

CANADIAN SPONSORSHIP FORUM

SASKATOON | MAY 24-26, 2013 | BUILDING COMMUNITY



GUIDEBOOK

CANADIANSPONSORSHIPFORUM.COM | [@CDNSPONSORFORUM](https://twitter.com/CDNSPONSORFORUM)

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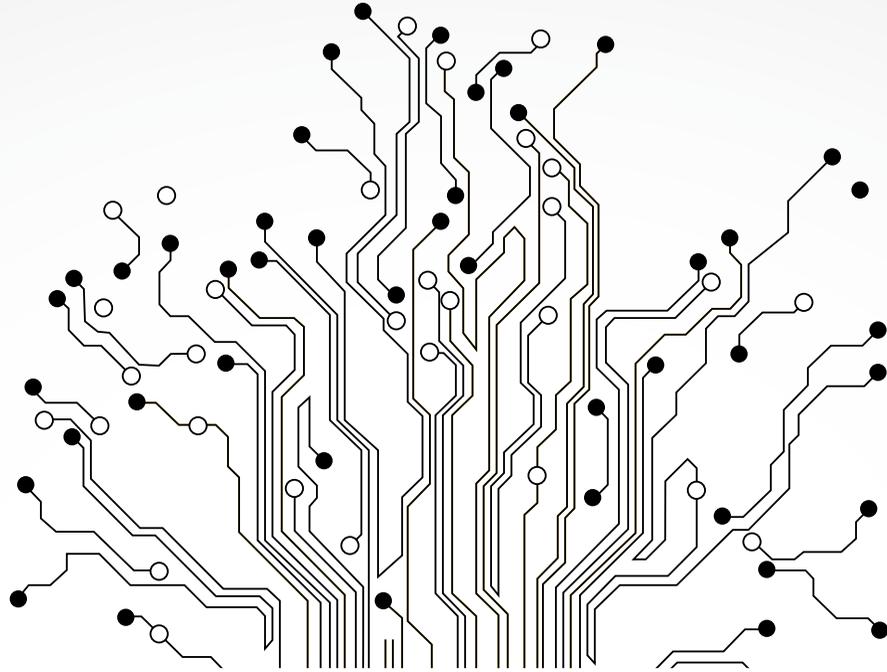
TrojanOne

HOSTED BY:



STAY CONNECTED

So many events, so many touches, so much to say and so little time – It's time to STAY CONNECTED with your audience.

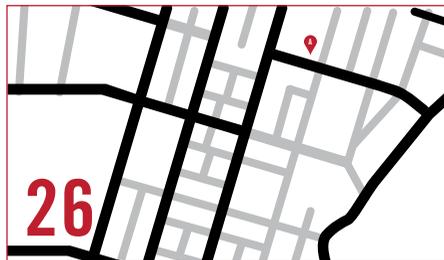
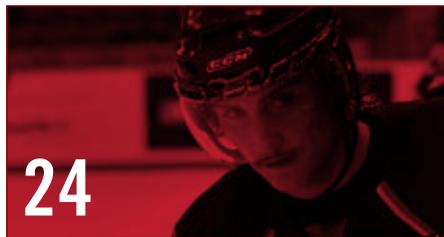


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MESSAGE FROM THE CHAIR



I'm pumped! What an exciting time! And what a great privilege it is for me and my team at TrojanOne to host the 2013 Canadian Sponsorship Forum in partnership with the CHL and the MasterCard Memorial Cup.

We are building a tradition with the Canadian Sponsorship Forum and we are delighted to be taking a leadership role in creating and sharing the future of sponsorship by delivering the latest research, analysis and trends, while addressing the critical issues and hot topics that keep all of us up at night.

We are building a community of the brightest, best informed marketers and sponsorship people from properties, sponsors and agencies – all committed to staying on top of current trends, the critical issues and the future challenges that we all face. We are professionals dedicated to networking and sharing our knowledge with each other, so that we all become better at what we do. In this way, we're building camaraderie – and that's a part of building community.

Which leads me to the theme for this year's conference: "Building Community." We'll explore the breadth and depth of this theme – everything from building local events from the ground up through grassroots engagements, building interactive communities of friends and followers online, taking programs nationwide, and going global. And we'll show you how to leverage the impact of building community as you move forward with your programs.

We have an excellent roster of presenters lined up that will engage you, inform you, school you in best practices, share with you their war stories – the case histories, the wins, the losses, what went right, what went wrong. They will challenge you...inspire you...and motivate you to succeed!

I promise you that at the end of three full days, you will be exhilarated, exhausted, and spent. And you will have had the experience of a lifetime – not unlike the team that gets to hoist the MasterCard Memorial Cup.

On behalf of my team, I am honoured to have you join us in Saskatoon. Let the games begin!

MARK HARRISON

Chair, Canadian Sponsorship Forum
President, TrojanOne

MESSAGE FROM THE CHL



Welcome Delegates,

On behalf of Commissioners Ron Robison of the Western Hockey League and Gilles Courteau of the Quebec Major Junior Hockey League, it is with great pleasure that I welcome you to the 2013 MasterCard Memorial Cup here in Saskatoon, Saskatchewan. We feel privileged to have been chosen to share our most prestigious event with the Canadian Sponsorship Forum's annual conference.

The Memorial Cup is the hardest trophy to win in all of hockey. Vying for it this year will be the Champions from the Western Hockey League, Ontario Hockey League and Quebec Major Junior Hockey League, as well as our host Saskatoon Blades. With these four teams remaining, it is certain the competition will be fierce and the atmosphere electric.

Thousands of people will descend upon Saskatoon during the event and they will not be disappointed with the show the city is putting on. The Host Committee has been working hard to organize community-wide celebrations showcasing Saskatoon Blades Alumni and the top players from across the CHL in a number of ways, including both the games themselves as well as the CHL Awards.

Please enjoy everything that Saskatoon has to offer and welcome to the 2013 MasterCard Memorial Cup!

Yours in hockey,

DAVID BRANCH

President,
Canadian Hockey League



RBC Royal Bank

Bluesfest OTTAWA

RBC ROYAL BANK
BLUESFEST

TAKE ME
TO THE RIVER

JULY
4-14 2013

LEBRETON
FLATS

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BJÖRK ★ B.B. KING ★ DIXIE CHICKS ★ WU-TANG CLAN ★ RUSH ★ FUN.
ZAC BROWN BAND ★ THE TRAGICALLY HIP ★ DOG BLOOD (SKRILLEX & BOYS NOIZE)
THE JOY FORMIDABLE ★ TEGAN AND SARA ★ GREAT BIG SEA ★ WEEZER
ZEDS DEAD ★ BELLE & SEBASTIAN ★ GRAND FUNK RAILROAD ★ ALEX CLARE
ANIMAL COLLECTIVE ★ JIMMY EAT WORLD ★ WATSKY ★ LP ★ PASSION PIT
A TRIBE CALLED RED ★ GRACE POTTER AND THE NOCTURNALS ★ W.C. CLARK
FITZ & THE TANTRUMS ★ NEKO CASE ★ ADVENTURE CLUB ★ LOS LOBOS
MARIANAS TRENCH ★ BAHAMAS ★ THE SPECIALS ★ EL-P ★ SOLANGE
TOMMY TRASH ★ BAAUER ★ MATTHEW GOOD ★ ERIC BURDON ★ STARS
FLOGGING MOLLY ★ SHE & HIM ★ CACTUS ★ THE CAT EMPIRE ★ RA RA RIOT
JOE ROBINSON ★ MITCH RYDER ★ CAMERA OBSCURA ★ AND MANY MORE!

