will be well positioned to address this need and to partner with others in the industry to prepare our best and brightest students for challenging career opportunities -- some possibly at SRS."

**TD HELPS WOMEN GETTING BACK TO WORK**

A new program at the University of Toronto's Rotman School of Management is helping women return to work with more robust professional networks and added confidence. The Back to Work Program, sponsored by TD Bank Financial Group (TD), is for women who are returning to business after an extended time away. It runs for nine days over a three-month period, beginning October 18, 2010. "Back to Work will help prepare women for the personal and professional transition they experience when returning to the workforce. In three modules, it gives them an unparalleled opportunity to reignite their goals and to get up-to-speed on the latest trends and issues in business, while meeting like-minded women, potential employers and future professional contacts," says Professor Beatrix Dart, Associate Dean and Executive Director, Rotman Initiative for Women in Business.

A 2005 Harvard Business Review report, by Sylvia Ann Hewlett and Carolyn Buck Luce, found that 37 per cent of highly-qualified women voluntarily leave their careers for some period of time. Family responsibilities, such as childcare and eldercare, are most often the trigger.

During the in-class portion of the Back to Work Program, Rotman faculty members and instructors, as well as TD senior executive guest speakers, will help participants refresh their business knowledge on topics like leadership, strategy and business and people performance. They will also share current job market information and address the latest
technology and communication trends in business today. Between in-class sessions, participants will receive one-to-one coaching and will attend networking events hosted by senior executives at TD and some of the other supporting organizations including KPMG LLP, Microsoft Canada, Rogers and Xerox Canada Ltd. Participants will also have access to complimentary childcare services (if required) at Kids & Company, an in-kind program supporter.

Back to Work in-class sessions will run 9 a.m. to 3 p.m., providing added flexibility for personal and family commitments. There will be no exams or grades, but participants will engage in business-related assignments between modules offered by TD and the other supporting organizations. As lead program sponsor, TD is underwriting the cost for all participants, and will offer scholarships to four of the selected participants.

"Many talented women who have stepped away from the workforce for a while possess the diverse skills, experience, background and perspectives that TD wants to attract as we continue to build for the future," says Mary O'Hara, Senior Vice President, Organization Development, TD Bank Financial Group. "This is precisely why TD is joining forces with Rotman School of Management - to eliminate barriers by helping women refresh their business knowledge and professional networks, and by providing the coaching and support they need to thrive in the next chapter of their careers."
PEPSICO HELPING CANADIANS REFRESH EVERYTHING

As reported by Kristin Laird in Marketing AM on April 19, Canadians want to improve the world, and PepsiCo Beverage Canada wants to help them do so through the launch of its "Refresh Project" that will give over $1 million to fund socially responsible initiatives. Starting earlier this month Canadians began to submit their "shovel-ready" ideas at RefreshEverything.ca for the chance to win a grant to fund that project. Pepsi has committed over $1 million to the project. "We want to be a facilitator for Canadians to have a say in the world around them," said Dale Hooper, vice-president of marketing, PepsiCo Beverages Canada. The Western Sponsorship Congress is excited to have Dale Hooper be a session presenter in Calgary on October 26-27, 2010. To hear Dale speak and over 20 other industry leaders register now at www.sponsorshipcongress.ca

A poll commissioned by Pepsi showed that 92% of Canadians want to do something to improve the world around them, but lack the money and the know-how to implement their ideas. Canadians can submit ideas in one of six categories—health, arts and culture, food and shelter, the planet, neighbourhoods and education. Public vote determines the winner, so entrants are encouraged to promote their ideas. Every other month, Pepsi will spread $200,000 across 10 grants to the ideas that secure the most online votes: one $100,000 grant; two $25,000 grants; three $10,000 grants; and four $5,000 grants. The program, which first launched in the U.S. earlier this year, falls in line with Pepsi’s "Join The Movement. Joy It Forward" tag line launched in Canada almost a year ago, said Hooper. Pepsi launched the project this past weekend with a 60-second TV ad through its sponsorship of the 2010 Juno Awards coverage from George Street in St John's Newfoundland in April.
Beyond Sport, the global organization that promotes, develops and funds the use of sport to drive positive social change across the world, has unveiled its shortlist for the Beyond Sport Awards 2010. By reaching this stage of the judging process, each project will receive an invitation to attend the second annual Beyond Sport Summit, in Chicago from September 27-30. The Awards winners will be selected by the panel of Beyond Sport Ambassadors and announced on the final two days of the Summit. The successful projects in the six Beyond Sport Community Awards categories will receive $10,000 each and a substantial package of business support to help them grow and become sustainable in the future.

The shortlisted projects were chosen from over 350 entries from more than 115 countries that submitted applications to this year's Awards.

**Best New Project**

- Social Inclusion Program: Knocking Down Barriers through Sport & Leisure Parent Organization: Sport 4 Socialisation Zimbabwe
- Reclaim Childhood Summer Leadership and Sports Camps Parent Organization: Reclaim Childhood Jordan
- Football for Reconciliation Parent Organization: Play31 Sierra Leone
- Step It Up Campaign Parent Organization: Global Youth Leadership Institute, Inc United States
- Sure Start Parent Organization: MIFUMI Uganda

**Sport for Social Inclusion Award supported by Barclays Spaces for Sports**

- Street Soccer USA Parent Organization: HELP USA United States
- Figure Skating in Harlem After School Ice Skating and Education Program Parent Organization: Figure Skating in Harlem United States
- Hope Academy National Project Parent Organization:
Ambassadors In Sport South Africa
- Empowering Women of Nepal Parent Organization: 3 Sisters Adventure Trekking (3 Sisters) and Empowering Women of Nepal Nepal
- Fútbol Con Corazón Parent Organization: Fundación Fútbol Con Corazón Colombia
Sport for Education Award
- America SCORES Parent Organization: America SCORES United States
- Greenhouse Parent Organization: Greenhouse Schools Project United Kingdom
- The Township Baseball Academy Parent Organization: The Township Baseball Academy South Africa

Sport for Conflict Resolution Award
- PeacePlayers International - Cyprus Parent Organization: PeacePlayers International Cyprus
- Kicking For Peace Parent Organization: Western Cape Network for Community Peace and Development South Africa
- War Game No More Parent Organization: Caritas Democratic Republic of Congo
Sport for Health Award
- GoGirlGo! Parent Organization: Women's Sports Foundation United States
- Extra Time Program Parent Organization: Football Foundation United Kingdom

Sport for the Environment Award
- Clean Air Champions Parent Organization: Clean Air Champions Canada
- SSET Parent Organization: AISTS Switzerland
- Project Greenhands Parent Organization: Isha Outreach India
Sport Team of the Year
- Manchester United - Something to Chew on United Kingdom
- Philadelphia Eagles - Eagles Youth Partnership United States
- Hapoel Tel Aviv - Mifalot Israel
Sport Federation or Governing Body of the Year
- Namibia Football Association - Galz and Goals Namibia -
Australian Rules Football League - Multicultural Program
Australia
- NBA - NBA Cares United States

