

**SPONSORSHIP  
MARKETING  
COUNCIL CANADA**

## Today's Moderator / Speaker



### **Norm O'Reilly**

Director, Institute for Sport Business,  
University of Guelph  
Partner Consultant, The T1 Agency



[www.sponsorshiandscape.ca](http://www.sponsorshiandscape.ca)

13th ANNUAL

# CSLS



## CANADIAN SPONSORSHIP LANDSCAPE STUDY



SPONSORSHIP  
MARKETING  
COUNCIL CANADA

IMI

*Lead Author:* DR. NORM O'REILLY

# Today's Speakers



**Natalie McKenzie**  
Senior Director,  
Marketing  
Moosehead Breweries



**Darryl Boynton**  
AVP, Partnerships  
Canadian Tire  
Corporation



**Linda Ferrandini**  
Director, Partnerships  
CIBC



**Adam Mitchell**  
Global Lead,  
SponsorPulse  
IMI International



**Imran Choudhry**  
Vice President  
The T1 Agency



**Bjorn Osieck**  
Director of Business  
Operations  
Ontario Soccer



**Zarin Henderson**  
Director of Sponsorship  
Canada Life



**Jacqueline Ryan**  
Chief Brand & Commercial  
Officer  
Canadian Olympic  
Committee



**David Corelli**  
Chief Strategy  
Officer  
SBX Group



**Katrina Galas**  
Sport Strategy  
Consultant  
In Common Consulting



**Jim Kozak**  
SVP & Head  
MediaCom – GroupM  
Sport & Entertainment

## ACKNOWLEDGEMENTS / CSLS PARTNERS



# 2018: A Story to Tell

***Smarter?*** | Activation, Measurement and Servicing

***Balanced?*** | Rights Fee Spend vs. Activation

***Bigger?*** | The Big Players Assert Themselves, Return of Bias

***More Advanced?*** | Gender, Agencies, Objectives

## THE STUDY: CSLS 101



### Origin

Need  
Share  
Bilingual



### Perspective

Spend  
Revenue



### Process

Online



### Analysis

Themes  
Comparative  
Modelling



### Design

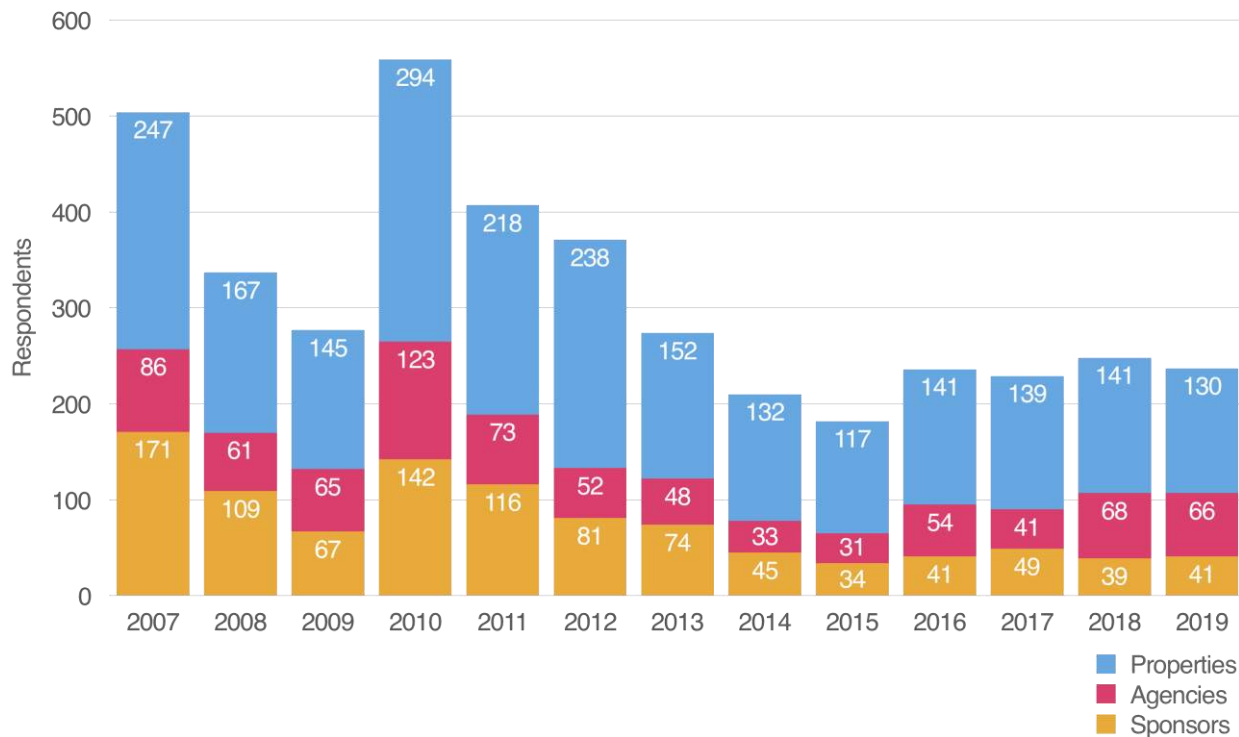
Longitudinal  
Deep Dives  
Trends





## RESPONDENTS

Historical CSLS Respondents by Type



DATA



**4,075**

Total  
Respondents

NOTE

After going online in 2010, number of respondents continually declined until a survey redesign in 2016.