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EAMONN O'LOGLIN SEPT. 7, 1951 – JAN. 4, 2013



This past January, we lost an outstanding member of the marketing and sponsorship community, a great friend and an irreplaceable spirit – Eamonn O'Loughlin. Canadian Sponsorship Forum Chair Mark Harrison's tribute to Eamonn sums up how many feel about him and how he touched so many lives.

*Ni fhicimid a leithead arís -
We will not see his like again.*

THE DAY THE MUSIC DIED: A TRIBUTE TO EAMONN O'LOGLIN by Mark Harrison

It was much too late on Sunday, November 26th, 2005 (admittedly it was probably early the 27th) when I first heard the music.

The notes bounced off the high ceilings and dramatic windows of the Pan Pacific lobby, inspired by the magical fingers of Maestro Eamonn O'Loughlin. Surrounded by a posse of enthusiastic conference goers and some of my staff, Eamonn led us through chorus after chorus of "O Canada," "Danny Boy" and "American Pie"!

I hadn't seen this side of Eamonn before that night. Until then, I knew him as the super-cheery Director of Sponsorship for the Canadian National Exhibition, who first called me years earlier about an emergency with one of our activations at the Ex. Thankfully the problem passed, and even more fortunate for me, a friendship sprung up. On January 4th, 2013, the music died. Suddenly. Tragically. Inexplicably. Eamonn was taken from his admirers.

When people die, their obituaries talk about how unique an individual they were. How loved they were. I am not doubting that. Every death brings sadness. Every death brings despair. But we also know that most deaths reach a limited pool of people. Not Eamonn's. No sir. This man was loved. Far. Wide. Universally. Internationally.

A successful businessman, Eamonn had been the Executive Director of the Ireland Canada Chamber of Commerce since 1993. He worked in marketing for Hallmark Cards for 18 years before starting up his own marketing and communications consulting business, O'Loughlin Communications.

But if you knew Eamonn, you knew he was more than a stalwart of our industry. Born in Ennistymon, County Clare, Republic of Ireland, he was a most fierce advocate of all things Irish. He was honoured as Irish Person of the Year in 2009 for his work on Ceol Agus Craic, the weekly Irish-Canadian radio show he founded in 1998. He published a national magazine, Irish Connections Canada,

and was interim President of the Irish Canadian Immigration Centre. Moreover, he was an accomplished musician, a tireless volunteer, and a fearless entrepreneur. Easily a thousand people attended his funeral. I waited nearly two hours in line at his visitation. But the wait didn't bother me. It allowed me to reflect on a great man. A man who had an impact that few of us could ever make. A man who touched hundreds, thousands, and left everyone with a smile. A man who you just wish could join you one last time on a bar stool for a pint or at the first tee for a round of eighteen.

He would tease and joke with you, yet still deliver so much to his friends. At the 2010 Canadian Sponsorship Forum in Whistler, it was his word to John Furlong that resulted in the Olympic leader delivering an impromptu speech to my conference delegation. That was probably my most satisfying moment in business. I am not sure if I said thanks to Eamonn....

Writing this brings me back to that night seven years ago. The sing-along at the Pan Pacific resulted in a hotel security complaint about a "large foreigner" who wouldn't stop playing the piano and a "man of colour" who kept shouting "I own this hotel!" I think we told any unsuspecting victim this yarn one-hundred times since. I think sometimes that's the definition of friendship; being able to repeat the same stupid stories and laugh like it was your first telling.

Oh Eamonn, how I would like to tell that story one-hundred and ONE more times with you.

PRESENTING PARTNERS



TROJANONE

TrojanOne's mission is simple: to get our clients promoted. Originally founded as Trojan Sports Marketing in 1994, the agency began with a focus on grassroots and community. In 2003, the company expanded its services to include new offerings for clients in marketing, sponsorship consulting, brand activation, consumer-based event management, experiential marketing, creative development, social media and digital services. Leveraging consumer passions, we strategically connect and implement the best channels to create innovative programs that deliver on objectives. We work with a diverse scope of blue-chip brands and properties to build programs rooted in sports, entertainment and cause platforms that resonate with consumers and create memorable brand experiences. With company headquarters in Toronto, and offices in Vancouver, Montréal and Ottawa, TrojanOne is able to execute national activations alongside community grassroots campaigns.



CANADIAN HOCKEY LEAGUE

The Canadian Hockey League is the world's largest development hockey league with 52 Canadian and eight American teams participating in the Ontario Hockey League, Quebec Major Junior Hockey League and Western Hockey League. CHL players graduate from high school at a rate higher than the Canadian national average. Last season, more than nine million fans attended CHL games in the regular season, playoffs and at the MasterCard Memorial Cup. The CHL supplies more players to the National Hockey League than any other league. Last season, 636 graduates attended North American post-secondary institutions on scholarships from CHL teams.



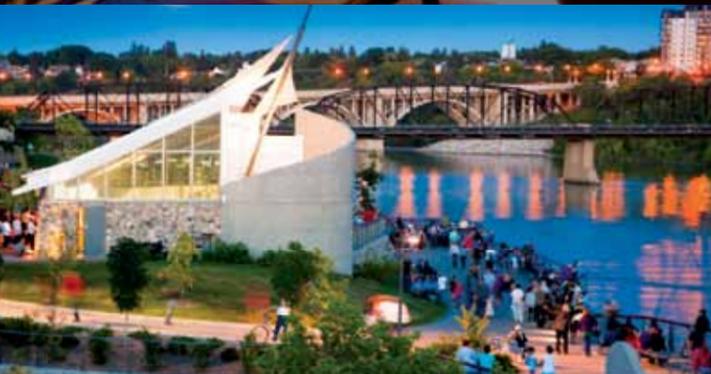
MASTERCARD MEMORIAL CUP

The MasterCard Memorial Cup is the Canadian Hockey League championship and will feature the top teams from the Western Hockey League, Ontario Hockey League and Quebec Major Junior Hockey League, as well as the host team, the Saskatoon Blades. The Memorial Cup was originally donated in 1919 by the Ontario Hockey Association as a memorial to those young men and women who had given their lives fighting for Canada during World War I. In 2010, the Memorial Cup was rededicated to the memory of all fallen Canadian military personnel.





WITH AN
OPEN HEART
AND
VIBRANT
ENERGY
SASKATOON
WELCOMES
THE WORLD



SASKATOON IS CALLING

FROM THE MOMENT I ARRIVED I FELT INSPIRED IN EVERY WAY

As a huge music enthusiast, I always make a point of going to festivals around the country so this year I went to the Jazz Fest in Saskatoon and was pleasantly surprised by the city's energy. From the moment I arrived I felt inspired in every way – from the musical vitality that had my heart (and feet) dancing, to the welcoming locals who took time out to give me the scoop on every 'must-see' show of the week – I fell in love with the people and the place. Charming and surprisingly captivating with its eclectic shops, restaurants and facilities, I discovered Saskatoon to be a perfect blend of nature and nurture, all within a beautiful city landscape. And with the stories locals told me about all the world class events taking place over the summer months, I know I will be back soon to experience them all.