**Corporation of the Year**
- Standard Chartered - Goal India, United Kingdom, Nigeria
- National Grid - Official Partner to the Great Britain Special
Olympics United Kingdom
- Capital One - Sports Project United Kingdom

**Judges' Awards**
Most Courageous Use of Sport Award Nominees
- Project Play Parent Organization: Beyond The Ball United
States
- War Game No More Parent Organization: Caritas
Democratic Republic of Congo
- Restoring Our Children's Hope Parent Organization: Right
To Play Liberia

Additional Judges' Awards in the following categories will be
announced in the lead-up to the Beyond Sport Summit:

- Humanitarian in Sport Award supported by United Airlines
- Beyond Sport Leadership Award

Beyond Sport is partnered with Barclays Spaces for Sports,
NHL SPONSORSHIP REVENUES UP 20%

Corporate partners from a wide array of industry categories are partnering with the National Hockey League (NHL) to leverage the NHL brand and the growing marketplace for NHL hockey by investing and activating during the 2010 Stanley Cup® Playoffs. Despite a challenging economic climate, the NHL® has aligned with seven new partner brands this season, and renewed agreements with an additional five partners, resulting in a 20-percent overall increase in corporate sponsorship revenue compared to last season.

During four consecutive years of record business performance, the NHL has continued to invest in growing the global hockey marketplace through fan activation platforms such as the NHL Winter Classic, as well as a deeper direct-to-consumer product portfolio. With a particular emphasis on these big events and digital offerings, the League is more completely leveraging its brand equity and delivering multi-platform marketing solutions that enable corporate marketers to reach the NHL's highly desirable, highly engaged fan demographic. "By creating a digital front door to the League, and with a sustained emphasis on big-scale activation platforms, we have scaled the business and redefined ourselves in the marketplace," said NHL Chief Operating Officer John Collins. "There has been a significant shift in how corporate marketers view the NHL, and invest in our brand, marketing assets and fans."

MALL NAMING RIGHTS

Would a mall by any other name be as sweet? Northland Center in Southfield and Eastland Center in Harper Woods near Detroit Michigan are about to find out. The shopping centers are selling their naming rights. Owner Ashkenazy Acquisitions Corp., based in Brooklyn, N.Y., hired Profit Increase Funding Inc., a Detroit naming rights company to
find a buyer. The sale will reap "millions of dollars" for the malls, said Brian Strugs, president and CEO of Profit Increase Funding.

Whoever buys the naming rights can affix their name to the malls' exteriors, increasing their exposure in the market. They also can set up displays and have a representative on site to talk to customers about their products. The buyer can purchase the rights to one or both malls and can renew the rights for as long as they want. Details of the sale offering are still in the works, but a buyer likely would have to sign a three-year contract.

Money from the sale would be used to make capital improvements to the centers, said Pam Lightbody, marketing manager for the malls. Since Ashkenazy Acquisitions purchased Eastland in 2008, it has invested more than $2 million in the property, including renovating more than 10,000 square feet for a Family Dollar store and a 72,000-square-foot addition for the Burlington Coat Factory that opened last year. "It's an alternative income (for the malls)," Lightbody said of selling the rights. "As far as cash flow all is well. It is something that assists with development of the center to help make them more attractive." It's also a good way for companies to get their name out in the community. Advertisers feel like they are getting lost in the clutter of newspapers, television ads, the Internet and other venues, Lightbody said. Selling the naming rights to a business is a "very positive development" -- especially for malls, many of which are losing tenants -- said Ken Dalto, a Farmington Hills-based retail analyst.

"It's a creative way to create income (for the sellers)," he said. It won't hurt Eastland or Northland if they change their names because shoppers don't go there for the name: They go for the stores and the atmosphere, Dalto said. Eastland gets 10 million shoppers annually while Northland has 6 million visitors each year.
BRAND PROTECTION

As reported by Marketwire in April, licensing violations, brand fraud and trademark infringement around mega-sports events will be a new area of study by the Chief Marketing Officer (CMO) Council as billions of TV viewers and football fans gear up for the month-long 2010 FIFA World Cup in South Africa. Sports sponsorship and event marketing is big business globally. And easy pickings for brand hijackers, ambush marketers, ticket scammers, online phishers, merchandise knock-off artists, as well as cable, satellite and IP-TV pirates. According to Forbes magazine, the world's top 10 sporting event brands generate billions in revenue and have brand values ranging from $67 million to $420 million. The FIFA World Cup brand is estimated to be worth $120 million and FIFA, football's non-profit governing body, recently announced record revenue of $1.06 billion in 2009 and a profit of $196 million. FIFA also expects $3.4 billion in commercial revenues (sponsorships, merchandise, hospitality) and television rights for the 2010 World Cup, which is expected to attract more than 36 billion TV viewers during the month-long tournament involving 32 national football teams.

The CMO Council's latest thought leadership initiative, "Doing Away With Foul Play in Sports Marketing," will take a hard look at brand protection challenges and brand degradation issues resulting from the growing incidence of online trademark trespassing, property rights pilferage, as well as ticket and merchandise scams in the global sports market. The market sector is expected to see global revenues of $141 billion by 2012, reports the consulting firm of PricewaterhouseCoopers. Sports merchandise, often the easiest to knock off, generates more than $4 billion in sales. MarkMonitor, the campaign sponsor and a leader in online brand protection, believes global sporting events are a rich
and fertile ground for fakes, fraud and brand abuse, particularly as more of the bigger events are being hosted in developing countries and regions where trademark and property rights controls are less stringent.

Leading up to the global spectacle of the 2010 FIFA World Cup in South Africa, the initiative will gather insights and brand protection perspectives from sports franchise owners, brand sponsors and event organizers looking to safeguard investments, realize better returns, gratify fans, and optimize the event experience. The program will build on the CMO Council's most recent Protection from Brand Infection study in which a majority of marketers (39 percent) polled estimated that the financial impact of brand hijacking, knock-offs and abuse was greater than 5 percent of sales. A surprising 8.2 percent of the 300 marketers surveyed said it exceeded 20 percent of sales. "The 2010 FIFA World Cup South Africa is set to feature sponsors such as Adidas, Coca-Cola, Emirates Airlines, Sony, Visa, MTN, McDonalds, Castrol, and Budweiser, all of whom could face serious brand repercussions should counterfeit tickets, merchandise or web portals prey on the excitement of fans looking to buy a piece of sports history," said Donovan Neale-May, executive director of the CMO Council. "Connecting with consumers through passion-brands like sports franchises and events can have huge repercussions on brand image, value and promise should brand hijackers diminish or destroy customer trust. The goal of this program will be to sensitize marketers to these threats and challenges."