# Today: 11 Elements of that Story

*1. We hit \$3 Billion!*

*2. Professional Sport Renaissance Part II*

*3. Cause Alignment - Different Than Thought*

*4. Activation outpaces Rights Fees*

*5. Experiential Activation is Back*

*6. The Evaluation Conundrum Continues*

*7. Sponsor Reach - Go Big (National/International)*

*8. Sponsor Reach - Go Local*

*9. Servicing Woes Continue*

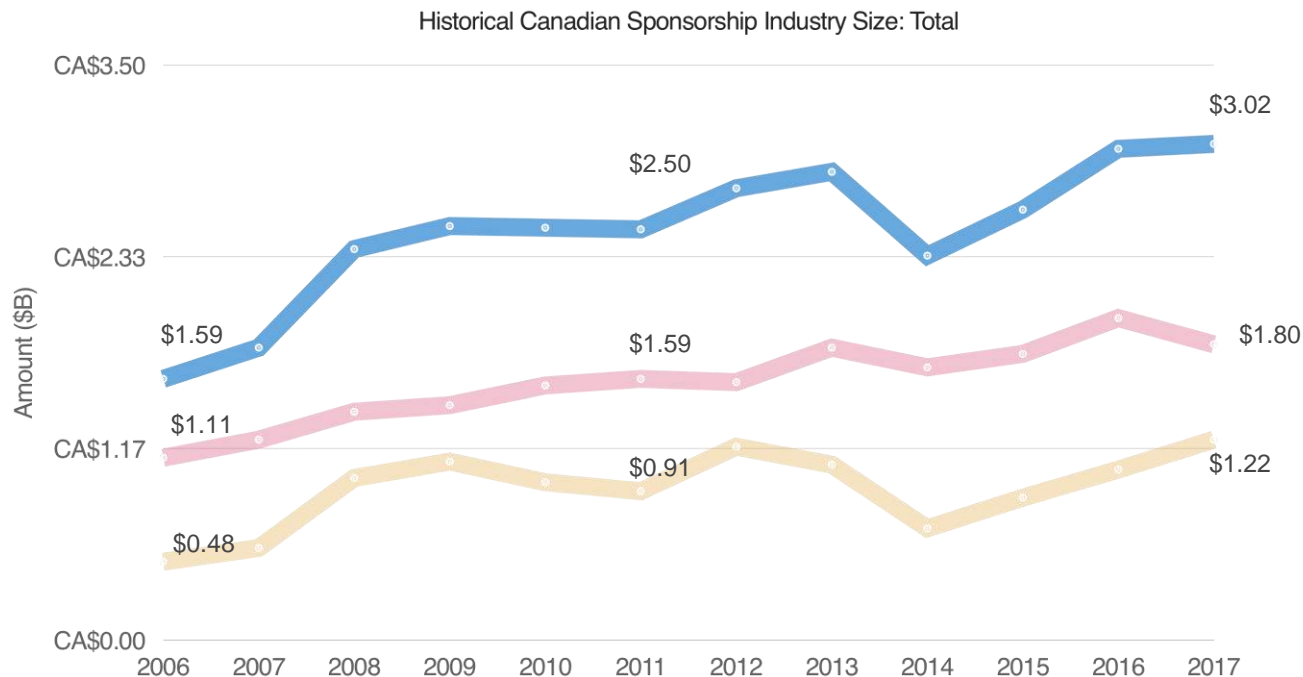
*10. Gender - Gains and Losses*

*11. The Rise of the Sponsorship Agency*

# #1



## BIG PICTURE: CANADIAN INDUSTRY SIZE



DATA



**\$3.02B**

in Total  
Industry Spend

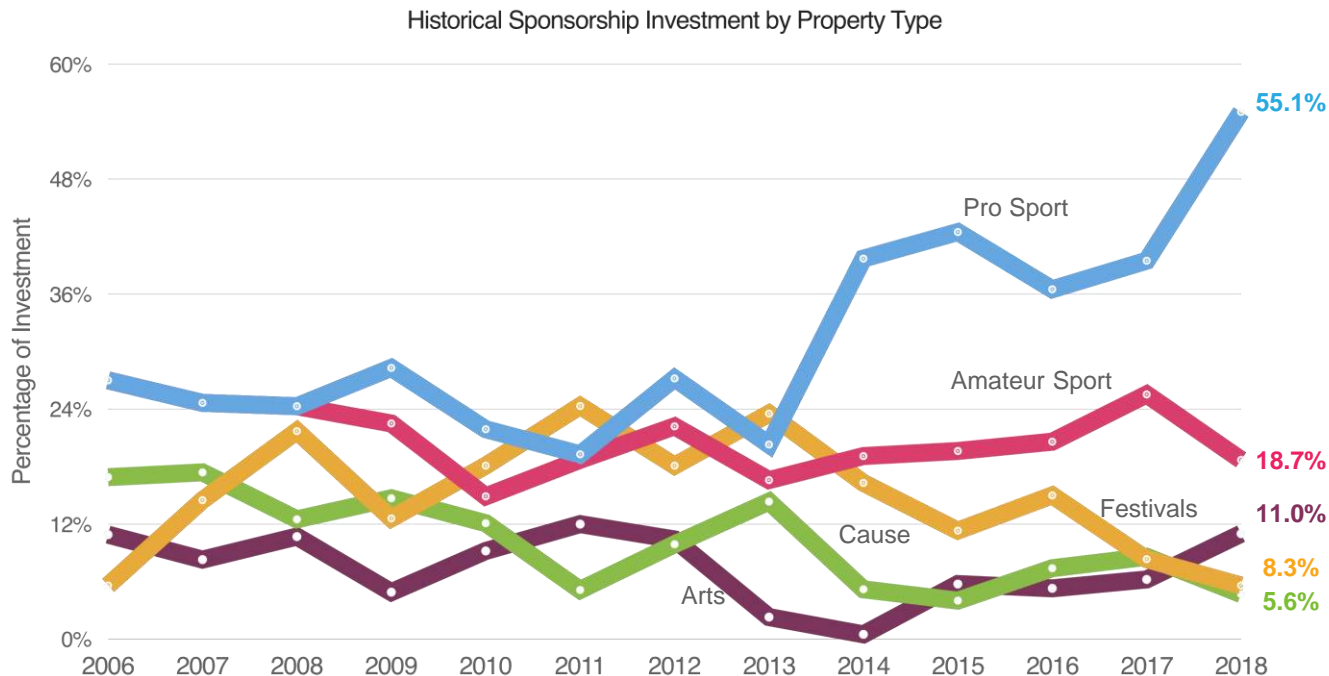
NOTE

CAGR of rights fees  
plus  
activation spend  
is **5.06%**.



# #2

## PROPERTY MIX



DATA



**55.1%**

of Investment is  
in Pro Sport

NOTE

Significant shift in  
2018 over  
previous years



# #3

**Sponsors:** How important is cause when you decide to sponsor a particular property?

## IMPORTANT 9%

“100% critical.”

“Assez importante.”

“Increasingly important for Gen Z.”

## IMPACT ORIENTED 22%

“Eyeballs and meaningful integration.”

“Hire sponsorship professionals to sell and not fundraisers.”

“Create business with those donors, engagement.”

## NO VALUE 15%

“Don’t sponsor causes. Its a rubbish investment and does nothing for the brand.”

“Cause is not important.”

“We have [another] division that deals with cause/purpose separately.”

## IT DEPENDS/ROI LINK 54%

“Identify connection points...how can I as a sponsor connect with their donors/patrons/fans and create attribution.”

“Cele depend du rayonnement l’entreprise. Plus il est grand, plus la cause semble important.”

“Depends, it is not the first consideration, more of a nice value add.”

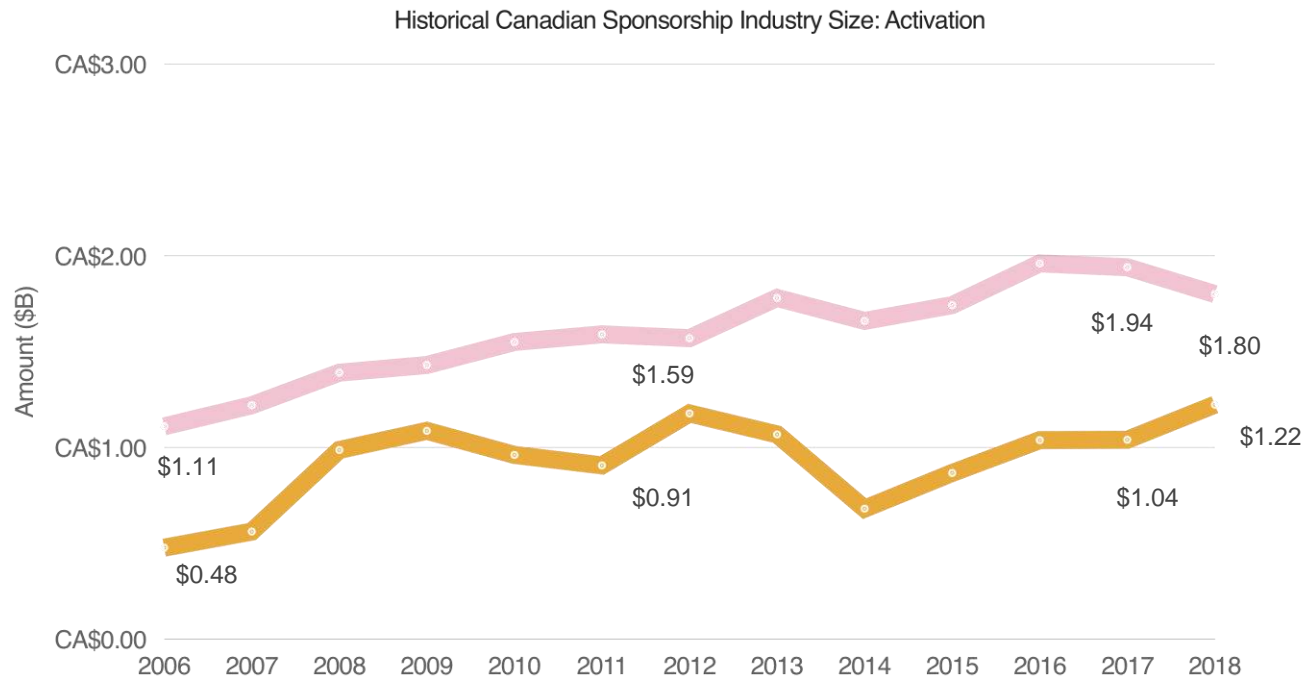
“Has to be contextually relevant to our brand.”