SASKATOON EXPERIENCES 2013

- May 17 – 26** MasterCard Memorial Cup
- May 26** Saskatchewan Marathon
- Jun 6 – 9** World Professional Chuckwagon Association
- Jun 21 – Jul 1** SaskTel Saskatchewan Jazz Festival
- Jun 30** Subaru Saskatoon Triathlon
- Jul 4 – 7** PGA Tour Canada – Dakota Dunes Casino Open
- Jul 10 – Aug 25** Shakespeare on the Saskatchewan
- Jul 13 – 14** Pion-Era
- Jul 16 – 17** Velocity Prairie Thunder – NASCAR Canadian Tire Series
- Jul 16 – 21** A Taste of Saskatchewan
- Aug 1 – 10** PotashCorp Fringe Theatre Festival
- Aug 6 – 11** Saskatoon Exhibition
- Aug 15 – 17** Folkfest
- Aug 30 – 31** PotashCorp Fireworks Festival

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OUR SPONSORS

EVENT PARTNERS



OFFICIAL SUPPLIERS



MEDIA PARTNERS



AIRPORT SHUTTLE PROVIDER



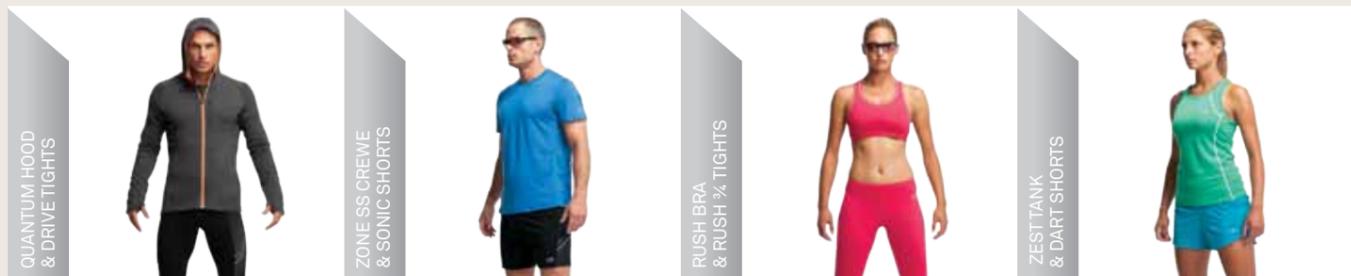
GAME TRANSPORT PROVIDER





LIGHTWEIGHT LAYERS

from nature



Pick up the pace in high performance Icebreaker merino. Cool, lightweight Icebreaker breathes to prevent overheating and is naturally odour resistant, so it can be worn for days without washing.

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STAY CONNECTED

Connect and network with other delegates during the conference by engaging in the Canadian Sponsorship Forum's social media platforms. The more delegates join conversations through Twitter, Facebook and LinkedIn, the more we can build a community, encourage participation and shape the Canadian Sponsorship Forum into the kind of conference you want it to be.



TWITTER

Follow the Canadian Sponsorship Forum @CdnSponsorForum, and use hashtag #CSF2013 to join the conversation and stay on top of conference happenings in real time.



FACEBOOK

Join our group for weekly news, Forum updates and to view photos and videos from past Forums. Who knows, after this year's event, you might even make a future appearance! Search for "Canadian Sponsorship Forum" to stay tuned.



LINKEDIN

With almost 300 members, the Canadian Sponsorship Forum LinkedIn page is the best way to connect with other delegates long before the conference begins. Search for "Canadian Sponsorship Forum" to join the discussion.

ACTIVATION SHOWCASE

The Activation Showcase gives delegates the opportunity to get up to date on industry suppliers' current offerings and products in development. Spend quality, one-on-one time with industry suppliers to understand how they might be able to meet your business needs, whether you're looking to create a visual impact at your next event or you're looking for information on how to strengthen your sponsorship marketing offerings. You're invited to relax and network with suppliers in between sessions, mingle at the Connections Café, and enter a prize draw for a chance to win designated Canadian Sponsorship Forum prizes. Visit the Activation Showcase, located on the Convention Level foyer, to speak to and learn about the suppliers and companies participating.



EXPERIENCE



**THE CITY OF SASKATOON
IS A SHINING GEM ON THE
BANKS OF THE SOUTH
SASKATCHEWAN RIVER.**

The gorgeous University of Saskatchewan campus serves as its centrepiece, with a vibrant downtown, fantastic shopping areas, galleries and attractions, and with all manner of festivals bringing the city alive throughout the year. Whether you come to Saskatoon for business or for a vacation, you'll be impressed by one thing more than any other – the people. Friendly and down-to-earth, they'll give you a warm welcome, show you around and make sure you have an unforgettable stay.

SASKATOON



EXPERIENCE SASKATOON

SIGHTS TO SEE IN SASKATOON

Among the many things to see and do in Saskatoon, the following are highly recommended:

The Western Development Museum

Step back in time into the history of Western Canada. Experience a 1910 Boomtown, stroll through vintage shops and hear the whistle of a steam engine.

The Diefenbaker Canada Centre

Be inspired by the legacy of the Rt. Hon. John G. Diefenbaker, Prime Minister of Canada from 1957–1963, and his vision of strength through diversity.

The Ukrainian Museum of Canada

Explore the rich Ukrainian culture and its contribution to Canada. The gift shop features Ukrainian cookbooks, Easter eggs, art, handcrafts and music.

Saskatoon Forestry Farm Park & Zoo

Visit this National Historic Site with its artfully crafted gardens, restored heritage buildings and Saskatchewan's only CAZA-accredited zoo.

Wanuskewin Heritage Park

Experience more than 6,000 years of Northern Plains Indian culture brought to life on sacred ground. Includes 21 pre-contact sites, visitor centre, art gallery, gift shop and restaurant.

The Meewasin Valley Trail

Cycle, jog or enjoy a casual stroll through more than 21 kilometres of riverbank trails that wind through the heart of the city. Interpretive signage and washrooms are located along the route.



SASKATOON FUN FACTS

THE NAME SASKATOON IS DERIVED FROM THE CREE WORD “MISÂSKWATÔMINA,” WHICH REFERS TO THE SWEET, VIOLET-COLOURED BERRY THAT GROWS IN THE AREA.

SASKATOON IS KNOWN AS THE CITY OF BRIDGES AFTER ITS SEVEN RIVER CROSSINGS.

RESIDENTS OF SASKATOON ARE CALLED SASKATONIANS.

SASKATONIANS ENJOY MORE HOURS OF SUNSHINE ANNUALLY THAN DO RESIDENTS OF ANY OTHER MAJOR CANADIAN CITY – GETTING MORE THAN 2,381 HOURS OF SUNLIGHT EACH YEAR ON AVERAGE.

THE ICONIC DELTA BESSBOROUGH HOTEL HAS MORE GARGOYLES THAN ANY OTHER BUILDING IN SASKATOON.

SASKATOON BOASTS 198 PARKS AND 870 HECTARES (2,150 ACRES) OF PARKLAND. THIS INCLUDES 156 HECTARES (385 ACRES) OF PARKLAND IN THE RIVER VALLEY.

IF YOU ENJOY HITTING THE LINKS, SASKATOON OFFERS AWARD-WINNING GOLF COURSES, RATED AMONG THE BEST IN CANADA.

SEVERAL LEADING CANADIAN COMPANIES HAVE THEIR CORPORATE HEADQUARTERS IN SASKATOON, INCLUDING THE WORLD'S LARGEST URANIUM COMPANY, CAMECO, THE WORLD'S LARGEST POTASH COMPANY, POTASHCORP, AND CO-OPERATORS LIFE INSURANCE CO.

MORE THINGS TO DO IN SASKATOON

THE BERRY BARN

CANADIAN LIGHT SOURCE

LITTLE STONE SCHOOLHOUSE

MARQUIS DOWNS

MUSEUM OF NATURAL SCIENCES

SASKATCHEWAN RAILWAY MUSEUM

SASKATOON SPORTS HALL OF FAME



EACH EVENING, EXPLORE ALL THE FUN THAT SASKATOON HAS TO OFFER WITH FOUR VENUES, ALL LOCATED WITHIN THE DOWNTOWN AREA. WHETHER YOU'RE IN THE MOOD TO RELAX OR YOU WANT TO HIT THE TOWN, YOU'LL BE IN THE HEART OF THE CITY, IN THE MIDDLE OF THE EXCITEMENT. SIMPLY PRESENT YOUR CSF 2013 DELEGATE BADGE AT ANY OF THESE VENUES AND YOU'LL BE GIVEN THE VIP TREATMENT – NO LINE, NO COVER, JUST FUN.