At the 2010 Winter Olympics in Vancouver earlier this year, some 12,000 tickets worth $3 million were lost in a rip-off of Olympian proportions. The Coalition to Advance the Protection of Sports logos (CAPS) has seized more than 9 million pieces of illegal merchandise featuring the logos of professional sports teams, colleges and universities since 1993, valued at more than $329 million. And since January, officials in South Africa have seized nearly $6 million of counterfeit FIFA World Cup and Premier League merchandise. The CMO Council is inviting leading
international sports bodies (FIFA, IRB, NFL, NBA, MLB, MLS, NHL, PGA, WTF, etc.), sports industry publications, retail trade groups, property rights holders, media network, and sports sponsorship firms to contribute content, analysis and experience as affiliate partners. There will be a special focus on sports sponsors in the apparel, footwear, auto, consumer electronics, CPG, financial services, food/beverage, travel and hospitality, high technology, sporting goods, media/entertainment, and communications sectors.

Nike, for example, is one of the most valuable and recognized brands and sponsors in the sports business with a valuation of $10.7 billion. On the media side, ESPN has a market value of $35 billion, while Manchester United in the English Premier League is the world’s most valuable team brand with equity of around $270 million, reports Forbes. As indication of the business value of mega-sports events, MasterCard reported that the widely watched Six Nations Rugby Championship in Europe earlier this year generated an economic impact of $631 million for the participating countries (England, Ireland, Wales, Scotland, France and Italy). "With the massive amount of sports market spend and capital value created, there are many inherent risks and vulnerabilities that can impact revenue, relationships and reputations of sports organizers, teams, host countries/cities and sponsors," noted Neale-May. "The Internet now has an audience of 1.7 billion connected users and has become an essential channel for engaging fans, delivering information, driving merchandise sales, and selling seats at large sports venues. This virtual world is ripe for exploitation by savvy tricksters, fraudsters and brand hijackers."

The continuity campaign will continue to grow and multiply areas of discussion and knowledge transfer among global marketers. Top sporting events will be targeted for analytics, including the upcoming Commonwealth Games in Delhi this year, as well as some of the world’s most widely watched and attended sports events:
• IOC Summer Olympics
• ICC Cricket World Cup
• European Championships (Football)
• UEFA Champions League
• IRB Rugby World Cup
• FIA Formula 1 World Championships
• Tour de France
• IOC Winter Olympics
• NFL Super Bowl

Forbes List of Most Valuable Sporting Event Brands in 2010:

Super Bowl  Brand Value of $420 million
Olympic Summer Games  Brand Value of $230 million
FIFA World Cup  Brand Value of $120 million
UEFA Football Championship  Brand Value of $110 million
MLB World Series  Brand Value of $106 million
Daytona 500  Brand Value of $100 million
Olympic Winter Games  Brand Value of $93 million
NCAA Men's Final Four  Brand Value of $90 million
MLB All-Star Week  Brand Value of $75 million
Kentucky Derby  Brand Value of $67 million

**BCE EXPECTS OLYMPIC REVENUE FLOW FOR YEARS**

As the exclusive telecom services provider to the Vancouver Winter Olympics, Bell expects to benefit for years with revenues flowing from the Games and an increased customer base. Bell hasn't disclosed its revenues from the Winter Games, but CEO George Copesaid Thursday that the company expects the revenues will go for years, after BCE Inc. rang up a profit of $608 million in the first quarter of 2010. "Some of our wireless results this quarter, I think, benefited from what we did in the Olympics, and with our new network," Cope said after the company's annual meeting. For the Olympics, Bell built an Internet-based network for TV, data and voice and has already said it plans
to use the network long after the Olympics to generate more revenue. Cope said revenues are being tracked internally from the Feb. 12-28 Games to make sure "we bring in more customers as a result of that." Bell also launched an advanced wireless network for its mobile phone users last November and did heavy advertising during the Games.

**FIFA WOMEN'S WORLD CUP 2011**

The FIFA Women's World Cup 2011™ in Germany next year is living up to all expectations. This is reflected by the fact that with almost one and a half years to go before kick-off, the tournament's sponsorship programme is already sold out. As of March 1 FIFA and the Local Organising Committee brought the sixth and final National Supporter, Deutsche Bahn AG, on board, who join the ranks of fellow National Supporters Allianz, Commerzbank, Deutsche Post, Deutsche Telekom and REWE.

"It is a great success for the FIFA Women's World Cup next year," said FIFA Director of Marketing Thierry Weil, "but we expected nothing less. In the last decade the Women's World Cup has developed into a top event on the global sporting agenda. The attraction of women's football can be measured in terms of the economic potential and value of the sponsorship agreements. Even before the successful ticket sales launch in October 2009, we could sense incredible enthusiasm about the tournament in Germany and abroad. A good deal of this is due to the professional and dedicated work of the Local Organising Committee in Germany. National Supporters will benefit directly from the public's demand to be part of this event."

It is the first time that a FIFA Women's World Cup™ has attracted sponsors so early. All six National Supporters are leading German companies and strong brands. Deutsche Bahn AG and Deutsche Telekom previously teamed up with FIFA as sponsors of the 2006 FIFA World Cup™. All National Supporters of the FIFA Women's World Cup
Germany 2011™ will also sponsor the FIFA U-20 Women's World Cup Germany 2010. The fact that all the sponsorship slots have been filled so early is further evidence that the FIFA Women's World Cup™ is an attractive competition with the power to entertain the crowds in the stadiums with high-quality football in a magical atmosphere.

The widespread interest in women's football continues to grow, with the next highlight being this year's FIFA U-20 Women's World Cup Germany 2010. This event will kick off in Germany on 13 July 2010, with the best young players in the women's game on show in Augsburg, Bielefeld, Bochum and Dresden over a three-week period.

CANADIAN POKER TOUR & SANDMAN HOTELS SIGN DEAL

Last month in Calgary, HeadsUp Entertainment International Inc. (Pinksheets: HDUP) operators of the Canadian Poker Tour (CPT) and Canadian Poker Player Magazine announced that they have finalized a national sponsorship agreement with Sandman Hotels. The deal will allow CPT members to qualify for preferred room rates and incentives across the country and strongly position Sandman in the Company's media divisions as a strategic partner.

The CPT will host and sanction over 560 events in 2010 and the sponsorship agreement will generate substantial revenues for both parties. As a major component of the HeadsUp business plan, monetizing the poker player base through strategic partnerships is another milestone the Company is pleased to report in its efforts to increase shareholder value.

With 4 properties in the Calgary region, Sandman is well positioned to accommodate players for the upcoming 2010 Canadian Open Poker Championships in August. With 13
events over 11 days at 3 casinos in Calgary, this event will be the largest poker series in Canadian history and attract players from around the world. The CPT estimates that over 400 players will travel to Calgary for the series and generate over 2000 potential room nights for this event alone.

