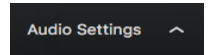
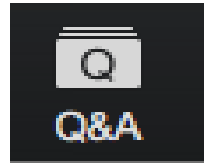


**SPONSORSHIP
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COUNCIL CANADA**

Using Zoom Webinars

- Submit questions at any time via Q&A in control bar
- Interactive Polls will be launched during the session
- 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**

Thank You to Our Foundational Partners



WASSERMAN



Stay Connected with the SMCC on Social Media!



@SMCC_CCC



Coming Soon...

May 28 - Beers & Cheers (Virtual Networking)

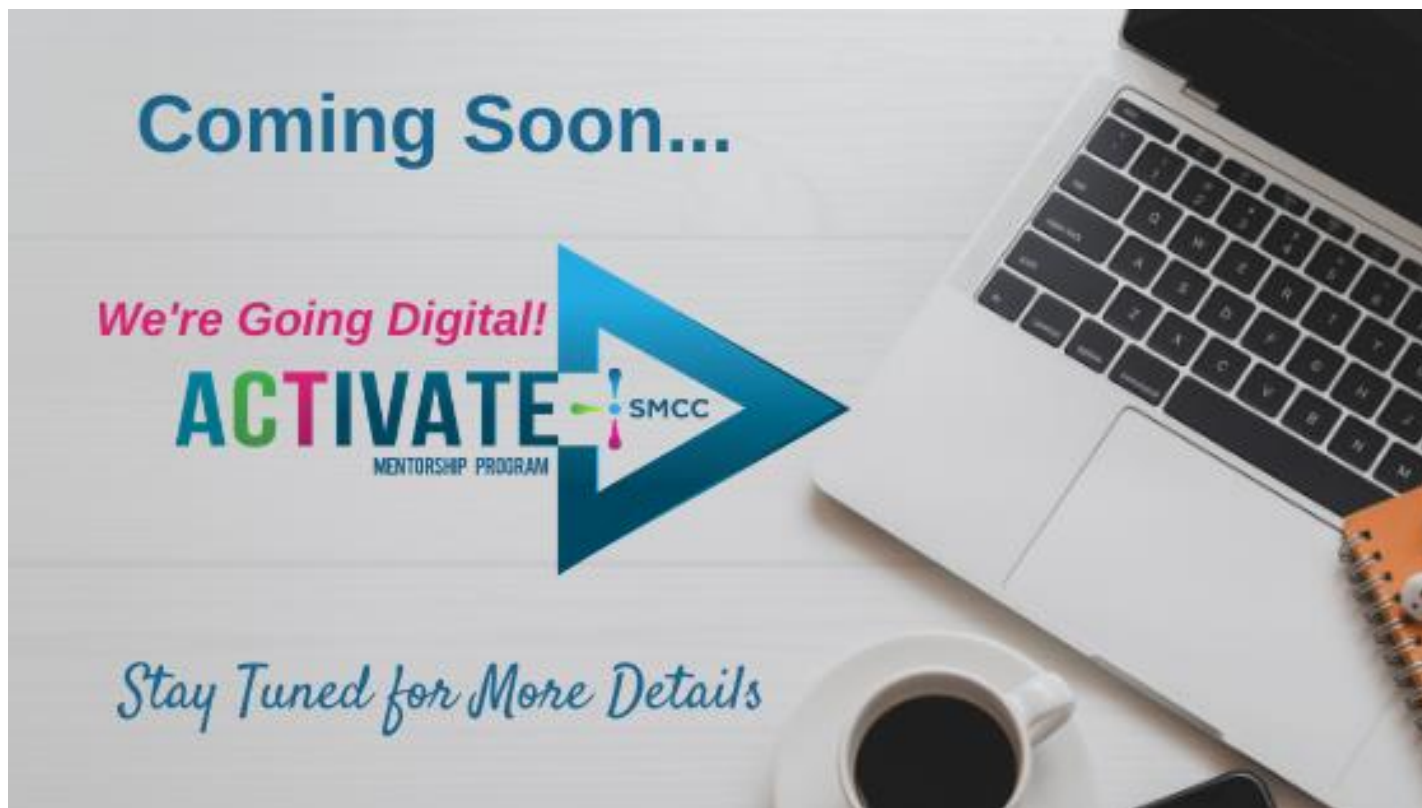
June 17 - Esports Webinar

July - Webinar

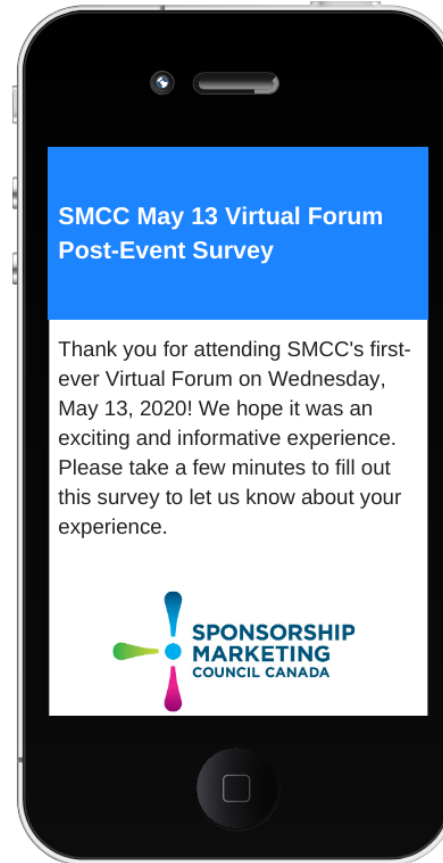
August - Summer Social

Digital Content - COVID-19 Related Research

Stay Tuned for More Details



TELL US WHAT YOU THINK!

