

SMCC *Webinar* Series

*Confronting Racial Inequality and Driving
Systemic Change as an Industry*



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Thank you to Our Foundational Partners!



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Tell Us What You Think!

SMCC July 22 Webinar Post-Event Survey

Thank you for attending SMCC's July Webinar! We hope it was an informative experience. Please take a few minutes to fill out this survey to let us know about your experience.



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SMCC Call for Board Nominations and Volunteers

Apply By Friday, August 21, 2020



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SMCC *Webinar* Series

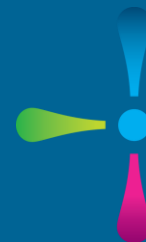
Title: The Hard Truth About the Future of Live Events:
What Sponsorship can Learn from Population
Disease Modeling

Date: Wednesday, August 19, 2020

Time: 12:00 - 1:00 PM ET



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August Summer Social

Grab your favourite drink and join us, virtually,
for SMCC's Summer Social!

Reconnect with your colleagues and industry
peers during this informal networking event.



Using Zoom Webinars

- Difficulty hearing? Go to 'Audio Settings' and check your speaker settings
- Any other Zoom issues? Please post a question in the Q&A and our tech support will try to help

The session will be recorded and
available for registrants to view





Jana Masiewich

VP, Sponsorship & Events
Publicis Sport & Entertainment

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SAVE *the* DATE

Date: Thursday, September 24, 2020

Time: 4:00 - 5:30 PM ET

Location: Virtual

Join us for an incredible evening of learning,
networking and celebrating the best in
Canadian sponsorship at the 20th Annual
SMAs!



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**SPONSORSHIP
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AWARDS**
2020

**PRIX
DE LA
COMMANDITE**
2020

SMCC's Commitment to Change

- Creation of SMCC Diversity and Inclusion Committee & selection of Chair
- Leverage existing and build new SMCC partnerships and programs to attract a more diverse talent pool to the sponsorship industry
- Promote diverse voices through SMCC events and content
- Review SMCC electoral process and volunteer outreach to create an inclusive community at all levels of governance



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Market Watch



Howard Lichtman

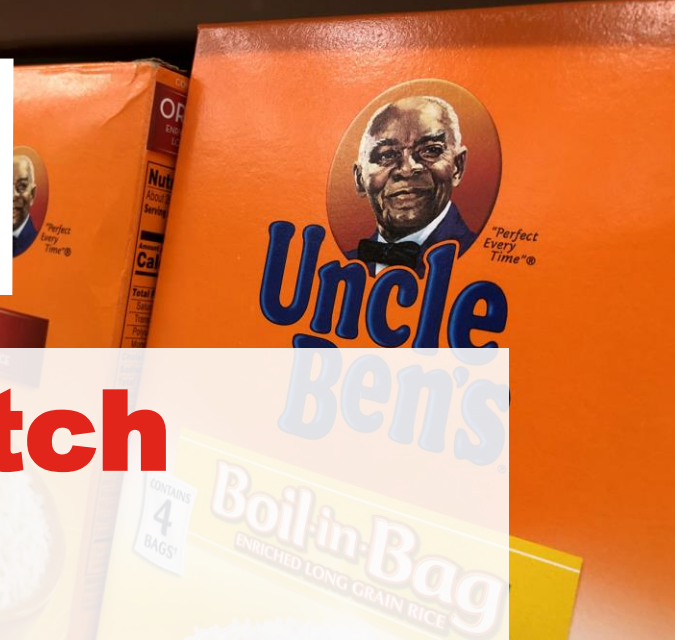
Partner, Co-Founder

Ethnicity Multicultural Marketing &
Advertising Inc.

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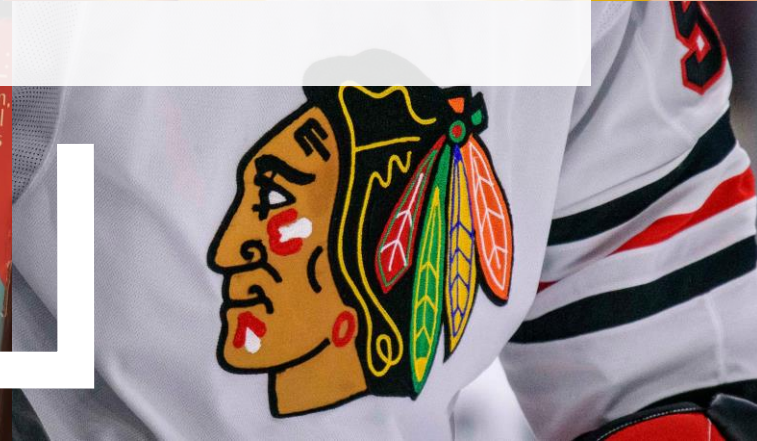
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Market Watch