HeadsUp is finalizing contracts with a number of other major sponsors that will continue to enhance revenue models for the Company and will be making a series of additional announcements over the coming weeks. "I am very pleased that we are continuing to build the revenue models and exceed expectations within our business plan," stated HeadsUp President and CEO Kelly Kellner.

"This is another example of our commitment to building shareholder value and supports our corporate strategies like the recently announced stock re-purchase program. I look forward to continuing to monitor the effects of our corporate initiatives and believe that the market will soon reflect the value of our business model."

**SOCCER SOON TO BE UNSUSTAINABLE**

Football business analysts at Deloitte have issued a grave warning that English clubs' rising wage bills and reliance on rich benefactors are unsustainable. "We appear to be seeing a continuing shift from a sustainable 'not for profit' model towards one with potentially calamitous consistent and significant loss-making characteristics," said Dan Jones, of Deloitte's Sport Business Group, in the introduction to the company's Annual Review of Football Finance, looking at the 2008-09 season. "A model of profit maximization is now pursued by a very limited number of clubs and, whilst some clubs seek to break-even on a consistent basis, the emerging norm for many Premier League and Championship clubs appears to require significant ongoing benefactor support."

Soaring wage costs are hitting margins harder than ever, even at the Premier League, the richest league, and, along
with the French Ligue 1, that with the joint-most consistent spread of wealth among its clubs of the 'big five' European leagues. The Premier League's profits of £79 million in 2008-09 were its lowest since 1999-00, primarily due to wage inflation of £132 million. The picture is even worse in The Football League, where 86 per cent of club revenues are being spent on wages, leaving £82 million in total to cover the rest of club business, including all operating costs and transfer budgets. The report called this "a huge, and ultimately unsustainable, financial challenge".

The good news for English football is that the popularity of the sport appears bigger than ever, judging by record attendances. Combined Premier League and Football League attendance in 2009-10 was over 30 million, "a level not seen since well before the introduction of all seated stadia". The Football League's total attendance in 2009/10 was 17 million for the first time since the Premier League was formed in 1992. In the rest of Europe, headline figures coming from the report included Germany's Bundesliga overtaking Spain's La Liga to become the second biggest revenue generating league behind the Premier League. Bundesliga revenues grew 10 per cent to €1.575 billion, the highest growth in the big five.

**CHINESE COMPANIES GET INTO THE SPONSORSHIP GAME**

As reported by Anita Chang for Associated Press in mid June, the newest sponsor of women's tennis is a half-billion dollar sporting goods maker that virtually no one outside of China has ever heard of. Peak, which announces its five-year deal with the Sony Ericsson WTA Tour this week, is the latest cash-flush Chinese company to form a partnership with well-known foreign athletes, teams and leagues.

As with other such deals, the focus is on boosting brand image at home. In fact, shoes and other products from companies such as Peak, Li Ning, Anta and Xtep can hardly be found for sale outside the country. The brands are targeting the burgeoning Chinese middle class, which has a
growing interest in leisure activities and plenty of pocket money. The idea is that Chinese consumers will think more favorably about domestic brands and their international status when they see established foreign stars wearing the products.

"Right now we're learning from Nike. We hope one day we can catch up and surpass Nike, of course that is our goal," said 33-year-old Peak CEO Jim Xu. "But we're different because we know China better than Nike, we have products that are better suited to the Chinese market ... We can give consumers another choice." The Chinese sporting goods market is worth $6 billion and expected to grow 14 percent a year, according to the China Sporting Goods Federation. While Nike remains the market leader, homegrown brands are catching up, appealing in particular to consumers in smaller cities with modern looks at prices a fraction of those of the foreign competition.

China's 1.3 billion potential fans are also irresistible to sports leagues and sponsorship deals give them a local partner in the market. The WTA points out there are 130 million Chinese interested in tennis and 10 million recreational players - double the number of those in France, an established market. Even those figures belie the market's potential. Despite the success of Chinese players such as Li Na and Zheng Jie, tennis is still a relatively new sport here. Audiences too are somewhat raw: During the 2008 Olympics in Beijing, local fans breached tennis etiquette by cheering during long rallies and sighing loudly over faults. "We'll suffer through the pains of having new tennis fans doing those sorts of things, I'd much sooner take a whole lot of young, new, energetic tennis fans over no fans," WTA Tour President David Shoemaker said.

The strategy of boosting brand image through sponsorship of foreign athletes began in China with Li Ning, which signed its
first top-level star, Shaquille O'Neal, in 2006. The company, founded by the Olympic gold medal-winning gymnast of the same name, now sponsors far-flung teams such as the Swedish Olympic delegation and the Spanish and Argentinian basketball squads - countries where its products generally aren't available. Anta sponsors athletes including top women's tennis players Zheng and Jelena Jankovic, while Xtep has a partnership with Birmingham City in the English Premier League. So far, the Chinese have been conservative and signed only established players in hopes of maximizing their investments.

"(The Chinese brands) want to minimize the risk as much as possible because this is new territory for them and they don't want to get caught looking bad," said Terry Rhoads, a former Nike executive who runs Zou Marketing, a sports marketing company in Shanghai. Underscoring their underdog position, China's most famous athlete, the NBA's Yao Ming, has a sponsorship deal with Reebok. Peak, known primarily for its basketball shoes, trails behind Li Ning and Anta in this cluttered market but has been making inroads, opening 1,027 new stores last year and seeing total revenue rise 51 percent to $456 million. Already the official sponsor of the NBA in China, it boasts individual deals with 12 NBA players, including Jason Kidd and Ron Artest.

Peak's deal with the WTA Tour is worth seven figures annually and includes cooperation on tennis festivals in China, a player apparel program, and revenue-sharing on a cobranded apparel line. Xu said it was part of an expansion strategy for 2010 that would include sales in other parts of Asia and North America. "We just want to extend our brand name from basketball to tennis," he said. "China is our top market. Signing deals with international sports competitions is to attain our goal of becoming more global and more professional. But of course the primary impact will be on the Chinese market and then the global market." The deal taps into an educated, high-income demographic with a game that
has lifestyle and fashion angles, said Chris Renner, president of sports marketing firm Helios Partners China. It also gives Peak a new avenue for growth in the competitive market.

"It's like trying to barge your way into a fancy club, there's no seats left and you have to find a nice seat that fits. And the WTA is a nice one, it's one of the few left out there that has prestige, fashion. It has a nice demographic and it gives you a nice story to tell," Renner said. Nevertheless, the challenges for Peak are stiff, according to interviews with shoppers in central Beijing. "It's an OK brand. A very common Chinese brand," said a 26-year-old student surnamed Fang, who refused to give his full name as is common among media-shy Chinese. "It's not comparable with Nike."