#4

## CANADIAN INDUSTRY SIZE



DATA



**0.68**

Activation to  
Rights Fee in 2018

CAGR of  
total activation  
spend is **7.49%**.

Historically, activation spend has fluctuated considerably more than rights fee spend, but it has increased more relatively than rights fees.



#5

## ACTIVATION: DRIVERS OF ROI - SPONSOR VIEW



**#1**

Hosting/Hospitality



**#1**

Product Sampling



**#3**

Advertising



**#5**

Athletes



**#5**

Social Media



**#7**

Branded Content



**#7**

Public Relations



**#7**

Sales/Consumer Promotions

**DATA**



**Shift**

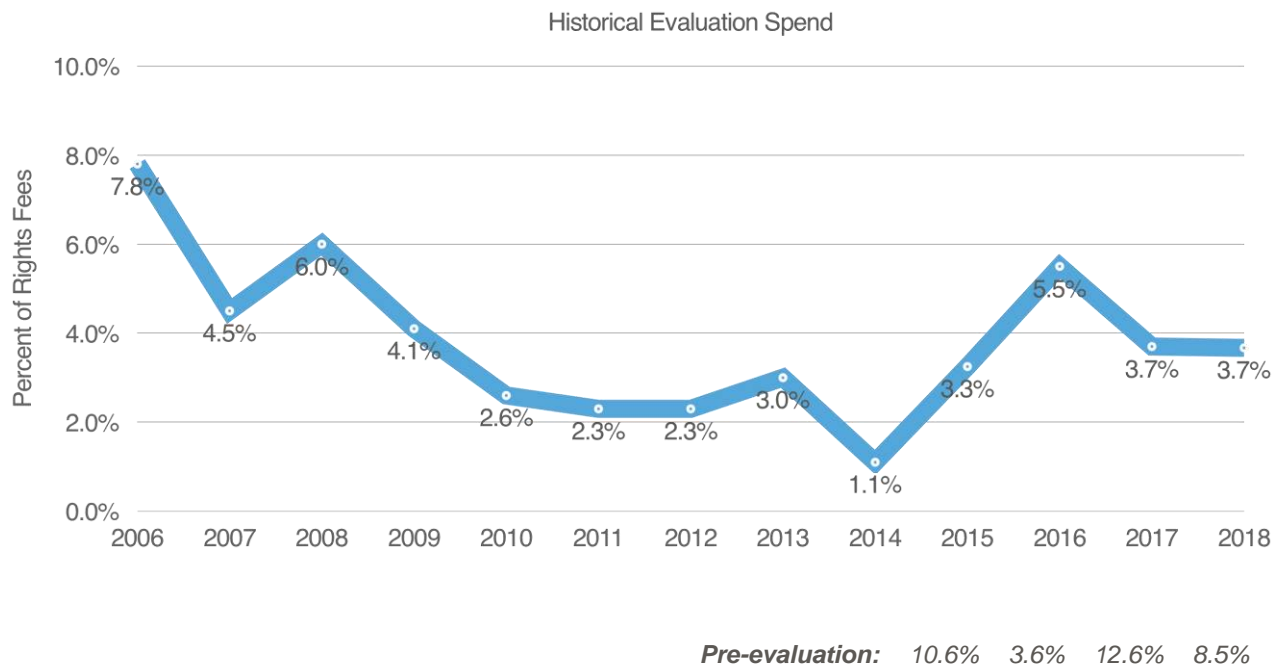
Changing of views  
in 2018 over 2017



#6

# MEASUREMENT IS COSTING US SLEEP BUT WE ARE NOT DOING IT!

Top Concerns	Meeting Targets*	Demonstrating ROI	Demonstrating ROI	Other*	Demonstrating ROI	Demonstrating ROI	Meeting Targets** Evaluation/Measure
Year	2012	2013	2014	2015	2016	2017	2018



DATA



**3.7%**  
of Rights Fee  
Spent on Evaluation

NOTE

17% reported spending  
nothing on evaluation.

Properties (70%) are  
evaluating

Pre-Sponsorship



\*Demonstrating ROI #2  
\*\*Demonstrating ROI #3

#7

## SPONSOR INVESTMENT: PROPERTY REACH

**13 YR AVG** | **2018 DATA**

“STAY LOCAL”



**11.9%** | **13.7%**  
Local - Trending Up





#8

## SPONSOR INVESTMENT: PROPERTY REACH

**13 YR AVG | 2018 DATA**

**“GO BIG”**



**9.6% | 11.8%**

International - Trending UP



**33.8% | 36.2%**

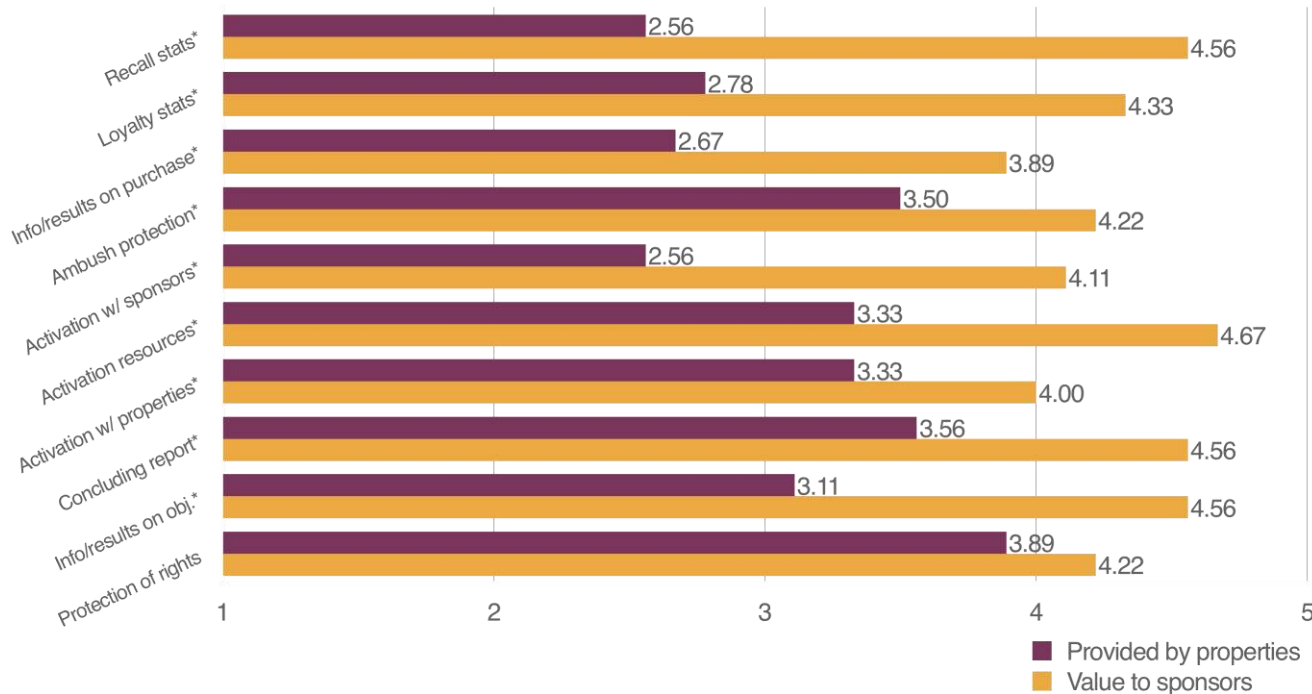
National - Trending UP



#9

## SERVICING: SPONSOR PERSPECTIVE

Services to Sponsors: Viewed by Sponsors



DATA



**9 of 10**

are Statistically Significant Differences (\*)