Racialized Brands

Ethnicity Matters



Unconscious Bias

Unconscious Bias & Images

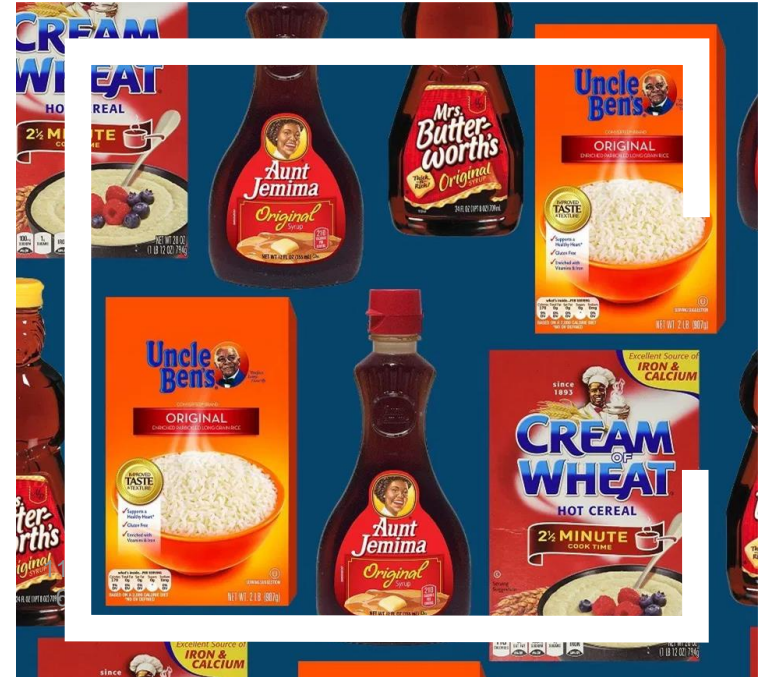


[Click here](#) to view the full video.

Racialized Brands - and the Role of Sponsors

Definition

Racialized Brand: Ascribing ethnic or racial identities to a brand that does not identify itself as such and perpetuates negative stereotypes



Uncle Ben's Rice

History

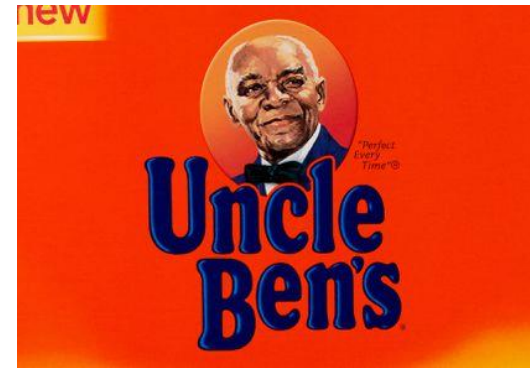
- Name "Uncle Ben" = Black Texan rice farmer
- Image = Black Chicago chef and waiter Frank Brown
- Term 'Uncle' and 'Aunt' used by White Southerners as honorifics for older Black people because they refused to call them 'Mr.' and 'Mrs.'

Action

- June 17th, 2020 - Announces change of “brand identity”
- “Taking a stand to help end racial bias and injustices”

Why?

- **Mars Inc.**, follows quickly after PepsiCo announces their re-branding of Aunt Jemima
- Inspired by the Black Lives Matter movement



Cream of Wheat

History

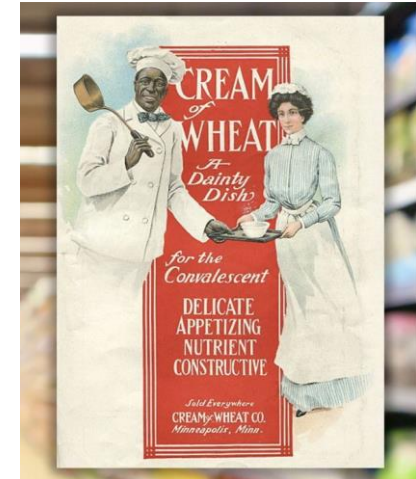
- Depicts black chef character known as “Rastus”, a jolly former slave who spoke broken English
- “Rastus” carries pejorative connotations for African-Americans

Action

- June 17th, 2020 - Announce review of the Cream of Wheat brand packaging

Why?