PROTECTING SPONSORS IS ESSENTIAL

El Salvador goalkeeper Miguel Montes has been suspended for a year for refusing to wear the official national team kit, the Salvadorean Football Federation (FESFUT) said on Friday. The ban on the 30-year-old Aguila goalkeeper, who used gloves and socks made by a different sponsor at the 2009 Gold Cup in the United States and has continued to do so ends on March 17, 2011. "We have decided to fine the player $250 and impose on him a punishment of a one-year suspension because on repeated occasions he did not wear the sports kit provided by the official sponsor Mitre while playing for the national team," the FESFUT said in a statement. The federation signed a $600,000 deal with the sponsor in 2008. Montes was a key player in the Salvadorean side that reached the six-nation third and final round of the CONCACAF World Cup qualifiers last year but failed to reach the 2010 finals in South Africa. El Salvador last played at the finals in Spain in 1982.
TELUS SUPPORTS CANCER IN SASKTEL LAND

In May, TELUS and the Saskatchewan Cancer Agency announced you could now give the gift of health to women in your community with the purchase of a pink BlackBerry smartphone. TELUS and the Saskatchewan Cancer Agency announced the launch of a milestone campaign to make a 'pink' difference and bring digital mammography to Saskatchewan. Between May 6 and October 31, 2010, TELUS will allocate through the marketing sponsorship which is not a donation but rather a business transaction, $25 to Saskatchewan Cancer Agency for each purchase of a pink BlackBerry Curve 8530 available only at TELUS. Digital mammography will enhance early detection of breast cancer for women and men in Saskatchewan.

The TELUS "Go Pink" campaign will fund tangible social outcomes that women and men will benefit from immediately. The coast-to-coast campaign is benefiting communities by funding innovative breast cancer technology in healthcare facilities across Canada, including: BC Women's Hospital & Health Centre Foundation, Alberta Cancer Foundation, Saskatchewan Cancer Agency, CancerCare Manitoba, Princess Margaret Hospital Foundation in Toronto, The Ottawa Hospital Foundation, Segal Cancer Center at the Montreal Jewish General Hospital and QEII Health Sciences Centre in Halifax. "As a Canadian technology leader and a committed corporate citizen, TELUS recognizes the need to bring the latest technology to local healthcare providers in an effort to help with the early detection of breast cancer," said Jill Schnarr, vice-president, TELUS Community Investment. "As a woman and mother, I am so grateful that our TELUS team and our customers have an opportunity to give back in a meaningful way to help with the purchase of new digital mammography machines in our communities."

"We are pleased to be the recipient of the TELUS Pink Campaign," said Sangeeta Gupta, manager of the Screening
Program for Breast Cancer. "Every woman screened is a potential life saved and the funds we receive will help us in improving our early detection program. Through this program, TELUS is enabling our organization to improve our screening technology and to deliver better results."

AREN A NAMING FOR KFC

As reported by WAVE News and Connie Leonard it is the latest major investment made by a Louisville-based company in the River City USA. On April 19, it was announced that Yum! Brands paid $13.5 million to name the new downtown arena the KFC Yum! Center for at least the next ten years. When you consider how many times broadcast and print media outlets have said or printed the name "Papa John's Cardinal Stadium" since it was built, one would have to call it a great investment. The same is true when you are talking about basketball games on national TV every year and it could pay off big for Yum! Brands. Many people hope it will because the company has a record of making big deposits here at home. "We're really proud to call it the KFC Yum! Center," said Jonathan Blum, senior vice president of Yum! Brands. Students on the University of Louisville campus told us of the name "It's pretty cool, I like it," another said, "I'm really excited about it."

To some, it is a name on a building. But to others, the world's largest restaurant chain making a key investment in a huge piece of downtown development is much more. "To get KFC Yum! Brands to back the arena like this is going to be truly unbelievable," said Rick Pitino, the UofL men's basketball coach. Yum! Brands is now everywhere in the 'Ville.

Soon the name will be on the roof of the new downtown arena to the Yum! Center practice facility on the U of L campus and of course, the sponsorship of the Kentucky Derby. We wanted to know how the cost of the new arena naming rights might affect the sponsorship of the greatest
two minutes in sports. "This won't have any impact on our sponsorship," Blum said. "We're in the last of five years of our sponsorship and we're in early discussions now with Churchill Downs and they've been a great partner of ours and we think it's a win-win." "Yum! is a tremendous marketer, said Joe Reagan, president of Greater Louisville, Inc., "but I think it goes well beyond the marketing decision because they have been planting seeds all over this community for so long, people know that they've been here."

There is no question that just like during the Kentucky Derby, Yum! Brands will get major publicity every time the Cards make ESPN and hit the floor in the KFC Yum! Center. But company officials contend it's more than a big payoff. With 1,400 employees and their families in Louisville, they maintain they have a responsibility to make smart investments here. "We all live and work in Louisville," said Blum. "We love calling it home and this is a great way to give back to the community." There are many places where the Yum! Brands logo isn’t glaring back at you. Some of the big donations made by the company include Actors Theatre, Metro United Way, Fund for the Arts, and $1 million a year to Dare to Care. The KFC Yum! Center is an exclamation point on how and why Yum! really does love this community," said Reagan. Before the economy crashed, naming rights were in the ballpark of $40 million, so the deal is considered a good one for Yum! The company will also get first dibs to extend naming rights for five years, if it chooses.

By the way, they do not want you to call it "The Bucket."
WESTERN SPONSORSHIP CONGRESS™
2010

The 2010 Western Sponsorship Congress will be held on **Tuesday October 26 and Wednesday October 27, 2010** at the Deerfoot Inn and Casino in Calgary, Alberta. The Congress team has finalized the blockbuster line up of speakers and panel discussions for 2010 and the web site is up and running for you to view speakers, topics, panel discussions and to register with savings as much as 2/3 off the regular registration price. For more details click through now to [www.sponsorshipcongress.ca](http://www.sponsorshipcongress.ca).

The Western Sponsorship Congress™ and its presenting sponsor the Partnership Group - Sponsorship Specialists™ are excited to partner with QR 77. As the **Business Centre Sponsor**, QR 77 will allow delegates to have a space to meet and conduct business while at the 2010 Congress.

Listen to AM770 CHQR for all your news, talk and sports. Visit [www.am770chqr.com/index.aspx](http://www.am770chqr.com/index.aspx) to become a CHQR Insider.
For the best in Classic Rock, tune in to Q107 and visit www.q107fm.ca/index.aspx to join Qnation and earn point to use to win tons of cool stuff.

For the best in New Country, tune in to Country 105 and visit www.country105.com for DJ's, shows, concerts & events and more.

The Western Sponsorship Congress™ is excited to welcome back Judy Haber and Performance Sponsorship Group as a presenting workshop sponsor and NEW FOR 2010, title sponsor of the Performance Sponsorship Group Meeting Room. The Meeting Room was established for 2010 based on requests from past delegates who often needed a private space for one on one meetings. Performance Sponsorship Group has made this happen! This room will be available for all delegates through advanced booking with Congress staff.