NOTE

In most cases, sponsors do not feel that they are being serviced to the level they'd hope



**#10**

## **GENDER**

### **Misalignment**

Despite the fact that females make the majority of household decisions in Sponsor Spend

#### **Major Work to Do**

- Sponsor Data
- Question: who are they targeting with their sponsorships:
- Targeting (by \$'s):
  - Female: 17.3%
  - Male: 37.0%
  - Not Gender Specific: 45.7%
- Targeting (by # of deals)
  - Female 10.6%
  - Male 72.7%
  - Not Specific 16.7%

### **Leadership**

Not equal but some progress on decision-making in sponsorship

#### **Slow Pace of Change**

- Who makes decisions at your organization regarding sponsorship:
- Properties: 62% M, 33% F
- Sponsors: 56% M / 44% F
- Agencies: 52.9% M; 35.3% F

#11

## TYPICAL AGENCY IN 2018

### HQ & Reach



- HQ: 58.8% Ontario
- HQ: 11.8% Quebec
- Reach:
  - 29.4% International
  - 52.9% National
  - 17.7% Provincial

### Decision-Maker



- CEO: 47.1%; VP 29.4%
- Gender: 52.9% M; 35.3% F; 11.8% Other

## AN AGENCY (2018)

n=66

### Client Mix



- Stakeholder
  - Sponsor: 50.3%
  - Property: 25.3%
  - Agency: 24.4%
- Largest
  - Sponsor: 52.9%
  - Property: 47.1%
- Mission
  - For-profit - 72.2%
  - NFP - 27.8%

### Sponsorship Billings



- \$5.3M average billings (\$5k to \$29M)
  - Up from \$3.1M last year
- Sponsorship: 59.4% of total Billings
- Sponsorships worked on: 81.4 (avg)
- Areas of Work
  - Sales - 24% of Billings
  - Research - 14.5% of Billings
  - Evaluation - 14.3% of Billings
  - Activation - 11.1% of Billings
  - Staffing - 10.5% of Billings

### Focus of Billings



- Gender:
  - M 24%; F 24%; 52% O
- Industry
  - Pro Sport 25.9%
  - Festivals 21.8%

**NOTE** 59% described themselves as a "sponsorship agency"







CANADIAN SPONSORSHIP LANDSCAPE STUDY

[www.sponsorshiplandscape.ca](http://www.sponsorshiplandscape.ca)

*Thank You!*

## Today's Speaker



**Darryl Boynton**

Associate Vice President, Partnerships  
Canadian Tire Corporation

# Professional Sports

Canadian Sponsorship Landscape Study Insight: Companies are continuing to shift their partnership dollars to professional sports (almost 55% of the total spend, equal to almost \$1B annually)

- The investment in pro sport organizations has led to companies being well funded, that have large scale operations including dedicated sales, service, media planning, and consumer insights teams that can help a brand tell their story
- Pro sports = automatic national scale + live audiences
- Fans crave content and pro sport organizations have been able to invest in growing the audiences on their own channels
- Due to the engaged fan base, national TV audiences and pro sport organizations ability to directly market to their fans these companies are now able to develop comprehensive marketing programs that have led to an increase in fees from corporate partners
- Engaged fans + national TV Audience + athlete ambassadors + Social Media/Direct Marketing = Integrated Sport Marketing Campaigns



# Toronto Raptors and CTR's We Do New

Canadian Tire Retail looked to bring more awareness to the fact that we introduce over 13k new products on annual basis:

- CTR engaged the Toronto Raptors to tell this story in a unique and fun way
- MLSE and their agency, VMG, ideated the creative concept with our team
- CT secured a partnership with Fred VanVleet in order to shoot the campaign
- Three part content series promoting seasonal products for CTR

Raptors supported the campaign launch :

- Raptors YouTube channel (320k+ views across two videos)
- Developed a contest within the Raptors team app,
- Game Night sponsorship will offer a unique giveaway
- VanVleet social posts



## Today's Speaker



**Linda Ferrandini**  
Director, Partnerships  
CIBC



# Our Commitment

- 20+ years supporting cancer related causes through donation, sponsorship and employee giving & volunteering
- CIBC Run for the Cure - \$462 MM raised to date, \$54 MM from CIBC Employees
- #1 fundraising team in Canada, #2 in the world for raising money for the Movember campaign supporting men's prostate and testicular cancers and mental health



Canadian  
Cancer  
Society

**CIBC RUN  
FOR  
THE CURE**



Canadian  
Cancer  
Society



Canadian  
Breast Cancer  
Foundation







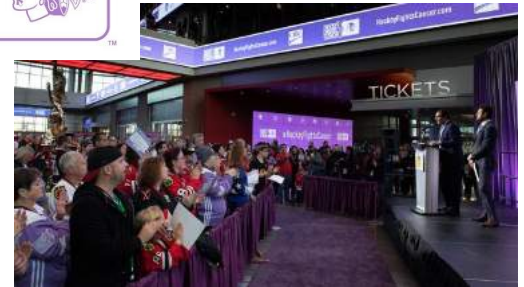
# CIBC RUN FOR THE CURE



Canadian  
Cancer  
Society



**UP** Union  
Pearson  
Express



## Today's Speaker



**Adam Mitchell**

Global Lead, SponsorPulse  
IMI International



IMI

# WHY ACTIVATION SPEND IS OUTPACING RIGHTS FEES

SMCC - 01.22.20

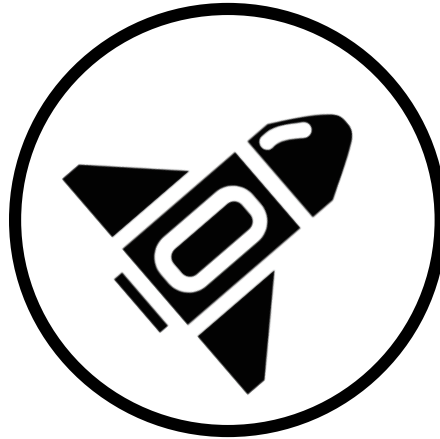


# A little story to start...

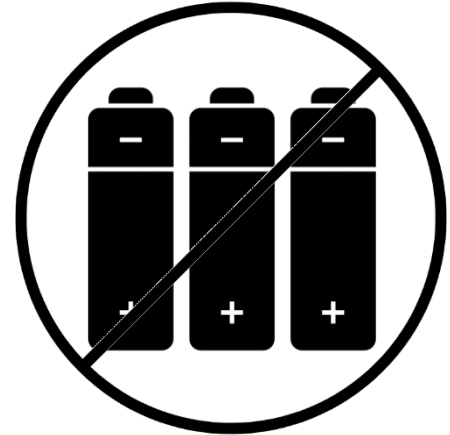
**MAKE YOUR WISH LIST**



**GET THE TOY YOU WISHED FOR  
(IF YOU'RE LUCKY)**

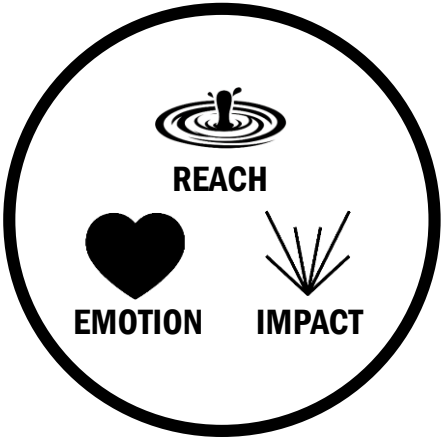


**BATTERIES NOT INCLUDED**



There are some parallels to the sponsorship industry...