A

**AROMA
Mediterranean
Resto-Bar**

Perfectly located at the banks of the South Saskatchewan River, The Radisson Hotel Saskatoon will be the host hotel for the 2013 Canadian Sponsorship Forum. Make your way to the AROMA Mediterranean Resto-Bar for a cocktail on-site.



B

O'Shea's Irish Pub

Famed for its bustling rooftop terrace, this Irish Pub offers a taste of Saskatoon summer. Walk around the corner for some fresh air and a night on the town.



C

**Winston's English
Pub & Grill**

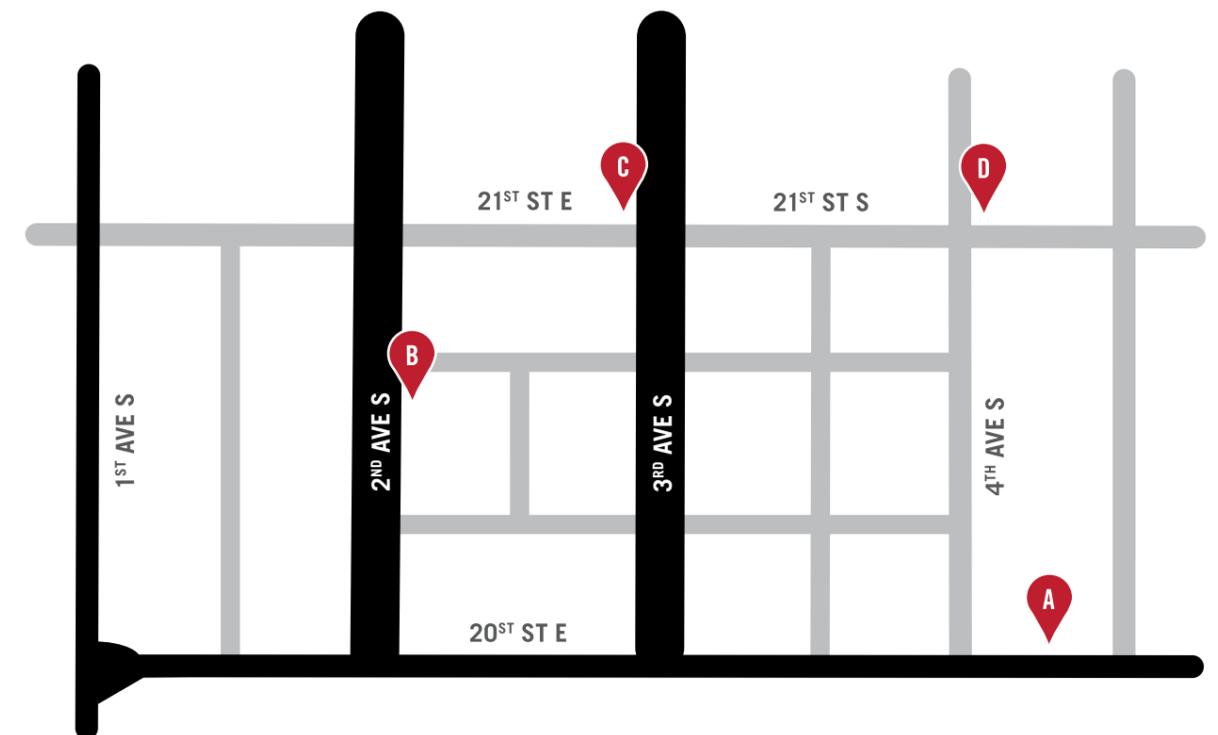
Located in the heart of downtown Saskatoon, Winston's offers a global tour for your palette, in a local heritage site. Home to over 100 international bottles and 60 taps of local, Canadian and international stouts, ales, lagers or ciders, Winston's offers traditional pub fare and a perfectly poured pint!



D

**Hudsons Canadian
Tap House**

Kick back at Hudsons Canadian Tap House, the city's most popular sports bar. Enjoy ample sports footage, cheer on your teams and raise a glass with your CSF 2013 buddies.



NETWORKING EVENTS

Not only is the Canadian Sponsorship Forum known for its speakers, presentations and professional development, Forum is also renowned for its exciting and memorable networking events. These VIP experiences allow delegates to forge valuable connections with fellow marketers and business prospects in the industry while experiencing one of Canada's most powerful properties firsthand.

CSF 2013 promises to be no different, placing Forum delegates front and centre at the MasterCard Memorial Cup and showing delegates a true, down-home Saskatoon experience.



FRI
MAY
24



Pre-Game: IMI International Happy Hour Radisson Hotel Saskatoon: Convention Level Foyer

Celebrate the end of sessions with a happy hour cocktail reception at the Radisson Hotel Saskatoon, sponsored by IMI International. Enjoy a drink with friends, colleagues and new connections before the puck drops at the MasterCard Memorial Cup.

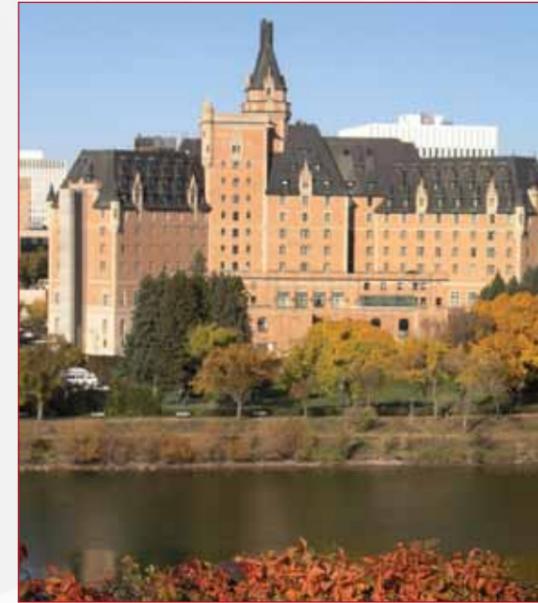
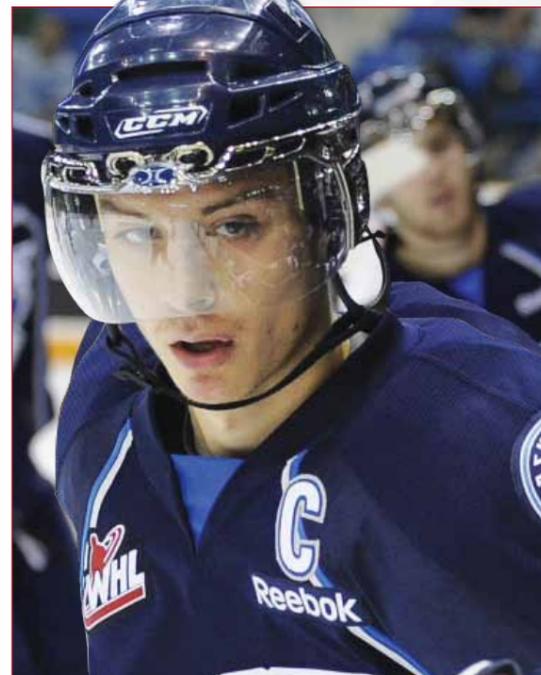


MasterCard Memorial Cup Semi-Finals Credit Union Centre: 3515 Thatcher Avenue

Only three of the four teams will remain from the round robin tournament, with the second- and third-place teams vying for a place in the final. Catch the excitement of the MasterCard Memorial Cup as two teams face off for the right to move on to the championship round.