Performance Sponsorship Group specializes in the design and sales of corporate partnerships in North America and combines over 30 years of experience in the sponsorship industry with an unwavering commitment to integrity, professionalism, and - most of all - results.

PSG succeeds because they are passionate about their work and the clients they represent. Performance Sponsorship Group is a focused, professional firm that provides strategic sponsorship counsel to organizations, corporations, entertainment destinations and publicly funded institutions. They specialize in the valuation, packaging and sale of venue sponsorships, PSG's Senior Partners work closely with venue owners and managers to create innovative, yet pragmatic
sponsorship strategies. And they follow through with results - making the most of our in-depth knowledge of the marketing goals and objectives of the corporate sector.

In the Western Canada market, PSG has been responsible for pricing, packaging and selling naming rights for the Epcor Centre in Calgary, The Shaw Centre in Saskatoon and the TCU Place and Credit Union Centre also in Saskatoon. PSG is currently negotiating several naming rights packages for the Edge School a private school/community recreation facility that is under construction in the community of Rockyview.

For more information on Performance Sponsorship Group visit their web site by clicking on the logo above.

The University of Calgary's Haskayne School of Business is a progressive and innovative business school with an international reputation for influencing the practice of management and leadership through quality teaching and research. Founded in 1967 and named after Richard F. Haskayne, the school prides itself on working with its partners in the business community to produce highly qualified graduates.

As a place to hire and a place to learn, the Haskayne School of Business has over 3000 full and part-time students, offering a full range of degree programs including: Bachelor of Commerce, Bachelor of Hotel & Resort Management, MBA, an Alberta/Haskayne Executive MBA and Haskayne Executive Education offering both open and customized programs. The Alberta/Haskayne Executive MBA program
ranked #28 out of 90 EMBA programs worldwide in the 2007 Financial Times (UK) Ranking of programs and top in Canada for career progress of graduates and the extent to which alumni fulfilled their most important goals or reasons for doing an EMBA.

The Western Sponsorship Congress™ is pleased to enter into the second year of our educational partnership with Haskayne School of Business. A select group of students will assist with workshop and keynote speaker introductions and other activities at the Congress in October. These volunteers will also be registered delegates at the Congress and will attend workshops and plenary sessions. Take advantage of this opportunity to meet these students and find out more about Calgary’s future business leaders. We’re grateful to the University of Calgary - Haskayne School of Business and their students for their commitment to our event.

For more information on the Haskayne School of Business, visit their website by clicking on the logo above.

The 2010 Western Sponsorship Congress™ is proud to welcome REC Media as the Day Two Luncheon Sponsor. REC Media specializes in the consolidation and management of advertising and sampling initiatives in community and municipal athletic facilities coast-to-coast, and has grown to become the largest company of its kind in Canada. Offering access to hockey arenas, soccer fields, curling rinks, baseball diamonds and other recreational facilities, REC Media provides opportunities to outperform professional venues in both price point and annual impressions.
The Western Sponsorship Congress™ and its presenting sponsor the Partnership Group - Sponsorship Specialists™ are pleased to be partnering with REC Media for the first time this year. For more details about REC Media, and the most cost effective out-of-home advertising in the country, please click on their logo above.

The Partnership Group - Sponsorship Specialists™ is proud to be a founding partner of the Western Sponsorship Congress™ and the presenting sponsor in 2010 and since inception. The Partnership Group - Sponsorship Specialists™ welcomes all delegates to the Congress and would like to thank all the participating sponsors as well as the speakers who give of their time to attend, prepare and deliver their workshops and presentations. These presenters are not paid and the Partnership Group - Sponsorship Specialists™ would like to thank them for their commitment to the industry and its professional development. The Partnership Group - Sponsorship Specialists™ is a dynamic company that develops innovative sponsorship programs for corporations and sponsor properties in the areas of not-for-profits, sports organizations, municipalities of all sizes, and government agencies operations, charities, events, member associations, tournaments and conferences. The company is highly specialized and is seen as a leader in this rapidly growing sector. Their mission is to provide our clients with a unique sponsorship proposition that is tailored to meet their particular needs; this proposition will produce results that deliver a measurable return on investment.

The Partnership Group - Sponsorship Specialists™ is headquartered in Calgary, Alberta Canada and provides services to corporations / sponsors and sponsorship properties as indicated above, across Canada and the USA. For more detailed information on the Partnership Group - Sponsorship Specialists™ click on the logo above.
The Western Sponsorship Congress™ is proud to welcome back West Canadian as a partner and sponsor for the 2010 Congress. As the Official Supplier of all signage and printing services for both the Partnership Group - Sponsorship Specialists™ and the Western Sponsorship Congress™, West Canadian is a truly versatile partner.

West Canadian provides integrated printing and imaging services. West Canadian's team of companies includes orangedoor direct (also a sponsor of the Western Sponsorship Congress™ and official supplier of services). Commonwealth Imaging which offers specialized services in archival microfilm, providing Canadian newspapers and periodicals to libraries and universities throughout the world; Commonwealth Legal is Canada's largest and most trusted litigation support company which provides a full range of services to law firms, corporate counsel, judges and various government departments across Canada, the United States, Europe and South Africa; Vistek camera and photo stores that have an unbeatable combination of products, services and the best staff of imaging experts in the business; and of course West Canadian's 24/7 Digital Print Centre for all your print, binding, signage and copy needs.

For more information on West Canadian visit their web site by clicking on the logo above.
The Western Sponsorship Congress™ is excited to once again partner with the Deerfoot Inn & Casino as a Major Event Sponsor and the Host Venue. For the second year we will experience great conference facilities and be able to offer comfort and convenience for our. Suitable for any size conference, the Deerfoot Inn & Casino is a fantastic host venue. With luxurious rooms at The Deerfoot Inn & Casino, the Western Sponsorship Congress™ has been offered preferred rates. With evening entertainment and 6 food and beverage outlets within the building, The Deerfoot Inn & Casino will play host to our many out of town and local Congress delegates.

The Deerfoot Inn & Casino is the right property for weddings, conferences, tradeshows and special events such as benefit galas and dinners. Be sure to add the Deerfoot Inn & Casino onto your shopping list for your next event.

For more information on the Deerfoot Inn & Casino and all it has to offer, click on then logo above.

The Western Sponsorship Congress™ is proud to welcome back for a fifth year, WestJet as a sponsor of the 2010 Western Sponsorship Congress™. As a sponsor of the event, WestJet is also our Official Airline and Travel Partner. Be sure to book your flights to the Congress and all other destinations on WestJet.

As the Official Airline and Travel Partner of the Western Sponsorship Congress™ you can save by flying WestJet to the Congress. Simply visit the WestJet website (click on the logo above) and select your flights. WestJet will deliver you to Calgary return for the best price available as they do with all their guests. Thank you to Canada's Airline...WestJet!
We are also pleased to announce that a WestJet representative will again sit as a "buyer" on the Five Minute Pitch™ panel discussion and deliver a workshop presentation. For more information on WestJet or to check schedules and book flights please click on their logo above.