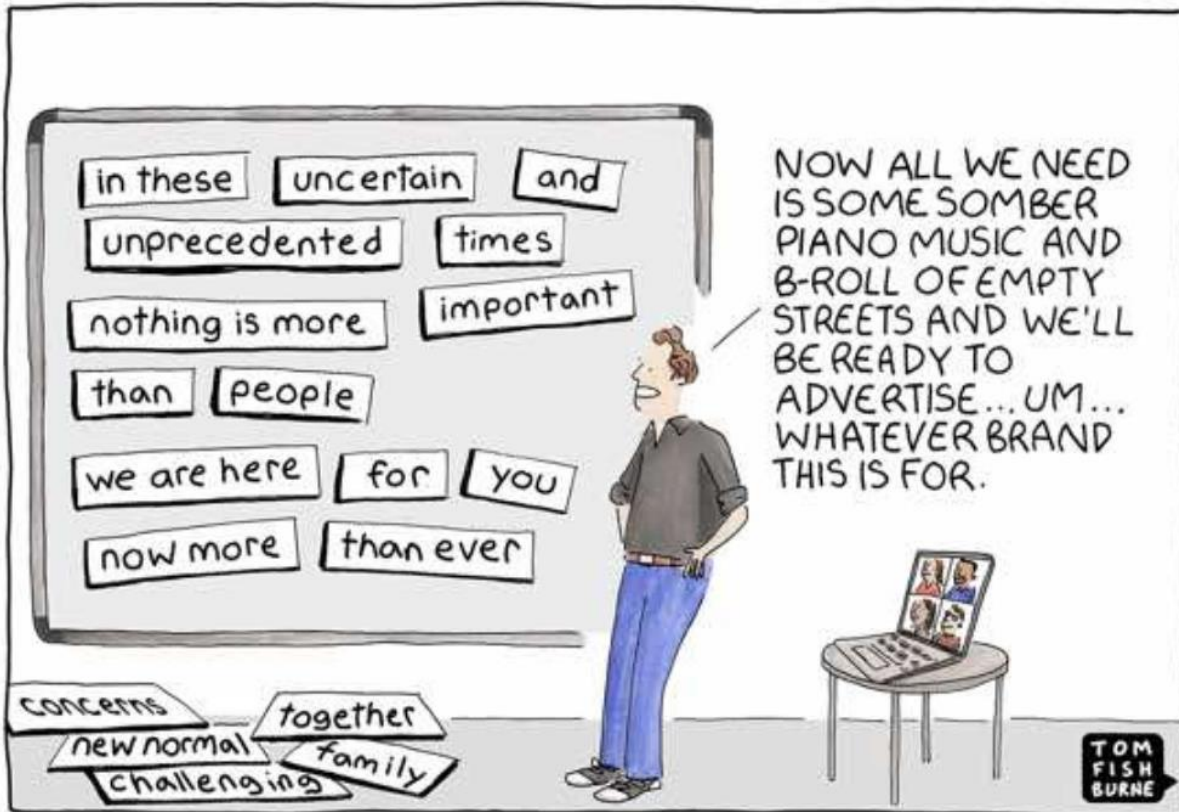




Darren Roberts
EVP, Creative Strategy
A&C

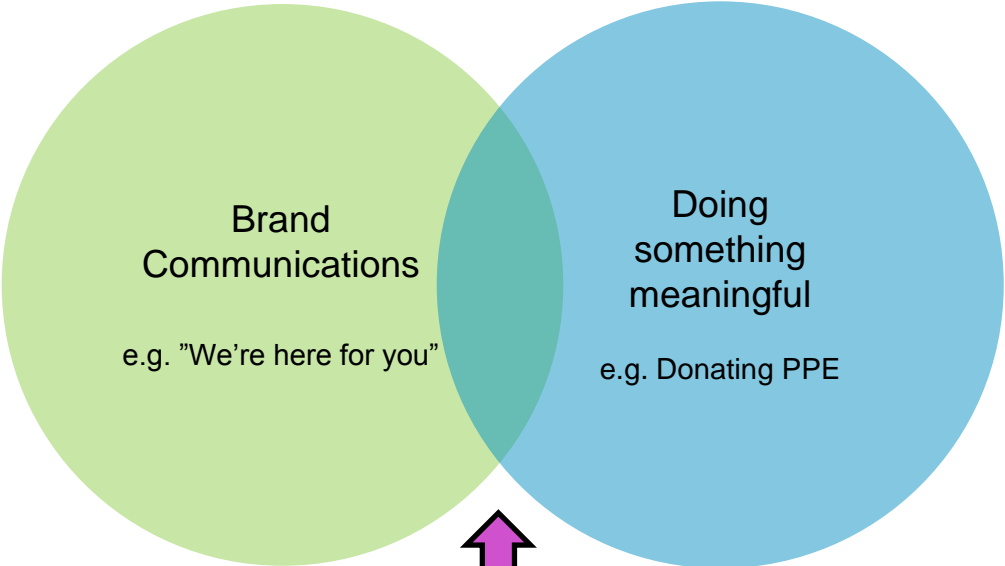


Chantel Smith
Manager, Marketing Partnerships
NBA Canada



© marketoonist.com

COVID19 Opportunity



Doing something meaningful that communicates brand value



Aligns efforts with long term brand strategy, rather than a "moment"



COLLEGE HUN.K.S.
HAULING JUNK & MOVING®





What we know them for:

- A franchised business moving and junk removal service (with approx. 140 franchises across the US and Canada)

What they did:

- Noted that stay at home orders increased domestic violence reports so they announced a franchise-wide commitment to providing no-cost moves to women in abusive living situations to certified shelters

Why it matters:

- In-kind donation appropriate to small business that communicates brand personality during pandemic and may increase brand value post pandemic

facebook



College Hunks Hauling Junk and Moving (Jacksonville)

Like This Page · April 30 · Edited ·

#CollegeHUNKS is providing essential, no-cost moves to victims of abusive living situations through certified shelters. Anyone experiencing domestic violence who wants to request the no-cost move offer should first contact the police and/or the local domestic violence-prevention shelter. A certified domestic violence shelter will need to approve requests for the move to ensure that the victim is supported throughout the entire transition. #community #weareinthistgether <https://bit.ly/35fknk7>

Community is at the heart of our name and our mission.

We were born from the community-first finance model sharpened over seventy years by Vancity, a co-operative with over half a million members.

About Us



Vancity Community Investment Bank

What we know them for:

- A subsidiary of Vancity Credit Union – VCIB is the first and only Canadian bank exclusively focused on partnering with organizations that drive social, economic, and environmental change

What they did:

- Immediately mobilized large donations of cash towards the Toronto Foundation as well as similar groups in Ottawa and Hamilton for them to then distribute to non-profit groups most at need in each community

Why it matters:

- VCIB demonstrated value to the communities in which they operate as well as empowered those in the know for where dollars are immediately needed

Vancity Community Investment Bank

Better Toronto Coalition

Community is at the heart of our name and our mission, and we're proud to share that we've partnered with the Toronto Foundation to launch the [Better Toronto Coalition](#). This initiative will connect concerned residents with non-profit leaders and help deliver rapid-response support to organizations delivering essential services to our city's most vulnerable.