Post-Game: PotashCorp FanFest CNH Training Centre: 230 Marquis Drive West

Following the game, delegates are invited to take in the post-game celebrations as fans gather at PotashCorp FanFest, featuring live music and entertainment each night after every game. Mix and mingle with fellow delegates and hockey fans and take in the spirit of a night out at the MasterCard Memorial Cup!



SAT
MAY
25

CSF Ball Hockey Tournament Downtown Saskatoon: 23rd Street, between 3rd and 4th Avenue

This year's theme is "Building Community," and delegates can do just that by participating in the inaugural CSF Ball Hockey Tournament! Everyone can get involved: as a player, a coach, a referee, a volunteer or a spectator. Be part of the action, be part of a Saskatoon hockey Saturday, and be a part of creating camaraderie and building our community!

Dinner Reception: CSF Ball Hockey Tournament Awards Delta Bessborough: 601 Spadina Crescent

Following an afternoon of ball hockey, gather for dinner, drinks and tournament awards presentations at the historic Delta Bessborough on the banks of the South Saskatchewan River. We'll be rolling out the red carpet to celebrate the best of the inaugural CSF Ball Hockey Tournament.

SUN
MAY
26

MasterCard Memorial Cup Championship Game Credit Union Centre: 3515 Thatcher Avenue

The MasterCard Memorial Cup Championship Game unfolds on Sunday, May 26th – the climax of this grueling 10-day tournament. Two remaining teams will leave nothing on the ice as they battle it out for Canada's junior hockey supremacy.

CSF Post-Game Celebration Hudsons Canadian Tap House: 401 - 21st Street East

Delegates are invited to celebrate the conclusion of the MasterCard Memorial Cup and the wins from the weekend, and reconvene with fellow delegates over drinks to close off the 2013 Canadian Sponsorship Forum. Join the CSF 2013 community at Hudsons Canadian Tap House and celebrate the close of the weekend with fellow delegates, colleagues, and friends.



A high-angle photograph of an ice skating rink. Several skaters are visible, their legs and skates in motion. The ice surface is white and shows some tracks. Overlaid on the lower half of the image is the text "BUILDING COMMUNITY" in large, bold, red, sans-serif capital letters. The text is slightly tilted and has a subtle shadow effect, making it stand out against the white background.

**BUILDING
COMMUNITY**

2013 FORUM FORMAT



GAME CHANGERS

Introducing your CSF 2013 starting line-up! These all-star presenters will share with you via big-picture presentations a range of current marketing and sponsorship issues. You'll be engaged, inspired and motivated – and you may even pick up a few pointers to help you raise your game to the next level!



BREAKAWAY SESSIONS

These sessions will help you to separate yourself from the other players and make an impact. Insiders will share their insights and tactics gained through years “in the game” and ways to create wins by accessing and leveraging current research. Delegates will come away with a better game plan for maximizing connections and getting “110%” out of their programs.



HOT STOVE INSIGHTS: PANEL DISCUSSIONS

Expert panelists will break down winning plays by looking at best-in-class sponsorships and exploring the key elements that drive world-class championship campaigns. You'll enhance your understanding of the game by leveraging their key learnings and applying the knowledge and experience shared.



FACE-OFF CIRCLE: ROUNDTABLE SESSIONS

Get face-to-face with industry experts and share experiences in a full-circle discussion of best practices: the deal-making, the publicity, the tourism dollars, and the ROI-maximizing promotions. Together you'll tackle the tough topics on everyone's mind: the trends in sponsorship and marketing in a digital world, how to best leverage research, why program evaluation is increasingly important, and how properties have used sponsorships to reach local communities.

SITE MAP

MAP A

A. HOST VENUE: RADISSON HOTEL SASKATOON
405 Twentieth Street East Saskatoon, SK S7K 6X6

B. SATURDAY, MAY 25: CSF BALL HOCKEY TOURNAMENT
23rd Street, Between 3rd and 4th Avenue

C. SUNDAY, MAY 26: POST-GAME CELEBRATION - HUDSONS CANADIAN TAP HOUSE
401 - 21st Street East, Saskatoon, Saskatchewan S7K 0C5

D. SATURDAY, MAY 25: DINNER RECEPTION - DELTA BESSBOROUGH
601 Spadina Crescent, Saskatoon, SK S7K 3G8

MAP B

MASTERCARD MEMORIAL CUP

E. FRIDAY, MAY 24: MASTERCARD MEMORIAL CUP SEMI-FINALS
SUNDAY, MAY 26: MASTERCARD MEMORIAL CUP CHAMPIONSHIP GAME
Credit Union Centre - 3515 Thatcher Ave, Saskatoon, SK S7R 1C4

F. FRIDAY, MAY 24: POTASHCORP FANFEST
CNH Training Centre - 230 Marquis Drive West, Saskatoon, SK S7R 1B5



MAP A

MAP B



F

E

THE AGENDA

REGISTRATION BEGINS ON THURSDAY, MAY 23 FROM 3:00 PM TO 10:00 PM ON THE CONVENTION LEVEL FOYER.

THURSDAY, MAY 23RD HOST VENUE: RADISSON HOTEL SASKATOON

TIME	ELEMENT	SUBJECT	LOCATION
2:00 PM - 9:00 PM	Transportation	Shuttle Vehicles to/from YXE Airport to Downtown Saskatoon	John G. Diefenbaker International Airport

3:00 PM - 10:00 PM Registration Convention Level Foyer

FRIDAY, MAY 24TH

8:00 AM - 9:00 AM	Morning Run		Kiwanis Memorial Park
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8:00 AM - 5:00 PM Registration Convention Level Foyer

9:00 AM - 12:30 PM	Transportation	Shuttle Vehicles to/from YXE Airport to Downtown Saskatoon	John G. Diefenbaker International Airport
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11:30 AM - 1:00 PM Lunch Reception Michelangelo ABC

1:00 PM - 1:30 PM	Game Changers	Building Community Mark Harrison, TrojanOne	Michelangelo ABC
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1:30 PM - 1:45 PM Game Changers CHL Opening Address
Canadian Hockey League Michelangelo ABC

1:45 PM - 2:30 PM	Game Changers	EMOTIONAL CONNECTIVITY: Building Brand Commitment Through Community Sponsorship Nancy Marcus, Kruger Products	Michelangelo ABC
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2:30 PM - 2:45 PM Time Out Coffee Break Convention Level Foyer

2:45 PM - 3:30 PM	Game Changers	Optimizing your Brand/Property's ROI by Building Community Don Mayo, IMI International	Convention Level Foyer
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3:30 PM - 5:00 PM Networking Event **IMI INTERNATIONAL HAPPY HOUR** Radisson Hotel Saskatoon: Convention Level Foyer

5:00 PM - 6:00 PM	Transportation	Transportation to Credit Union Centre	Bus Departures from the Radisson Hotel Saskatoon
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6:00 PM - 9:00 PM Networking Event **MASTERCARD MEMORIAL CUP SEMI-FINALS** Credit Union Centre

9:00 PM - 11:00 PM Networking Event **POTASHCORP FANFEST** CNH Training Centre

10:30 PM - 11:30 PM Transportation Transportation to Downtown Saskatoon

SATURDAY, MAY 25TH

TIME	ELEMENT	SUBJECT	LOCATION
7:00 AM - 8:00 AM	Morning Run		Kiwanis Memorial Park

8:00 AM - 5:00 PM Registration Convention Level Foyer

8:00 AM - 9:00 AM Breakfast Reception Michelangelo ABC

9:00 AM - 9:45 AM Face-Off Circle: Roundtable Sessions Claim Your Place: Connecting with Your Community in an Authentic Way
Maja Ronneberger, Whistler Blackcomb

It Takes a Cyber-Village: How Social Media Builds Community Online
Trevor Turnbull, T3 CONNECT Sports Marketing

Sharp Success: The Saskatoon Blades' Community Partnerships
Michael Scissons, Saskatoon Blades Hockey Club

Authentic Sponsorship and Understanding a Property's Community
Darren Kinnaird, Crankworx Events Inc.