The Western Sponsorship Congress™ is pleased to continue our partnership with Enigma Research, our Official Supplier of Survey Services, Presenting Sponsor of our Networking Breaks, Workshop and Major Event level sponsor.

At every festival, event, trade show, and exhibition worldwide, consumers with similar interests gather to share an experience and marketers and sponsors are waiting to sell their products. Enigma Research Corporation® is your source for research and data on these consumers. They are the world's only full-service market research firm with expertise in all aspects of sponsorship, events and event marketing. Whether you are a sponsor or a property, the consultants at Enigma Research will present you with the information you need to succeed.

For more information on Enigma Research please click on the logo above.
Since 2004, demand for the services of Ross W. Marsh & Associates Inc. has grown rapidly. This Calgary based fundraising consulting firm boasts a team of leading senior-level professionals widely acknowledged for the fund development and management expertise they bring to non-profit clients across Western Canada and in Ontario.

In 2007, Ross W. Marsh & Associates Inc. opened an office in Toronto to complement an existing network of professionals across Western Canada. Congratulations and Happy Anniversary to Ross and his team, now celebrating six successful years of operation!

The Western Sponsorship Congress™ and the Partnership Group - Sponsorship Specialists™ are proud to welcome Ross W. Marsh & Associates back as Reception Sponsor of the 2010 Western Sponsorship Congress™. In response to popular demand, Ross will return to present a workshop on blending philanthropy and sponsorship in the non-profit environment.

For more information, click on the logo above to visit the Ross W. Marsh & Associates Inc. web site.

Orange door direct is back as a sponsor for the 2010 Western Sponsorship Congress™ and we are excited to have them on board once again. As a wholly owned division of the West Canadian Group of Companies, orange door direct is our Official Supplier of Direct Marketing, Brand Development and Advertising-related Services. We are also excited to have orange door direct as the Presenting Sponsor of NEW Interactive Panel Discussion,
the "Discovery Session". This will be an exciting addition to the Congress in 2010 that will truly allow our registrants to walk away from the Congress with tools and ideas to further enhance their sponsorship programs.

orange door direct provides strategic direct marketing services; including creative design, project management, data processing, printing and mail preparation. Their specialty is personalized, targeted one to one communications. With Direct Marketing orange door creates relevant, targeted programs that can include print, personalized urls and email executions. These programs provide measurable ROI results for their clients. While each project at orange door is unique, one thing remains constant - their focus on design as a powerful business tool. It is with expertise that orange door assists the Western Sponsorship Congress™ in expanding its marketing and brand design to enhance its product.

For more information on orangedoor direct contact Kathy Levinski at KLevinski@westcanadian.com

The Western Sponsorship Congress™ is excited to welcome back Canada's leading magazine on sponsorship and marketing, Marketingmagazine, www.marketingmag.ca as the 2010 Day One Luncheon Sponsor.

Marketing magazine is dedicated to the businesses of marketing, advertising and media. With over 100 years of continuous publication, Marketing is a must-have subscription for anyone in the marketing or sponsorship field. Along with Marketing magazine's 18 issues a year, Marketing also produces two Daily e-newsletters, numerous educational conferences and award shows, provides custom publishing and last year launched the French language sister publication MARKETING QC.
With the launch of MARKETING QC in November 2009, the Marketing Group can now deliver Canada's only national bilingual franchise, servicing the marketing, media, advertising and communications communities. Marketing QC’s creation allowed us to better establish the already successful "Marketing au Quotidien" launched in early 2009. This daily e-newsletter is distributed to over 20,000 marketing, communications and media professionals throughout Quebec.

The Marketing QC/Marketing franchise is at the hub of a rapidly evolving marketing/communications landscape. Only by staying at the leading edge of this evolution - and focusing on the now, the new and the next - can advertisers, communicators and marketers keep pace with and meet the demands of this vibrant market.

The Marketing brand, through its multi-platform portfolio of print, web, and face-to-face activities, is hosting and promoting the dialogue and debate that audiences will be drawn to: quality insight, exploration and inspiration. It is the future-centric vision and forward-looking focus of our brand that distances Marketing, and its partners, from the competition.

For more information, please contact Carol Leighton, at 416-764-1544 or carol.leighton@marketingmag.rogers.com. Partnership Group - Sponsorship Specialists™, presenting sponsor, and the Western Sponsorship Congress™ are excited to have such a prominent and well read publication as a continuing partner of the 2010 Western Sponsorship Congress™ in October. If you are an advertiser, sponsor, agency, or property, a subscription to this publication is a must!

For more information on advertising rates, promotional opportunities or subscriptions, click on the logo above and visit www.marketingmag.ca.
The Western Sponsorship Congress™ and its presenting sponsor Partnership Group - Sponsorship Specialists™ are excited to welcome CF Marketing Group - distributor of innovative, sticky promotions, on board as a 2010 Congress sponsor. SnapNwin™ is the flagship product that delivers memorable and interactive promotions while creating a lasting impression. It's a card, it's a magnet, it's an instant win - all in one.

SnapNwin™ cards work because they demand attention, generate curiosity and promote interactivity. They are ideal vehicles to deliver instant win, enter to win, collect and win, or instant discounts in retail environments, at special events or part of direct mail programs. The card has been used by local, regional and national organizations including Canadian Tire, CIBC, Toyota, Pizza Pizza, WWE, Coke, and Maple Leafs.

SnapNwin™ is a tangible way to promote your message, a secure reward coupon and a memorable collectible magnet. It engages consumers in an interactive fashion, and can be linked to online promotions to deliver an integrated campaign. With the online snapNwin™ game it can truly bring together online and onsite promotional opportunities.

Watch for the demonstrations and samples of this amazing marketing tool at this year's Congress. For more details visit www.ordersnapnwin.com
ECONOMICAL SWINGS TO GOLF

On Monday April 26 the Economical Insurance Group® (TEIG®), the Canadian Tour and Seaforth Golf Club announced that The Economical Insurance Group will title the Seaforth Country Classic in 2010. Golf fans and local charities will both win when 156 of the top international PGA TOUR prospects in the world compete for the newly titled The Economical Insurance Group Seaforth Country Classic August 16th-22nd, 2010.

"The Economical Insurance Group is delighted to sponsor this outstanding tournament," said Jorge Arruda, TEIG Senior Vice President for Operations. "Golf brings friends and family together, building healthy families and healthy communities", he said. "We are very proud to support Seaforth Golf Club and the Canadian Tour, and to support the Gateway Rural Health Research Institute as they pursue their vital mandate."

"Seaforth has been a wonderful case study from the beginning," stated Richard Janes, Commissioner and CEO, Canadian Tour. "It is an example of a community coming together to support an important local cause, a wonderful demonstration of community pride, and the best kind of hospitality."

