



Tips to Writing a Winning Case Submission

What is the Sponsorship Marketing Awards?

The Sponsorship marketing Awards (SMAs) recognize companies that have maximized their investments in Sponsorship Marketing by developing creative leveraging strategies that meet business objectives.

The SMAs are open to any company or organization that uses sponsorship marketing to further its goals in Canada. Entries are accepted in either English or French (accompanied by an English translation).

Award Categories

The award categories are inclusive of all types of sponsorship, including venues, events, personalities and media properties.

- Sports – Budget over \$501k
- Sports – Budget \$500k and under
- Arts & Culture
- Best New Initiative
- Best New Innovation
- Diversity, Equity & Inclusion
- Events and Festivals
- Music
- Sustained Success
- Talent / Ambassador
- Purpose Led Sponsorship
- Regional
- Property of the Year
- Agency of the Year
- Hall of Fame, Individual

Criteria

There are three different criteria documents based on the case that you will be submitting, please follow the format indicated on the corresponding criteria document.

- [2023 SMA Categories](#)

- [2023 SMA Criteria](#)
- [2023 SMA Criteria for Agency or Property of the Year](#)
- [2023 SMA Criteria for the Hall of Fame](#)

Tips from the Judging Committee

- It's all about story telling!
- Create a compelling case that takes the judges on a clear business journey from your initiative's inception right through to its incredible results.
- Clearly identify your business objectives:
 - What challenge or business need was your organization trying to achieve through the use of sponsorship?
 - Once your business objectives were clearly identified, how did you choose and action the sponsorship your organization chose?
 - Sponsorship Marketing is Marketing when done well! So, using partnerships and their assets to increase sales, drive purchase intent, enhance brand awareness and/or sentiment, etc. are some potential goals.
 - Any objective that states that "we want to be recognized as the top brand in terms of awareness for the team/show/property" is not using sponsorship to its fullest potential. It should do the above – help drive the broader overall business objectives and ideally not just awareness unless it's a new Brand.
- Wherever possible, use supplemental visuals to enhance your story. Videos are best, followed by photos.
- Be able to **clearly** articulate the **Brand Activation to Rights Fee Ratio!**
- While it is great to show what assets you have bought the rights to, a better partnership scenario comes when an organization is able to convince the sponsorship property/team/league, to spend their own marketing dollars to enhance the program and drive home your joint marketing message. Were you able to get the rights seller to buy into spending their own money to co-promote the initiative?
- Where possible, showcase your integrated marketing plan across all mediums: Retail, Media (Traditional, Digital, Social, Out of Home, other), Public Relations, etc.
- Ensure that your case is clearly written (grammar, etc.)

Good luck!!!

Deadline

July 7, 2023

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