Lighting the Flame: How Canadian Spirit Motivates Communities
Andrew Greenlaw, CIBC

Be a CSR Storyteller: Community Investment, Sponsorship and Connecting with Consumers
Lara White, TELUS

SATURDAY, MAY 25TH

TIME	ELEMENT	SUBJECT	LOCATION
9:45 AM - 10:30 AM	Game Changers	BMO Sponsorships: Connecting with What Matters to Consumers Justine Fedak, BMO Financial Group	Michelangelo ABC
10:30 AM - 10:45 AM	Time Out	Coffee Break	Convention Level Foyer
10:45 AM - 11:30 AM	Breakaway Session	7th Annual Canadian Sponsorship Landscape Study Norm O'Reilly, University of Ottawa & TrojanOne	Da Vinci
10:45 AM - 11:30 AM	Breakaway Session	Setting the Pace: Sponsoring Speed Skating from Pond to Podium Monika Federau, Intact Insurance	Picasso
11:30 AM - 11:45 AM	Time Out	Break	Convention Level Foyer
11:45 AM - 12:30 PM	Hot Stove Insights: Panel Discussion	CHL Sponsor Panel Kathleen Bell, Subway Canada Milos Vranesevic, MasterCard Ken Youngberg, LPi Group Kelly Alguire, BMO Financial Group	Michelangelo ABC
12:30 PM - 2:00 PM	Lunch	Canadian Curling Association Athlete Panel Team Saskatchewan, Canadian Curling Association: Jill Shumay, Jinaye Ayrey, Kara Johnston, Taryn Holtby, Gene Friesen	Michelangelo ABC
2:00 PM - 2:45 PM	Breakaway Session	Building Community Partnerships from Both Sides of the Fence Jonathan Huntington, Cameco Corporation	Da Vinci
2:00 PM - 2:45 PM	Breakaway Session	Building Value: How Sponsorship Alliances Deliver Greater Results Francis Dumais, Bleublancrouge	Picasso
2:45 PM - 3:00 PM	Time Out	Break	Convention Level Foyer
3:00 PM - 3:45 PM	Game Changers	Creating Strong Partnerships Through Aligned Values: The Story of UNITY Charity Michael Prosserman, UNITY Charity	Michelangelo ABC

3:45 PM - 4:00 PM	Announcement	CSF Ball Hockey Tournament Draft Hosted By Richard Loat, Five Hole For Food	Michelangelo ABC
4:00 PM - 5:00 PM	Transition	Delegates escorted to Ball Hockey Tournament	
5:00 PM - 7:00 PM	Networking Event	CSF Ball Hockey Tournament	Downtown Saskatoon: 23rd Street, between 3rd and 4th Ave
7:00 PM - 8:00 PM	Time Out	Break	
8:00 PM - 11:00 PM	Networking Event	Dinner Reception: CSF Ball Hockey Tournament Awards	Delta Bessborough

SUNDAY, MAY 26TH

TIME	ELEMENT	SUBJECT	LOCATION
7:00 AM - 8:00 AM	Morning Run		Kiwanis Memorial Park
8:00 AM - 5:00 PM	Registration		Convention Level Foyer
8:00 AM - 9:00 AM	Breakfast Reception		Michelangelo ABC
9:00 AM - 9:45 AM	Face-Off Circle: Roundtable Sessions	7th Annual Canadian Sponsorship Landscape Study Norm O'Reilly, University of Ottawa & TrojanOne Building Value: How Sponsorship Alliances Deliver Greater Results Francis Dumais, Bleublancrouge Canada's Most Valuable Property: Input for 2014 Jordan Levitin, Ipsos Reid Cracking the Corporate Philanthropy Code Richard Loat, Five Hole For Food Home Team Wins: Achieving Sponsorship Success in Local Communities Eric Michalko, Western Financial Group Harnessing the Power of Creativity to Engage Communities Cary Laudadio, TrojanOne	Michelangelo ABC

SUNDAY, MAY 26TH

TIME	ELEMENT	SUBJECT	LOCATION
9:45 AM - 10:30 AM	Game Changers	A Builder's Path to Building a National Brand One Community at a Time Karim Salabi, Rona Inc	Michelangelo ABC
10:30 AM - 10:45 AM	Time Out	Coffee Break	Convention Level Foyer
10:45 AM - 11:30 AM	Breakaway Session	WestJet: Building Communities in the Air, in the Digital World and in the Real World Greg Hounslow, WestJet	Da Vinci
10:45 AM - 11:30 AM	Breakaway Session	Building the Sport Community: The Road to the 2015 Pan Am/Parapan Am Games Kathy Henderson, Toronto 2015 Pan/ParaPan American Games Organizing Committee	Picasso
11:30 AM - 12:30 PM	Lunch Reception		Michelangelo ABC
12:30 PM - 1:15 PM	Breakaway Session	Sports and Community: Getting to the Heart of the Matter Bart Given, TwentyTen Group	Da Vinci
12:30 PM - 1:15 PM	Breakaway Session	It's All Coming Together: Digital + Physical Experiences and Innovations Mark Stewart, TrojanOne	Picasso
1:15 PM - 1:30 PM	Time Out	Break	Convention Level Foyer
1:30 PM - 2:15 PM	Game Changers	Made For This: Canada's Women's National Soccer Team and the 10-Year Journey to an 'Overnight Sensation' Peter Montopoli, Canadian Soccer Association	Michelangelo ABC
2:15 PM - 2:30 PM	Announcement	CSF 2014 Announcement Mark Harrison, TrojanOne & CSF 2014 Host Partner	Michelangelo ABC
2:30 PM - 4:00 PM	Time Out	Break	
4:00 PM - 5:00 PM	Transportation	Transportation to Credit Union Centre	Bus Departures from the Radisson Hotel Saskatoon
5:00 PM - 8:00 PM	Networking Event	MasterCard Memorial Cup Championship Game	Credit Union Centre

8:00 PM - 9:00 PM	Transportation	Transportation to Downtown Saskatoon	
9:00 PM - 12:00 AM	Networking Event	Post-Game Celebration	Hudsons Canadian Tap House

MONDAY, MAY 27TH

TIME	ELEMENT	SUBJECT	LOCATION
6:00 AM - 10:00 AM	Transportation	Shuttle Vehicles to/from Downtown Saskatoon to YXE Airport	Radisson Hotel Saskatoon Delta Bessborough Holiday Inn Downtown Saskatoon





2013 SPEAKERS



KELLY ALGUIRE
DIRECTOR, SPONSORSHIPS
AND SKATING PROGRAMS,
BMO FINANCIAL GROUP

Kelly Alguire is responsible for building and nurturing relationships with several key long-term external sponsorship partners and internal stakeholders, ensuring each BMO sponsorship property is fully leveraged and integrated across the marketing mix and is in alignment with BMO Financial Group's corporate standards and core values. During her 13-year career at BMO, Kelly has led complex and strategically important sponsorship partnerships including Calgary Stampede, Canadian Hockey League, Maple Leaf Sports and Entertainment, Skate Canada, BMO Vancouver Marathon, Kids Help Phone, Spruce Meadows and the 2010 Olympic Games hospitality. Most recently, BMO became the Official Bank of the Canadian Hockey League, a sponsorship strategy in which Kelly and her team played an integral role in launching across the entire enterprise. Kelly is a graduate of the University of Western Ontario and George Brown College's Sport & Event Marketing Post Graduate program, and continues to share her passion for the sponsorship marketing industry by mentoring students.