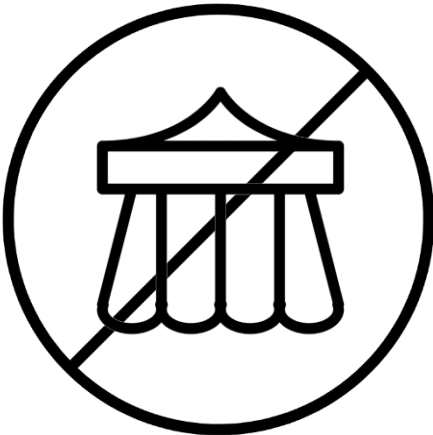
**MAKE YOUR WISH LIST**



**SIGN WITH THE PROPERTY YOU  
WISHED FOR**



**ACTIVATION NOT INCLUDED**



When things stop adding up, you pivot...





# Brands AND properties know that activation is mutually beneficial = new deal structures



# 66% of Canadians have taken a brand action due to a sponsorship activation

IMI Global Sponsorship Asset Effectiveness Study, November – December 2019.



PAST 12 MONTHS



**66%**

Net Any Brand  
Action Taken



**34%**

Visited the brand's  
website



**26%**

Talked with friends  
and family about the  
brand



**24%**

Visited the  
brand's store



**23%**

Searched out more  
information about  
the brand



**16%**

Signed up for more  
information from the  
brand



**16%**

Experienced the  
brand for the first time



**15%**

Recommended the  
brand to others



**14%**

Followed the  
brand on social  
media



**11%**

Renewed a service  
with the brand



**10%**

Applied for a service  
with the brand



**9%**

Talked with a  
representative of the brand

# 59% of Canadians have made a purchase due to sponsorship activation

IMI Global Sponsorship Asset Effectiveness Study, November – December 2019.



PAST 12 MONTHS



**48%**

Sampling or  
experiencing a  
product or service



**24%**

A brand sponsoring a  
sport, cause, cultural or  
music event you follow



**12%**

Being intercepted  
on the street or at  
an event by the  
brand

# Understanding asset effectiveness can improve your efficiency

IMI Global Sponsorship Asset Effectiveness Study, November – December 2019.



## TOP 5 (OF 18) ASSETS TO DRIVE PURCHASE CONSIDERATION

▲ TOP 45%  
▼ BOTTOM  
21%



Free tickets to an event



Free samples at event



In-venue promotions



Special packaging



Celebrity meetings / autographs

## TOP 5 (OF 18) ASSETS TO DRIVE BRAND FAVOURABILITY

▲ TOP 37%  
▼ BOTTOM  
20%



Free tickets to an event



Free samples at event



Create new experiences at event



In-venue promotions



Sponsor the name of the event

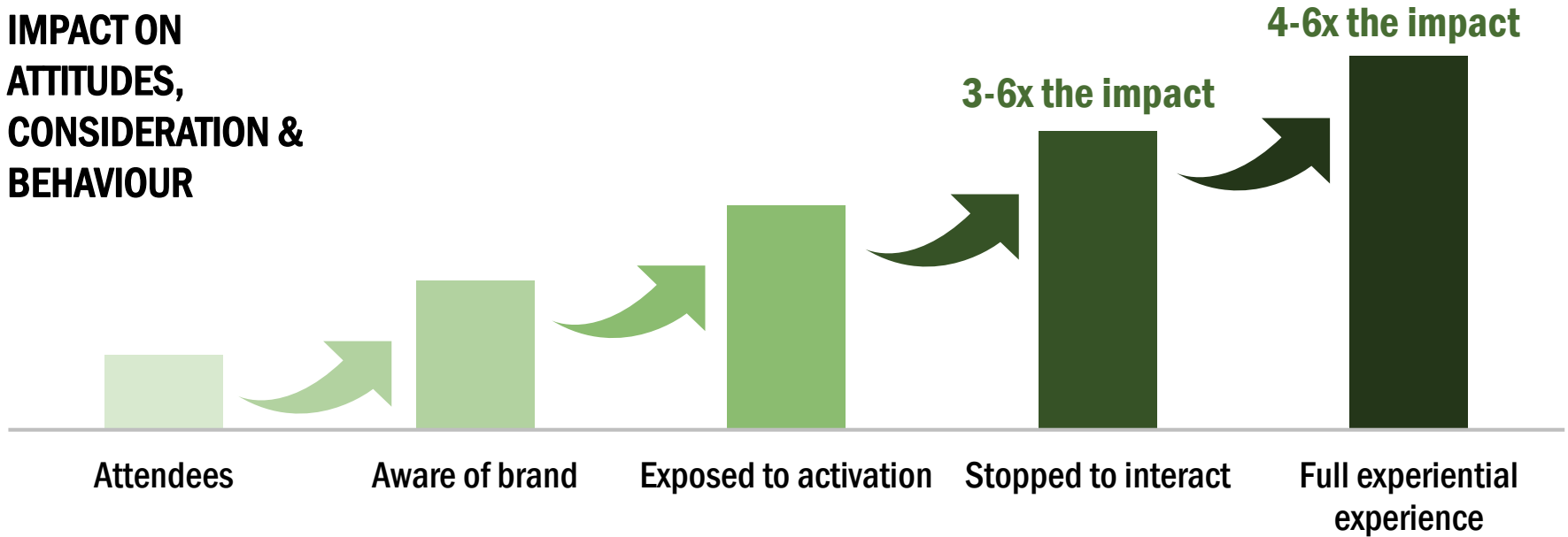


# Leading to compelling brand activation that will create significant impact

IMI International Global Case Study Database, 2019.



**IMPACT ON  
ATTITUDES,  
CONSIDERATION &  
BEHAVIOUR**



A successful partnership is a two-way street with value being created by each party

IMI Global Sponsorship Asset Effectiveness Study, November - December 2019.

**BUYING OR SELLING, THE CONVERSATION WILL  
CONTINUE TO SHIFT TO ONE OF MUTUAL VALUE.**

IMI

# WHY ACTIVATION SPEND IS OUTPACING RIGHTS FEES

SMCC – 01.22.20



## Today's Speaker



**Bjorn Osieck**  
Director of Business Operations  
Ontario Soccer





ONTARIO  
SOCCER

EST. 1901

# Measurement as priority:

How keeping score enhances your  
partnership success

Nothing should be holding us back  
from better measurement practices!



# 1. Which “R” is most important?

- ROI (Return on Investment)
- ROO (Return on Objectives)
- ROE (Return on Event)





# RELATIONSHIPS!





- Open your mind to discover;
- Listen to understand;
- Establish mutual partnership objectives;
- Define what success looks like;
- Communicate regularly and honestly.



## Cultivating Strong Relationships

# Begin with the end in mind



## 2. Begin with the end in mind

- Measurement: Ongoing process, not year-end panic;
- Make measurement a part of your activation and servicing plans;
- Gather or create key ingredients like data, feedback, imagery/ video, as they become available.





# Begin with the end in mind



85% of delegates thought that venues were well-Branded

97% of delegates would recommend the Summit to a fellow Soccer Coach, Match Official, Administrator or Volunteer



3 in 4 delegates thought that partner prizeg at this years' Summit was fun and exciting



9 in 10 delegates are likely to attend next year's Summit in Hamilton



1.07 M Summit impressions on Twitter & Facebook impressions during Summit weekend

78.K

95% of delegates were satisfied or very satisfied with the Ontario Soccer Summit



9,484 of Total Sponsor impressions on the official event app.