- **B&G Foods** follows Aunt Jemima & Uncle Ben’s
- Inspired by the Black Lives Matter movement



Eskimo Pies

History

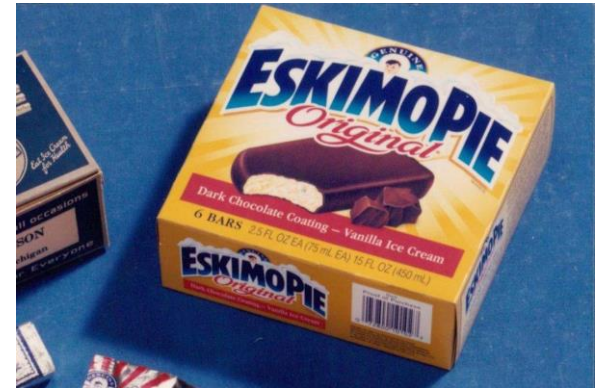
- "Eskimo" is commonly used to refer to natives people in Arctic regions
- Considered derogatory because it was a term given by non-Inuit people and was said to mean “eater of raw meat”

Action

- June 17th, 2020 - Announce change of name & marketing
- "We are committed to being a part of the solution on racial equality, and recognize the term is derogatory"

Why?

- **Dreyer's Grand Ice Cream**, says it had been reviewing this for some time
- Follows Aunt Jemima & Uncle Ben's
- Inspired by the Black Lives Matter movement



Aunt Jemima

History

- 131-year-old brand under Quaker Oats/PepsiCo
- Acknowledged that Aunt Jemima's origins were "based on a racial stereotype" of a friendly Black woman working as a servant or a nanny for a white family



Action

- June 17th, 2020 - Announce a change to Aunt Jemima name & packaging

Why?

- Response to a viral TikTok that exposed the origins
- **PepsiCo** reflected on their efforts to address the need for systemic change following the Black Lives Matter movement



The Name & Image - Only 1 Piece of the Puzzle

PepsiCo will invest more than **\$400 million** over five years to lift up Black communities and increase Black representation at PepsiCo

These initiatives include:

- a) Black managerial roles, with an increase in 30% by 2025
- b) New recruitment policies
- c) Scholarships
- d) Mentoring programs
- e) Doubling spending with Black suppliers
- f) \$50 million to Black businesses
- g) Community investment
- h) Inclusion of Black voices in marketing content creative
- i) Training on unconscious bias



Racialized Sports Teams - and the Role of Sponsors

Washington Redskins

History

- “Redskins” term used by bounty hunters to identify Indigenous peoples by the colour of their skin
- Bounties were offered for the murder of Native Americans

Action

- July 3rd, 2020 - Conduct a “thorough review” of their 87-year-old name
- July 13th, 2020 - Announce change of team name & logo

Why?

- Sponsorship Pressure - **Nike, FedEx, PepsiCo, Bank of America**
 - FedEx - Statement demanding a name change & threaten not to pay \$45 million in contract fees
 - Nike - Removed Redskins gear from their store
- **Amazon, Walmart, Target, & Dick’s Sporting Goods** also removed Redskins merchandise for sale online



Cleveland Indians

History

- Originally called the Cleveland “Naps” and changed the name to “Indians” to honour Native American player Louis Sockalexis

Action

- 2019 MLB Season - Removed Chief Wahoo logo from uniform caps due to public backlash
- July 3rd, 2020 - Announce they will “determine the best path forward” for its 105-year-old name

Why?

- Sponsorship Pressure - fear of losing major partner **Progressive Insurance** who paid for naming rights of the field
- Pressure from the public to remove the caricature and team name



Chicago Blackhawks

History

- Named after historic figure Black Hawk of Illinois' Sac & Fox Nation
- Team has since donated money to Indigenous groups to raise awareness of Black Hawk's history

Action

- July 7th 2020 - Announce they have no plans to change the name or logo
- State they are “committed to raising the bar even higher to expand awareness of Black Hawk and the important contributions of all Native American people.”