JINAYE AYREY
LEAD, TEAM SASKATCHEWAN
2013, CANADIAN CURLING
ASSOCIATION

Jinaye is the lead for Team Saskatchewan 2013. The 22-year-old grew up on a farm near Macklin, Saskatchewan, an avid curler and softball player for as long as she can remember. Her trip with Team Saskatchewan to the Scotties Tournament of Hearts was her first time at the famed tournament, and her second time competing at the national level. Jinaye graduated from the Geomatics Engineering Technologies program at Lethbridge College in Lethbridge, Alberta in 2011 and now works at McElhanney Land Surveys in Lloydminster as a Geomatics Technician. In the curling off-season, she enjoys golfing and spending time at the lake with family and friends.



KATHLEEN BELL
DIRECTOR OF NATIONAL
MARKETING, SUBWAY
CANADA

Kathleen has more than 12 years of experience working in the field of marketing and sponsorship in the non-profit and corporate sectors. In her current role as Director of National Marketing for SUBWAY Canada, Kathleen is responsible for developing the national marketing strategy for Canada's leading quick serve restaurant chain, and helping franchises bring the brand to life in the marketplace. Prior to joining SUBWAY, Kathleen managed the marketing and fundraising efforts at Special Olympics Canada where her work was vital to securing corporate partnerships and sponsorships. She also managed a number of large-scale events including the Sports Celebrities Festival and the Passport to Sport and Gala. Kathleen lives in Toronto with her husband, a professional coach, and two children. She enjoys golfing and curling. She holds a BBA honours from St. Francis Xavier University and a master's in marketing communication from the Schulich School of Business.



FRANCIS DUMAIS
CONSULTANT,
ALLIANCE MARKETING,
BLEUBLANCROUGE

Francis Dumais is an expert in acquisition and management strategies, as well as creating sponsorship value. He has worked in the food, finance, sports, gaming and telecommunications sectors, and with blue-chip brands such as Sun Life Financial, Metro, TELUS and Western Union. In 2012, Francis joined Alliance Marketing, Bleublancrouge. Formerly a consultant in Business Strategy with Loto-Québec's sponsorship department, he now manages this account at Bleublancrouge. The government agency has been the leading event sponsor in the province for many years. From 2009 to 2011, Francis conducted an international research project on the management of sponsorship portfolios within the world of Formula 1 with the participation of Ferrari and Renault, among others. He examined portfolio management strategies within the multi-level, multi-brand sports sponsorship environment, as well as the creation and maximization of value achieved through sponsorship. Francis holds both an MSc (Marketing Management) and a BBA (Marketing Major) from the HEC Montréal.



JUSTINE FEDAK
SENIOR VICE PRESIDENT,
BRANDING, ADVERTISING
AND SPONSORSHIPS,
BMO FINANCIAL GROUP

Justine Fedak oversees brand strategy and advertising across North America as well as all sponsorships for BMO Harris Bank. She is responsible for brand positioning, advertising, and promotional activities for the personal, commercial, and wealth management businesses. Justine joined BMO Financial Group in 1992 working in Media Relations, and has worked across Corporate Sponsorships, Corporate Marketing, Wealth Management Marketing, Capital Markets Marketing, as well as Retail and Commercial Banking Marketing and Communications. She is involved with youth, sports and the arts and serves as Executive Director of "The Noah's Arc Foundation", the Chicago Bulls' Joakim Noah's charitable organization. Justine earned a bachelor's degree in sociology from the University of Toronto and an MBA from Dalhousie. She is a member of the board of directors of the Greater North Michigan Avenue Association, a contributor to the Chicago Sun-Times' "Splash" column, and in 2012 was selected to chair Chicago's Municipal Marketing Advisory Council.



MONIKA FEDERAU
SENIOR VICE PRESIDENT,
MARKETING
INTACT INSURANCE

Monika joined Intact Insurance in May 2010 to lead marketing and develop the Intact brand. She is responsible for national advertising, communication and sponsorship strategies and oversees the development of the Intact Insurance web experience. Prior to joining Intact, Monika worked for Manulife Financial in Hong Kong where she was responsible for developing and executing strategies to enhance Manulife's brand. This included leadership of Manulife's 2008 Beijing Olympic Games program that involved liaising with the IOC and BOCOG, the design of marketing and activation programs, as well as the Games-time Hospitality program covering 1,600 guests from 13 countries. Monika began her career in the insurance industry in product development, sales and marketing. She later assumed senior marketing and operations roles at software and e-commerce companies. She has also worked for a web consulting firm. Monika is a board member of the Toronto Financial Services Alliance and sits on the board of IAB Canada.



GENE FRIESEN
COACH, TEAM
SASKATCHEWAN 2013,
CANADIAN CURLING
ASSOCIATION

During his career as a mathematics and chemistry teacher in Nipawin, Saskatchewan, Gene coached various sports including baseball, football and curling. Over the past 45 years, he has worked with all levels of curlers and teams, ranging from starting a Little Rock program in Nipawin, to coaching the Canadian women's team at the 2002 Salt Lake City Olympics. In recent years he has had the privilege of coaching the Saskatchewan men's team at three Briers, and the women's team at two Scotties. Gene continues to work as a consultant with the High Performance Curling Program for the Province of Saskatchewan.



BART GIVEN
SENIOR PARTNER,
TWENTYTEN GROUP

Having joined the TwentyTen Group in 2010, Bart's responsibilities include business development and client service strategy. He also plays a key role in building strategic partnerships for clients such as the Canadian Olympic Committee, Intrawest, Canada Games and the Snow Sport Consortium. Prior to joining the TwentyTen Group, Bart led the marketing and business development for KidSport where he developed a strategic plan to increase brand relevance around the Vancouver 2010 Games. Before coming to Vancouver, Bart spent over a decade in professional sport in Toronto. Most recently, he held the position of Vice-President of Baseball Operations & Assistant General Manager for the Toronto Blue Jays. He was also a regular guest on Sporting News Radio and XM Home Plate as well as contributing weekly to Sportsnet.ca. Currently Bart volunteers with the Marketing Advisory Committees of CKNW Orphan's Fund Pink Shirt Day and Vancouver Parks & Recreation.



ANDREW GREENLAW
DIRECTOR OF SPORT
SPONSORSHIPS,
CIBC

Andrew joined CIBC as the Director of Sport Sponsorships in June 2012 following two years at Lloyds Banking Group in London, England where he was the Programme Lead on the London 2012 Partnership team, with responsibility for the Olympic & Paralympic Torch Relays. Previously, he was the Marketing and Sponsorship lead for the Vancouver 2010 Olympic & Paralympic Torch Relays, where he is best known for creating and playing a lead role in executing the Red Mittens initiative, which raised more than \$12 million for Canadian athletes and painted the country red with patriotism. Andrew's passion for the Canadian amateur sport system and the Olympic & Paralympic movements is also reflected in his philanthropic work, which includes volunteering for a number of national and international sporting events. He is a graduate of Laurentian University's SPAD program and has previously held roles with IMG, Paralympics Ontario, and the Whitehorse 2007 Canada Games.





MARK HARRISON
PRESIDENT & CEO,
TROJANONE

**CHAIR, CANADIAN
SPONSORSHIP FORUM**

Mark founded the Canadian Sponsorship Forum in 2005 and he actively presides as Chair. With over 20 years of experience in marketing, sponsorship and brand activation, Mark's passion is rooted in creating ownable properties for clients, such as the Canadian Tire Hockey School. He has been instrumental in strategic planning and conceptualizing for BMO, Canadian Tire, Mattel, Nike and OLG. In 2012, TrojanOne placed first in the Event Technology Awards for best website for the Nike High School Grand Prix, received a best pop-up activation bronze PROMO! award for Nike SPARQ Launch 2011, and an award of distinction in the sports category for BMO Team of the Week at the SMCC Sponsorship Marketing Awards. Mark has shared his expertise at the AFP and CSTA conferences, and at the International Fundraising Congress. He is on the Council of Champions for Big Brothers Big Sisters of Canada, the Marketing Council of the Ontario Lung Association and the Toronto Movember committee.