## TOPIC STREAM PARTNERS



LaLiga



inspiresport™  
Tools to Inspire the Next Generation



RESCUE7

## EVENT PARTNERS

### 3. Democratization of Technology


Analytical tools are more readily available and affordable than ever !

Examples:

- Online Surveying Tools;
- Google Analytics;
- Higher Logic Newsletter;
- Meltwater Social Listening Tools:
  - Sentiment Scores
  - Media Value
  - Research insights (reporting and prospecting)



ONTARIO  
SOCCER  
EST. 1961

A photograph of a man in a dark blue soccer jersey holding a silver trophy. He is being doused with water from an orange bucket by another man in a blue and white soccer jersey. The scene is outdoors on a grassy field with trees and a cloudy sky in the background. A semi-transparent white banner is overlaid on the image.

Measurements done right will save you from surprises at  
the end...



...and the Partnership wins!



## Today's Speaker



**Zarin Henderson**  
Director of Sponsorship  
Canada Life



January 22, 2020

# Canada Life

National Sponsorship with the CHL

CONFIDENTIAL



# A National approach: CHL Sponsorship

CHL Sponsorship bringing brand visibility into 37 Canadian Communities



# Canada Life Nights



## Today's Speaker



**Jacqueline Ryan**

Chief Brand & Commercial Officer  
Canadian Olympic Committee



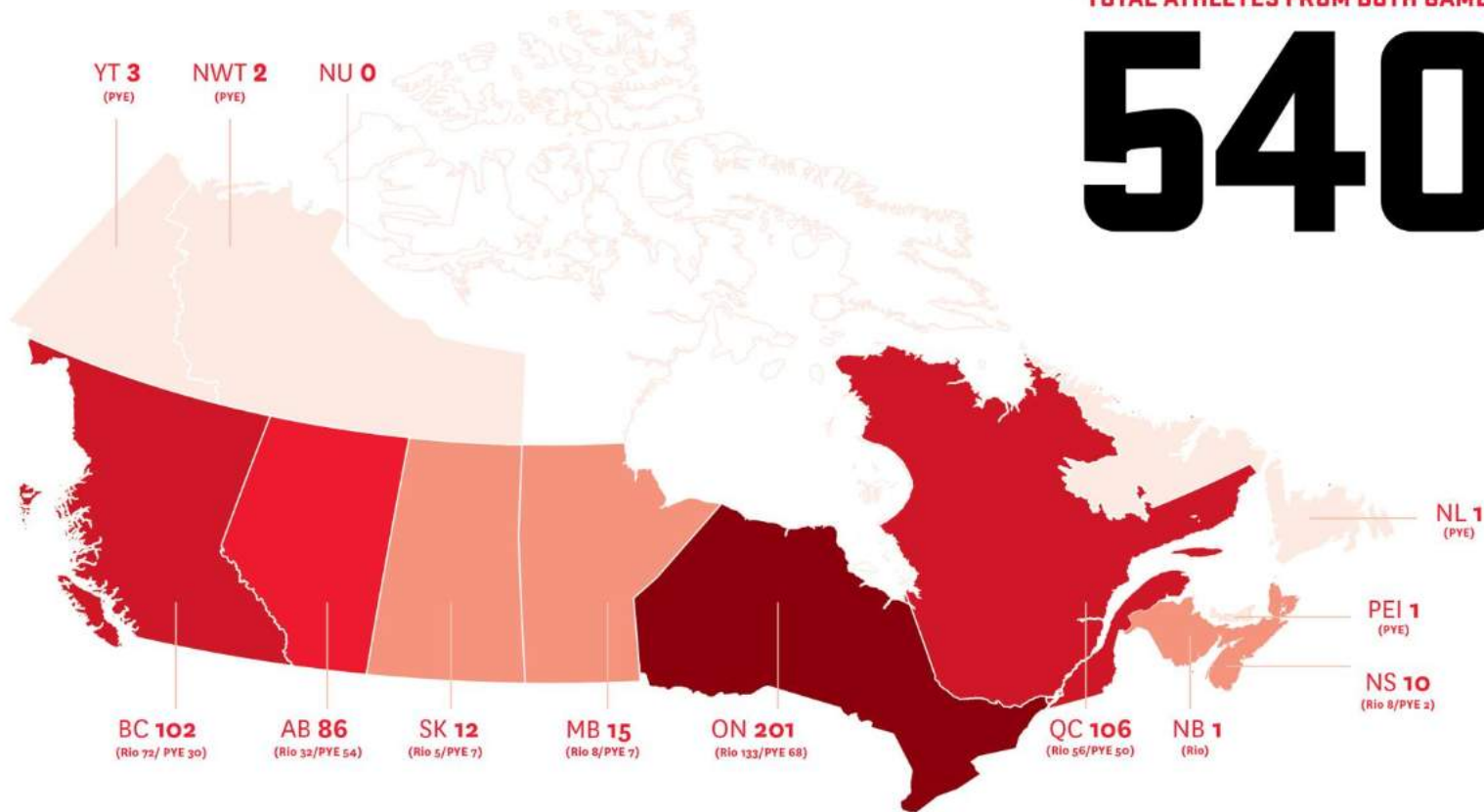
**WOMEN - 187**  
**MEN - 128**  
**TOTAL - 315**



**WOMEN - 103**  
**MEN - 122**  
**TOTAL - 225**

**TOTAL ATHLETES FROM BOTH GAMES**

# 540





## Today's Speaker



**David Corelli**  
Chief Strategy Officer  
SBX Group

A low-angle, black and white photograph of several skyscrapers reaching towards the sky, creating a sense of height and urban density. The buildings are arranged in a circular pattern around the center of the frame.

# **THE NEVER- ENDING SERVICE GAP**

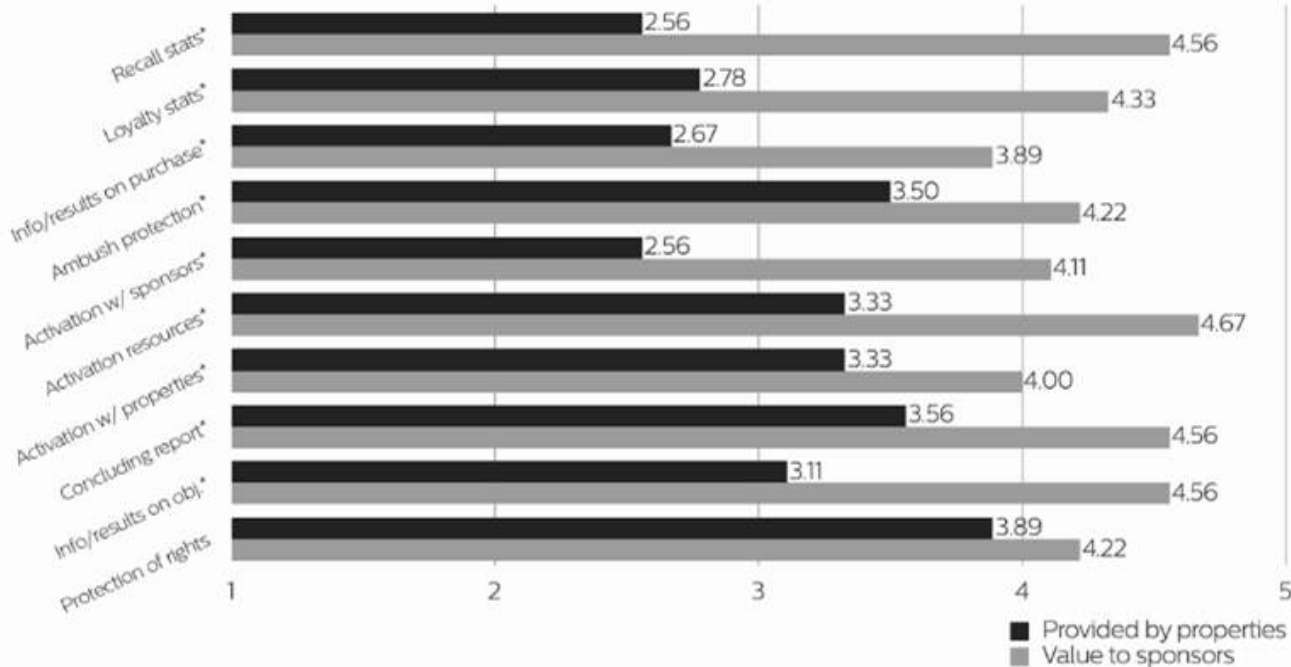
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**JANUARY 2020  
SMCC BREAKFAST FORUM**

