

Secrets of Sponsorship Excellence

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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 debt 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



SPORT TOURISM

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



SPORT TOURISM

Sydney Olympic benefits

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



SPORT TOURISM

ATHENS BENEFITS

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



SPORT TOURISM

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



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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