**TORONTO
FOUNDATION**

The Art of Wise Giving™

Vancity Community Investment Bank



**OTTAWA
COMMUNITY
FOUNDATION**

invested for good

Ottawa Comes Together

We're also proud to be supporting Ottawa Community Foundation's [COVID-19 Rapid Response Fund](#) which will support urgent issues, particularly those being experienced disproportionately within vulnerable sectors. This includes those sectors without access to other supports, such as government subsidies.

Hamilton Community Foundation

VCIB is proud contributor to Hamilton Community Foundation's [Pandemic Response Fund](#), a fund will address both the emergency needs of Hamiltonians today and their emerging needs over the next weeks and months.

**HAMILTON
COMMUNITY
FOUNDATION**



What we know them for:

- A global toy company with iconic brands including; Barbie®, Fisher-Price®, Hot Wheels®, American Girl®, MEGA™



What they did:

- Immediately launched Mattel Playroom (<https://www.mattel.com/en-us/playroom>) with activities, tips and content for parents and kids suddenly at home and trying to home school
- Made a commitment to make face masks for frontline workers out of fabric/factories normally committed to producing Barbie and her wardrobe
- A few weeks later, they further pivoted to create first responder dolls (doctors, nurses, EMTs, delivery people) to honour frontline workers

Play
is never
canceled.
#KeepPlaying





Play it 
Forward

#ThankYouHeroes

[LEARN MORE >](#)



Why it matters:

- Supported immediate needs:
 - Frontline workers with PPE; parents and families with meaningful content that meets an immediate need to educate and entertain;
 - Later, through toys, provided kids a way to engage with what is going on in the world around them

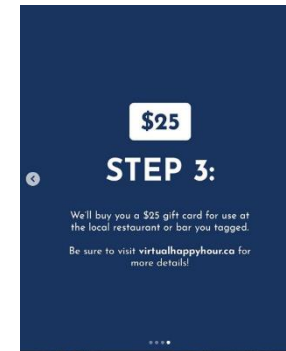
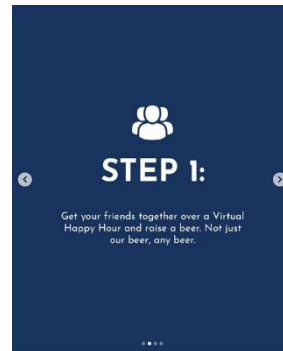
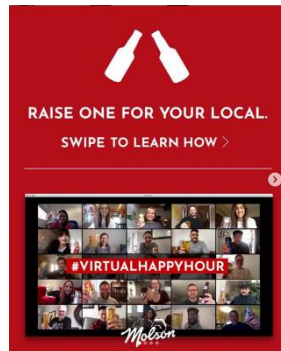


What we know them for:

- Beer.
Molson iconic Canadian brand. Founded in 1786, the Molson Brewery, is the oldest brewery in North America, and the second oldest Canadian company.

What they did:

- Molson Canadian created an initiative to **promote drinkers to stay home and have virtual happy hours** with friends. If you take a photo of you and your friends doing a virtual party, post it to IG, **tag your favourite local bar and Molson Canadian's IG handle** then Molson Canadian will send you a **\$25 gift card to be used at that local bar** when bars and restaurants open back up.





Why it matters:

- Although Molson is a large company this works because it is true to their business, promotes customers staying home and supports local businesses across the country during a time when their doors are closed.

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Molson Canadian Is Making Virtual Happy Hours Pay Off in Canada

People sharing screenshots to Instagram or Twitter will receive \$25 gift cards

By David Cohen | April 1, 2020

30-second Stretch "Ends" Back Pain and Sciatica (Watch)
Sponsored by WeeklyFenny

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- 2 You Can Only Read This Social-Distancing Ad From 6 Feet Away

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Food & Drink

Molson Canadian helps raise pints and dollars for local bars and restaurants through #VirtualHappyHour

April 29, 2020, 9:22 pm

Type and hit enter to search ...

