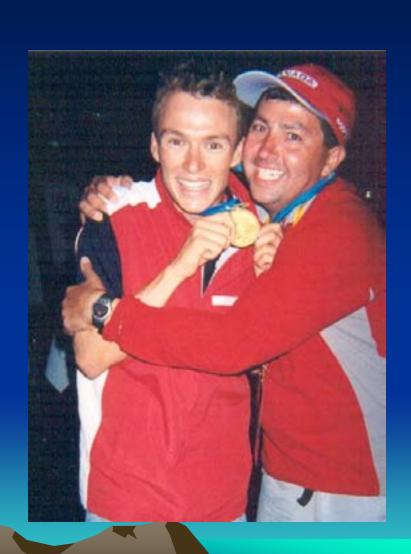
# Secrets of Sponsorship Excellence

Barrie Shepley

Olympic Coach

**CBC** Analyst



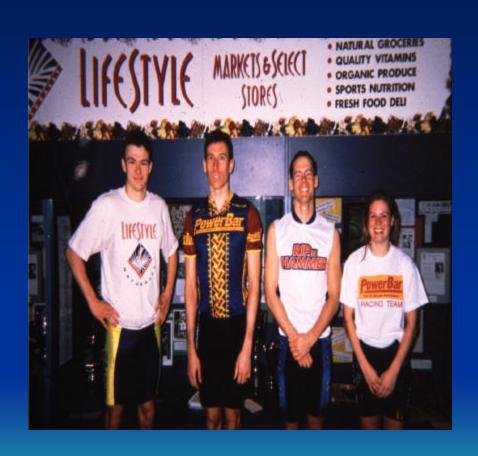
#### STARTING AT THE BOTTOM

Olympic Gold
 Medalist Simon
 Whitfield drove to the
 pool in a car with no
 back window, breaks
 or any funds just 12
 months prior to the
 Sydney Olympics



#### **EVENTS WITH A PURPOSE**

 With no government funds or initial sponsorship I created a national training centre in Victoria



# FUNDING EXCELLENCE

- Many world class athletes have quit sport due to lack of financial resources
- Most of the Olympians I have met have parents who have gone deep into dept to help their children continue on with sport

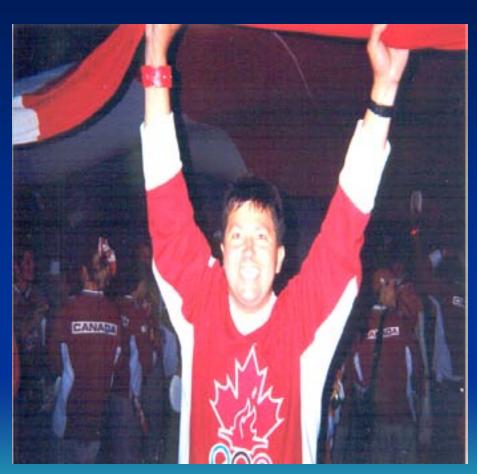


# Methods for Funding Sport

- Grants
  - Town Provincial Federal
- Donations
  - Sport Patrons General Public
- Sponsorships
  - Events Direct to athletes Clubs
- Event Proceeds
  - Golf tournaments Mass Events Tournaments

## SPORT FUNDING

- \* Most sport funding comes from Sport Canada via the Federal Government.
- In 2002 we had only \$70 million / year.
- Last week's budget was at \$140 million.
- We need \$180-200 or< 1% of health budget</li>



From 1972-1985 only 0.25% of international visitors to Canada went to Calgary

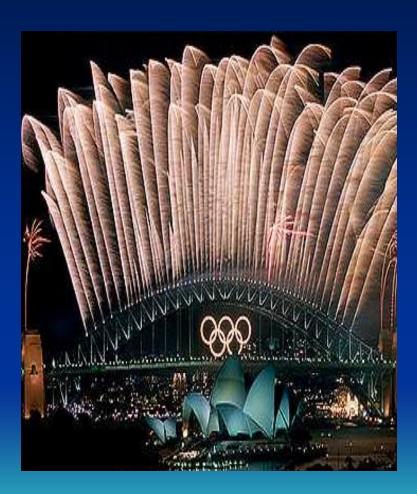
In 1988 over 12% of all international visits were to Calgary

Since 1988 the Calgary Stampede has had over 20% increase at the gate



#### Sydney Olympic benefits

- \* 1.6 million extra visitors
- \* \$3.5 billion spent
- \* \$2.1 billion extra media
- \* 700% website increase
- \* 88% will return



#### ATHENS BENEFITS

- Improved infrastructure
- Improved beautification
- Increased jobs
- Long-term tourism benefits



- \* FOCUSED EVENTS
  HAVE A PROVEN
  TRACK RECORD OF
  BRINGING PEOPLE
  TO YOUR AREA
- \* SMART LOCAL COMMUNITIES WILL BID AFTER NEW OPPORTUNTIES



## KIDS = MONEY

 MY LOCAL KIDS RACES ATTRACT OVER 800 KIDS AND 2500 PARENTS / GRAND-PARENTS

HOCKEY – SOCCER
 ALL THESE SPORTS
 = MORE MONEY
 FOR YOUR AREA



#### BARRIE'S STEPS FOR SUCCESS

- Formation of a specific committee around event
- Key to have an "in" person on your committee team
- Bid on established events
- Create or co-partner on new opportunities
- Media involvement is key to long-term success



#### BARRIE'S STEPS FOR SUCCESS

- SPONSORS HAVE A WARM FEELING TOWARD SPORT & KIDS. USE THAT EMOTION
- PROVIDE OPPORTUNITY TO NETWORK WITH THE ATHLETES BEFORE – DURING & AFTER THE EVENT.
- ATHLETES NEED EXPOSURE
- ENSURE THE EVENT IS ATTACHED TO LOCAL CHARITIES



## BARRIE'S STEPS FOR SUCCESS

- Sponsor's Emotional Connection to Your Event
  - Their employees
  - Their children
  - Their Clients
  - Connected to a cause
  - Media / VIP & Respect for their needs!



# WHY NOT DREAM BIG?

- Edmonton Master's World Games 2005
- Ironman Growth
- Marathon Growth
- 24 Hour Bike Races
- Ontario and Canada Games



# BARRIE'S SECRETS FOR SPONSORSHIP SUCCESS

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