Lin Steffler, spokesperson for the tournament's official charity, Gateway Rural Health Research Institute, expressed her excitement with this new partnership. "The areas of Huron, Perth, Grey and Bruce have some of the highest rates of cardiovascular disease and other serious ailments in Ontario," Ms. Steffler said. "The involvement of The Economical Insurance Group is a wonderful addition to this great tournament and will help improve the health of Ontario communities. Partnerships such as this benefit everyone. Well done!"
GETTING SPONSORS TO ACTIVATE

The following article was first published in the May 24th issue of the IEG Sponsorship Report. For more detailed information on IEG and its services, newsletters and training visit www.sponsorship.com. The story shows how properties are finding success by offering relevant activation ideas and examples of successful programs from other sponsors.

Chuck O'Connor, director of corporate partnerships for Traverse City, Mich.'s National Cherry Festival presented by Verizon, is not alone among sponsorship sellers and servicers when he expresses a level of frustration. "I'm often envious when I hear about big activation programs. We have a big event but we work with a lot of regional companies that don't understand activation." As experienced rightsholders know, activation is the key to success of sponsorships. In general, better leveraged deals earn better return on objectives and investment, which in turn plays a major role in the partnership being renewed. "If a sponsor is not planning on activating, then they can't depend on the outcome being a success; sponsorship is the medium and activation is the message," said Bruce Erley, president of Creative Strategies Group, a sponsorship sales agency. While larger and more experienced sponsors typically are well aware of activation's importance, it is often another story for properties who must work with smaller companies and those newer to sponsorship. Compounding the problem for properties over the last couple of years: economy-driven budget and staff reductions that in many cases curbed sponsors' appetite for leveraging, with many doing all they could just to maintain spending on the sponsorship fee itself.

IEG SR recently asked numerous rightsholders-with a focus on those that work with local and regional sponsors-how they convince, persuade, cajole or otherwise get sponsors to activate. Below, eight ideas that have worked:
Proactively discuss and suggest activation ideas. Properties should offer as many tailored leveraging suggestions as possible to prompt sponsor activation conversations and actions. Properties should start brainstorming ideas prior to making the first pitch to a prospect, a strategy that often can grab the attention of a potential partner and sets expectations for activation. "We spend a lot of time developing activation ideas for sponsors at the proposal phase," Erley said. "Creative activation ideas are far more important than 'you get this many ads and your banner goes here.'"

Provide activation platforms that deliver clear audience benefits. When brainstorming activation programs, properties should develop ideas that help sponsors enhance the attendee experience and reinforce that activation that is relevant to the audience is most likely to earn the sponsor credit and loyalty. That was a strategy O'Connor recently used when pitching an insurance/financial planning company a presenting sponsorship of the National Cherry Festival's global wine pavilion.

In addition to highlighting the pavilion's more affluent-and thus more targeted-audience compared to attendees of the overall festival, O'Connor suggested the company use the wine pavilion to entertain clients and prospects at a fireworks show during the festival's closing night. The pavilion closes to other ticket holders at 10 p.m., while the fireworks show goes to 11 p.m. "They loved it," O'Connor said. "Their clients can stay at the pavilion, watch the show and be treated to food and wine. If we can enhance the patron's experience, we all win." Make programs organic and relevant. In addition to enhancing the attendee experience, activation ideas that fit seamlessly and organically into the overall event experience have a better chance of being embraced by sponsors.

Creative Strategies Group uses the following criteria when developing activation ideas: Programs need to be relevant to the event and attendees; they should include an interactive
element to gain the attention of attendees; and they should have a 'wow' factor to generate interest.

"If we have at least two of those criteria, we have developed a good activation program," Erley said. Offer sponsor testimonials. Seattle's Seafair uses sponsor testimonials to encourage activation.

"Great testimonials and examples of successful activation programs from existing sponsors are a great way to inspire partners to activate," said Heather Smith, the festival's interim sponsorship & promotions director.

Provide examples from competitors. Brett Gorrell, vice president of sponsorship with event producer Festivals, Inc., encourages partners to activate by sharing case studies of activation programs by companies in the same category. That includes examples from other properties and-in non-exclusive categories-plans that competing sponsors have for upcoming programs at the same event. "It's a bad situation if one of your competitors is there and you are not activating," Gorrell said. "I try to draw attention to that beforehand so that they don't sponsor the event and feel like they have lost."

Festivals, Inc. produces the Comcast Bite of Seattle, EQC Taste of Tacoma, Oktoberfest NW and other events in the Pacific Northwest. Offer activation credits. Under certain circumstances, Howard Freeman, president of event producer Promo 1, offers activation credits to sponsors that don't have a budget for leveraging. For example, Freeman will reduce the rights fee 10 percent for a company that helps secure another sponsor, with the provision that the savings be used to activate the partnership.

"We've give them a menu of items to activate the partnership, such as additional tickets, more advertising and unique hospitality experiences," he said. Promo 1 has used the strategy with a health insurance company, which brought in a sibling auto insurance brand as a sponsor, Freeman said. Promo 1 produces the Quick Chek New Jersey Festival of
Ballooning in association with PNC among other events.
Serve as a de facto promotions agency. Recognizing that the profit in sponsorship is in renewals, Promo 1 will serve as a quasi-promotions agency to ensure sponsors conduct the necessary activation to generate ROI. "We'll do some handholding and act as a promotions agency in year one," Freeman said. "It's in our best interest to help them get a good return so that they come back bigger and better in the following years."

That sometimes means lowering prices. For example, Promo 1 has reduced the price of some sponsorship packages to free up dollars for an incremental media spend. The producer than works with its media partner to ensure the sponsor receives a valuable package. "We'll hook them up with a radio station we work with so they get twice the bang for their buck, instead of just buying spots and dots." Host sponsor summits. Properties can use sponsor summits to show activation-reluctant partners what other sponsors are doing and the success they are achieving.

"It's better to hear it directly from colleagues and peers and to have them give an endorsement of the event and the sponsorship" rather than just receiving examples from the property, Freeman said. Properties also can use summits to facilitate sponsor cross-promotions, an effort that can often be more effective and less expensive than sponsors activating on their own.

The Partnership Group - Sponsorship Specialists™ is a dynamic company that provides sponsorship consulting services to buyers and sellers of sponsorship. For large corporations to small and medium sized businesses we deliver a menu of services including analysis and audits of existing sponsorship programs, assist them in leveraging and activating their sponsorships and also work with them to invest in new sponsorships or naming opportunities as may be their objective.

For properties, those causes, sports organizations, governments or non-profits and charities who "sell" sponsorships, we also provide an array of services. These include assistance in development and valuation of their properties and all the inventory or "benefits" they have to sell, development of packages for sale, sponsorship sales mentoring and consulting in the area of sponsorship fulfillment.

For more information on services and pricing please click on the logo below.
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Sincerely,

Brent Barootes

Brent Barootes
President
Partnership Group - Sponsorship Specialists