**SBX** 

# 13th CSLS • SERVICING (SPONSOR VIEW)

Services to Sponsors: Viewed by Sponsors



DATA



**9 of 10**

are Statistically  
Significant  
Differences (\*)

NOTE

In most cases, sponsors  
do not feel that they are  
being serviced to the  
level they'd hope





# SERVICING • DATA DEEP DIVE

CATEGORY	VALUE TO SPONSOR	PROVIDED BY PROPERTY	DELTA
Recall Stats	4.56	2.56	2.00
Loyalty Stats	4.33	2.78	1.55
Info /results on purchase	3.89	2.67	1.22
Ambush protection	4.22	3.50	0.72
Activation w sponsors	4.11	2.56	1.55
Activation resources	4.67	3.33	1.34
Activation w properties	4.00	3.33	0.67
Concluding Report	4.56	3.56	1.00
Info / results on objectives	4.56	3.11	1.45
Protection of Rights	4.22	3.89	0.33

# SERVICING • DATA DEEP DIVE

CATEGORY	VALUE TO SPONSOR	PROVIDED BY PROPERTY	DELTA	CLASSIFICATION
Recall Stats	4.56	2.56	2.00	RESULTS
Loyalty Stats	4.33	2.78	1.55	RESULTS
Info /results on purchase	3.89	2.67	1.22	RESULTS
Ambush protection	4.22	3.50	0.72	RIGHTS
Activation w sponsors	4.11	2.56	1.55	ACTIVATION
Activation resources	4.67	3.33	1.34	ACTIVATION
Activation w properties	4.00	3.33	0.67	ACTIVATION
Concluding Report	4.56	3.56	1.00	RIGHTS
Info / results on objectives	4.56	3.11	1.45	RESULTS
Protection of Rights	4.22	3.89	0.33	RIGHTS

# SERVICING •

## MOST IMPORTANT v. BIGGEST GAP

MOST IMPORTANT TO SPONSOR		
ACTIVATION RESOURCES ●	4.67	ACTIVATION
RECALL STATS ●	4.56	RESULTS
CONCLUDING REPORT	4.56	RIGHTS
INFO / ON OBJECTIVES ●	4.56	RESULTS
LOYALTY STATS ●	4.33	RESULTS

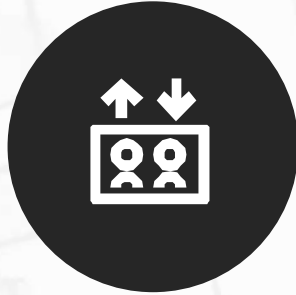
BIGGEST DIFFERENCE: VALUED TO PROVIDED		
RECALL STATS ●	2.0	RESULTS
LOYALTY STATS ●	1.55	RESULTS
ACTIVATION w/ SPONSORS	1.55	ACTIVATION
INFO ON OBJECTIVES ●	1.45	RESULTS
ACTIVATION RESOURCES ●	1.34	ACTIVATION

# **SERVICING • TOP 4 FOCUS AREAS**

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**ACTIVATION  
RESOURCES**



**RECALL STATS**



**INFO / RESULTS ON  
OBJECTIVES**



**LOYALTY STATS**

# **WHY DO THESE GAPS EXIST?**

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- **PROPERTY ISN'T SERVICING PROPERLY**
- **SPONSOR ISN'T ACTIVATING PROPERLY**
- **PROPERTY HAS UNREALISTIC EXPECTATIONS**
- **SPONSOR HAS UNREALISTIC EXPECTATIONS**
- **LACK OF ALIGNMENT BETWEEN TWO PARTIES**

# **HAPPY PARTNERSHIPS**

## **APPLY 80/20**

---

**FOCUS ON  
TOP 1-3  
THINGS**

**OPERATE WITH  
EXTREME  
CLARITY**

**DO IT FROM  
THE ONSET  
(TEMPLATE)**

# SPONSOR + PROPERTY INITIATION BRIEF

---

## SUCCESS

### 1. What does success look like...

<b>A) At the end of the year?</b>	
<b>B) At the end of the contract?</b>	

# SPONSOR + PROPERTY INITIATION BRIEF

---

## TARGETS

2. To achieve success, these 3 things are most important:

TARGET	BASELINE	TARGET
<i>Top #1</i>		
<i>Top #2</i>		
<i>Top #3</i>		



# SPONSOR + PROPERTY INITIATION BRIEF

---

## ACTION PLAN

### 3. What do we need to do to achieve our target?

TARGET	TOP ACTION PER
Top #1	
Top #2	
Top #3	

# SPONSOR + PROPERTY INITIATION BRIEF

---

## CAPTURE PLAN

**4.** Who is responsible, and how will we monitor each target?

TARGET	OWNER	SOURCE
<i>Top #1</i>		
<i>Top #2</i>		
<i>Top #3</i>		

A high-angle, black and white photograph of a massive crowd of people filling a large stadium or arena. The crowd is dense, extending from the foreground into the distance. In the background, the stadium's seating tiers and some structural elements are visible. Overlaid in the center of the image is the hashtag #WeAreSBX in a bold, sans-serif font. The text is black, except for the letters 'SBX', which are red.

**#WeAreSBX**



## Today's Speaker



**Katrina Galas**  
Sport Strategy Consultant  
In Common Consulting

# Does a bias exist? Does it play a role?

**Gender Bias**

**Values Bias**

**Investment Bias**

**Leadership Bias**

**Historical Bias**

**Unconscious Bias**

# What if any type of bias was removed?

**Gender**

**Values**

**Investment**

**Leadership**

**Historical**

**Unconscious**

# What could that look like?

## Thuuz Sports aims to disrupt the ratings game.



- A rating that looks at the DNA of a match. Action is evaluated based six traits, regardless of what sport or who's playing it — **pace, parity, novelty, momentum, social buzz and context** — to generate real-time headlines, updates in television programming guides, notifications on users' phones and live highlight reels.
- Excitement is subjective – so they created an **excitement index** of when, where and how fans are engaged with the most exciting sports events of the minute, which then creates a new sellable and sharable output for media companies.
- It's the excitement boiled down to a molecular level, as understood from three different vantage points — from the home team's fans, the away team's fans and a neutral fan.



# There is significant engagement with women's sport and the gap will continue to close

IMI SponsorPulse, December 2019.