Why?

- No evidence of Sponsorship pressure to date
- Face pressure from tribal groups & social justice advocates



Atlanta Braves

History

- "Braves" originates from a term for a Native American warrior
- Use of foam tomahawks led to criticism from Native American groups that it was "demeaning" to them and called for them to be banned

Action

- July 2020 - Announced no change to its 107-year-old name or logo
- Emphasized their commitment to Native Americans and said they have been in discussions with tribes about how best to support them
- However, they will review the "Tomahawk Chop" chant

Why?

- Public Pressure following the Washington Redskins statements & the Black Lives Matter movement



Edmonton Eskimos

History

- “Eskimo” is a derogatory term used by colonizers to refer to the native peoples in Arctic Regions
- Link with “Eaters of raw meat” - insinuating barbarism and violence

Action

- July 14th, 2020 - Team defends its name saying it invokes “toughness, hardiness and the ability to perform in cold weather,”
- July 17th, 2020 - Announce decision to change their name

Why?

- Sponsorship Pressure - **Belairdirect & Sports Interaction**
 - Issued an ultimatum for Eskimos to change their name
- Pressure from Inuit communities



Vancouver Canucks

Canucks Diwali Night

- Themed game celebration since 2017, honouring Diwali traditions and South Asian culture
- Includes: Live entertainment, South Asian food, dancing, face painting & colouring, etc.



Lunar New Year Jersey

- Themed game celebration, honouring elements of both Chinese and West Coast hockey culture
- Designed special jerseys for Lunar New Year game
- Features traditional red and gold colour palette symbolizing luck and fortune
- Year of the Rat shoulder patches



CFL

Diversity is Strength Program 2018

- Designed limited edition T-Shirts
- Host activations and activities for Diversity is Strength game days
- Celebrates Canada's diverse country, players, and fans during Weeks 10 and 11 across the country

Includes:

- Share stories of CFL's ethnic trailblazers
- Citizenship ceremonies to welcome new Canadians
- Pregame and halftime cultural showcases



Toronto Raptors

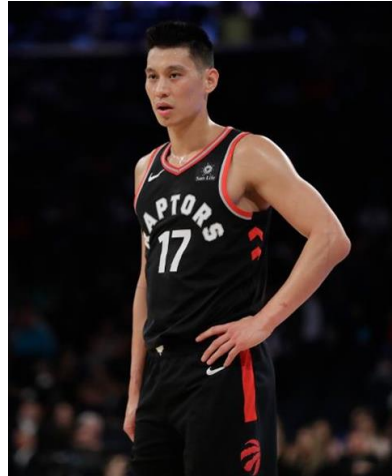
Canada's Team

- Diversity of the Raptors' roster accurately reflects the team's home city
- Support diversity through - Ethnic Nights, Drake, Half-Time Performances, DJs, Raptors Superfan, Jeremy Lin
- This did not happen overnight, this has been in the works for **25 years**



Nav Bhatia - Raptors Superfan

Attended every Toronto Raptors home game since 1995 & unites fans across the country



Jeremy Lin

First American of Chinese or Taiwanese descent to play in the NBA



Drake

Raptors global ambassador since 2013 and OVO partnership

Commitment to Systemic Change

MULTICULTURAL MARKETING & ADVERTISING

“We hear you, we are with you”

We commit to do everything in our individual & collective power to end systemic racism and achieve equality and justice. This includes to:

- Achieve **representation** that reflects our country’s demographics
- Conduct **conversations** about systemic inequalities
- Eliminate **bias** through accurate portrayal of race, identity, & culture in advertising & media programs
- Increase **spending** in multicultural marketing to be reflective of the size of the population vs 5%
- Commit to the accuracy of multicultural & inclusive **data**
- Achieve an equitable creative **supply chain**
- Double-down on **cross-industry partnerships** to support diverse suppliers



Carlsberg Beer



[Click here](#) to view the full video.

Thank You

Howard Lichtman

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Moderator



Kayla Grey

Anchor and Reporter
SPORTSCENTRE

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Nadine Spencer

CEO
BrandEQ Group Inc.

HOSTED AND MODERATED BY:



Kayla Grey

Anchor and Reporter
SPORTSCENTRE

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