What's Trending

- The 16 Best VANCOUVER COMPANIES To Work For
- 11 Places to Get Freebies on Your BIRTHDAY in Vancouver

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MOLSON CANADIAN LAUNCHES VIRTUAL HAPPY HOUR TO SUPPORT LOCAL BARS

Meagan Gill | April 3, 2020



What we know them for:

- Adding flavours to our lives.
McCormick brings Canadians French's products, Club House spices and Franks Red Hot



What they did:

- Pivoted their creative away from an Easter grill campaign a digital program that would bring awareness and financial support to food banks. French's and Club House brands started the **"Thank You Front Line Workers"** campaign showcasing the important work being done by food bank workers, as well as Food Banks Canada's efforts to support them.





Why it matters:

- Good example of a brand that was aware of the situation and pivoted so their message was not tone deaf. This initiative also gave McCormick the opportunity to shine a light on an area in need and showcase their longstanding relationship (since 2015) with Food Banks Canada.

Thank You, Front Line Workers!



French's



Follow

1.2K Views · about 2 weeks ago · 🌐

Working together to feed families in need, we'd like to thank the tireless service of [Food Banks Canada](https://bit.ly/3577Kri) front line workers. Find out how you can make a difference: <https://bit.ly/3577Kri>



What we know them for:

- Big Macs and fries!
McDonald's Canada is proud to be one of the world's leading food service retailers. From coast to coast, they serve more than 2.5 million people in over 1,400 locations every day.

What they did:

- Recently announced **Fries For Good**, a nationwide initiative to support COVID-19 relief efforts and other recent Canadian tragedies. From May 8-21, 2020, McDonald's Canada will donate a portion of the proceeds from all fries sold in Canada to the Canadian Red Cross, supporting the Canadian Emergencies & COVID-19 Response Fund.



In support of



**Canadian
Red Cross**



Why it matters:

- Canadians across the country are able to support fellow Canadians in need simply by purchasing their favourite fries!

The screenshot shows the 'dished VANCOUVER' website. At the top, there is a navigation bar with 'DH' and 'SIGN IN'. Below the navigation bar, there are categories: NEWS, OPENINGS, RESTAURANTS, BRUNCH, EVENTS, CHEAP EATS, SPECIALS, and BOOZE. A prominent banner reads 'FROM 10,000+ RESTAURANTS' with an 'ORDER NOW' button and the text 'SKIP THE DISHES'. Below this, a red banner says 'Coronavirus Follow the latest COVID-19 updates in one place'. The main content area features a sponsored article titled 'Eating McDonald's french fries is a delicious way to support Canadians in need' by DH, dated May 8 2020, 4:02 pm. A Squarespace logo and text 'AWARD-WINNING WEBSITE DESIGNS FOR BUSINESS OWNERS' are also visible.

The screenshot shows the 'NARCITY' website. The navigation bar includes 'LOCAL', 'NEWS', 'TRAVEL', 'EAT & DRINK', 'THINGS TO DO', and 'MORE'. The main article is titled 'You Can Support Canadian Relief Funds By Filling Up On McDonald's French Fries' and is dated '5 days ago'. The article text states 'The new initiative will be around until May 21.' Below the article, there are two images: one showing hands holding a bag of french fries, and another showing the exterior of a McDonald's restaurant.

Live Polls



Tania Little

Chief Development and
Partnerships Officer
Food Banks Canada



Tyson Parker
Head of Music & Podcasting
Bell Media



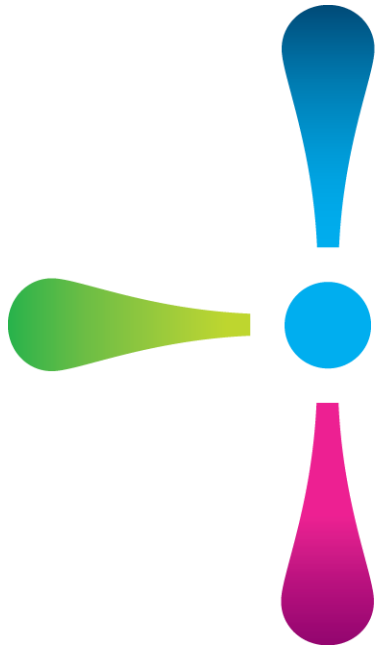
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