## CANADIAN PROPERTY ENGAGEMENT COMPARISON BY SPORT



44%



34%



34%



43%



19%



19%



64%



39%



30%



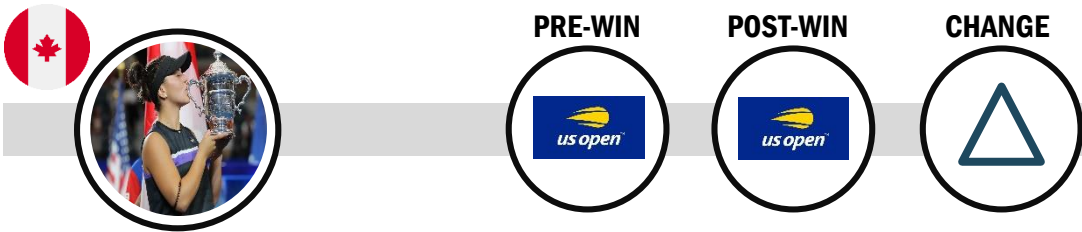
44%



16%

# Andreescu is one of several female athletes who has significant power on and off the court

IMI SponsorPulse, Celebrity Impact Reports 2019.



I'm aware of who this is	16.8M	22.3M	+33%
I'm interested in them	9.1M	11.8M	+30%
I follow them	2M	5.1M	+155%
I like them	9.6M	16M	+67%
I want to meet them	3.9M	8M	+105%
I support brands they partner with	2.8M	5M	+79%

RANKS HIGHER IN HER ABILITY TO DRIVE BRAND IMPACT THROUGH PARTNERSHIPS THAN CELEBRITIES LIKE:

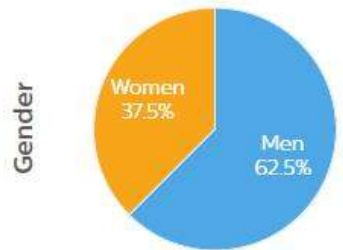
- The Weeknd
- Shawn Mendes
- Nathan Mackinnon
- Elton John
- Ryan Gosling
- The Rock



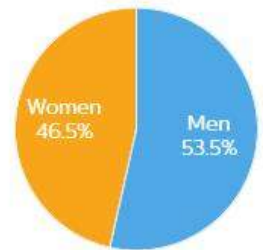
# There is still an imbalance - outcomes impacted by POV of decision-maker

## DECISIONS: WHO MAKES THEM?

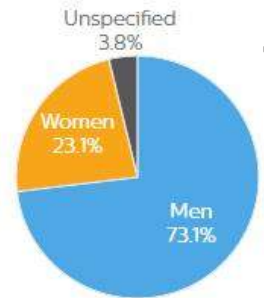
SPONSORS	
Title	
CEO	0%
VP	50.0%
Director	42.5%



PROPERTIES	
Title	
CEO	9.8%
VP	26.8%
Director	48.7%



AGENCIES	
Title	
CEO	57.7%
VP	19.2%
Director	7.7%



Female Sports. "Brands are still not paying enough attention to both professional and amateur female sports."

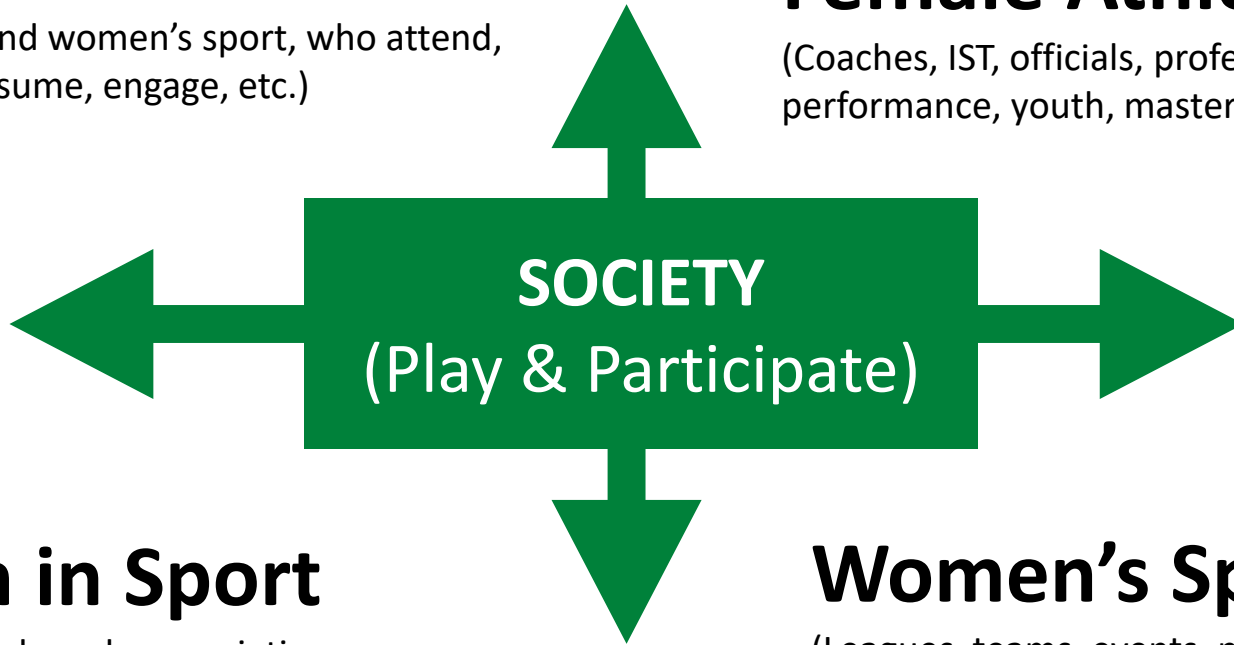
- Targeting (by S's):
  - Female: 17.3%
  - Male: 37.0%
  - Not Gender Specific: 45.7%
- Targeting (by # of deals)
  - Female 10.6%
  - Male 72.7%
  - Not Specific 16.7%

# Female Fans

(Of both men's and women's sport, who attend, watch, read, consume, engage, etc.)

# Female Athletes

(Coaches, IST, officials, professional, high performance, youth, masters, etc.)



# Women in Sport

(Business, media, boards, associations, federations, advocates, etc.)

# Women's Sport

(Leagues, teams, events, properties, equipment, sport products, etc.)

**In 2020, the WNBA CBA was created for women, by women.**



# Today's Speakers



**Natalie McKenzie**  
Senior Director,  
Marketing  
Moosehead Breweries



**Darryl Boynton**  
AVP, Partnerships  
Canadian Tire  
Corporation



**Linda Ferrandini**  
Director, Partnerships  
CIBC



**Adam Mitchell**  
Global Lead,  
SponsorPulse  
IMI International



**Imran Choudhry**  
Vice President  
The T1 Agency



**Bjorn Osieck**  
Director of Business  
Operations  
Ontario Soccer



**Zarin Henderson**  
Director of Sponsorship  
Canada Life



**Jacqueline Ryan**  
Chief Brand & Commercial  
Officer  
Canadian Olympic  
Committee



**David Corelli**  
Chief Strategy  
Officer  
SBX Group



**Katrina Galas**  
Sport Strategy  
Consultant  
In Common Consulting

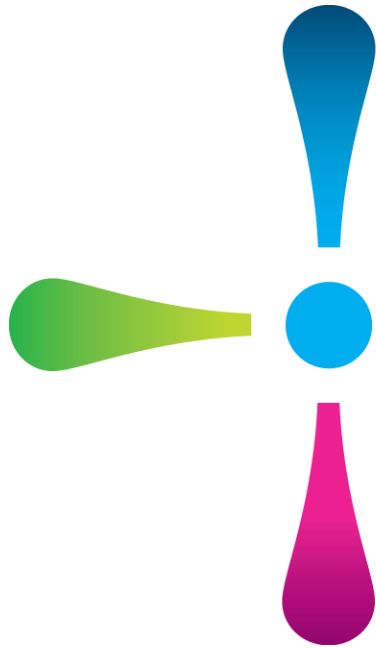


**Jim Kozak**  
SVP & Head  
MediaCom – GroupM  
Sport & Entertainment





[www.sponsorshiandscape.ca](http://www.sponsorshiandscape.ca)



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