KATHY HENDERSON
SENIOR VICE-PRESIDENT,
MARKETING AND REVENUE,
TORONTO 2015 PAN /
PARAPAN AMERICAN GAMES
ORGANIZING COMMITTEE

Over the last 20-plus years, Kathy Henderson has held progressive leadership roles, managing some of the world's best-recognized brands. Her work developing products for consumers across countries and sectors has given her a truly global perspective on branding. As Senior Vice-President, Marketing and Revenue at TO2015, Henderson uses her marketing and brand management experience with multi-billion-dollar international corporations to expand the Pan Am Games brand. She is responsible for the Games' commercial aspects including sponsorship sales and servicing, brand and marketing, ticketing, broadcast and ceremonies. Henderson holds a bachelor of science degree in nutrition from the University of Western Ontario, an MBA from the Schulich School of Business at York University and an MA in theological studies from the University of Toronto.



GREG HOUNSLOW
EMERGING MEDIA
ADVISOR, WESTJET

Greg Hounslow is the Emerging Media Advisor for WestJet and has been leading the airline's Facebook, Twitter and YouTube communities since 2009. He is involved with developing the short- and long-term strategies for WestJet social media and has helped the company maintain a highly engaged online community, while growing its social media followers into the hundreds of thousands. WestJet's social media achievements include being recognized as a pioneering social service champion, creating three different viral YouTube videos and successfully linking the digital world with in-person activation in downtown Toronto while celebrating the launch of WestJet's new service to LaGuardia Airport in New York. An avid follower of new technology and emerging media trends, Greg is also passionate about travel, photography, hockey and the great outdoors. He holds a degree in Tourism Management and his work has landed him in several locations off the beaten track, such as Cuba, Alaska, Churchill and Mexico.



JONATHAN HUNTINGTON
MANAGER, COMMUNITY
INVESTMENT,
CAMECO CORPORATION

Living by the motto "making a difference in our community," Jonathan Huntington is involved in numerous campaigns that work towards that goal. Jonathan is one of the lead members of the Memorial Cup sponsorship committee and is also active on the Memorial Cup volunteer committee. As Cameco's community investment manager, Jonathan oversees the development of some of Cameco's signature community projects such as Cameco Touchdown for Dreams, which grants wishes to women battling a life-threatening diagnosis of cancer. Jonathan is also co-chair of Cameco's United Way campaign, which has raised \$1 million in back-to-back years. Most importantly, Jonathan is grateful to have two young daughters, Alana and Lily, and a wonderful wife, Lynn.



TARYN HOLTBY
SECOND, TEAM
SASKATCHEWAN 2013,
CANADIAN CURLING
ASSOCIATION

The second on Team Saskatchewan 2013, Taryn has curled since she was in the fifth grade, getting her start in 4-H curling. She curled competitively in Alberta through high school, and continued in the sport when she moved to Saskatoon to attend school. She graduated from the Western College of Veterinary Medicine in the spring of 2012 and is now practicing at the Lloydminster Animal Hospital. With plans to be married in July, Taryn hopes to expand upon her current family, which consists of four horses and a dog.



KARA JOHNSTON
THIRD, TEAM
SASKATCHEWAN 2013,
CANADIAN CURLING
ASSOCIATION

Kara is the third for Team Saskatchewan 2013 and was proud to have represented the province at the 2013 Scotties Tournament of Hearts, a lifelong dream after having curled competitively for 25 years. Off the ice, Kara is the Dean of Energy at Lakeland College in Lloydminster, while also owning and operating two Booster Juice franchises and studying towards an MBA. In the off-season you'll find her going for a run, and playing or coaching ball. For Kara, curling at the national level would not be possible without the love and support of her partner Sarel, daughters Devrie and Presley, and parents Rick and Karen.



DARREN KINNAIRD
GENERAL MANAGER,
CRANKWORX EVENTS INC

Darren Kinnaird is the General Manager of Crankworx Events Inc. (CEI), a subsidiary of Whistler Blackcomb. Responsible for growing and evolving the Crankworx brand, Darren leads Crankworx Whistler – one of mountain biking's most prestigious annual events and the company's cornerstone property – and seeks out opportunities for new Crankworx events around the globe. Darren has played a central role in a number of large-scale festivals and action sports events, including "Whistler Live" during the 2010 Winter Olympics, the annual World Ski and Snowboard Festival, and the weekly "Welcome to Whistler" 7-11 Fire and Ice Show. Darren holds a bachelor of commerce degree in marketing from the University of Alberta and a graduate certificate in project management from Royal Roads University. Originally from Edmonton, Alberta, Darren lives in Whistler with his wife and son, where he is an avid skier, mountain biker and outdoor enthusiast.



CARY LAUDADIO
CREATIVE DIRECTOR,
CREATIVE SERVICES,
TROJANONE

As Creative Director at TrojanOne, Cary takes everything the in-house studio produces to the next level. Since arriving at the agency four years ago, he has developed and managed creative design solutions for clients such as Canadian Tire, Cineplex Odeon, Mattel, Foot Locker, General Mills, Puma and Nike. Cary's intuition for distinguishing between ask and need allows for masterful handling of all projects and budget constraints. With a background as a trained industrial designer, his extensive work has garnered him expertise in strategic branding, creative solutions and accessing niche markets. Cary has an exceptional rapport with clients, an excellent understanding of the consumer and an uncanny knack for hitting the nail on the head. Prior to TrojanOne, Cary was head of design at GWP Brandengineering where he worked within the online creative and print creative departments, driving better results for clients.



JORDAN LEVITIN
SENIOR VICE PRESIDENT,
IPSOS REID

Jordan plunged into market research in 1982 after earning a degree in urban planning and an MBA. His career focused initially on economics and public affairs – co-authoring a national public affairs monitor, running syndicated studies on alcohol and on housing, and heading up the *Yankelovich MONITOR™* in Canada, a social change tracking system. In the world of consumer packaged goods, he has focused on guiding clients in the food, beverage, pharmaceutical, personal care and durables sectors to broader understandings of their consumer marketplace and helping them identify opportunities for product innovation. Jordan is a Past President of the Professional Marketing Research Society, now the MRIA (2000/2001). He teaches questionnaire design for the MRIA School of Marketing Research and is on the Advisory Committee of the Research Analyst Program at Georgian College. Over the years he has served on boards and committees for arts organizations, advocacy groups, political parties and local sports organizations.



RICHARD LOAT
CEO AND FOUNDER,
FIVE HOLE FOR FOOD

A visionary executive and serial entrepreneur, Richard Loat channeled his passion and drive for helping others into founding Five Hole for Food, a Canadian non-profit organization. One of the fastest-growing social profit organizations in the game, FHFF is pioneering a bold, enterprising and entrepreneurial approach aimed at raising food and awareness for a cause that affects 10.8 million Canadians a year. In just three years, rapid growth of the tour has resulted in over 200,000 pounds of donated food and the development of a social movement that has mobilized people across North America. An MBA grad, a trained humanitarian aid worker and an active member of the Youth Entrepreneur Community in Vancouver, when not playing hockey or trying to leave a positive impact on the world, Richard can be found on LinkedIn and on Twitter at @Mozy19. Don't be afraid to ask him about the nickname.



NANCY MARCUS
CORPORATE VICE PRESIDENT,
MARKETING,
KRUGER PRODUCTS

Nancy launched her career with Seven Up and spent over a decade with Canada Dry and Cadbury Beverages. After a period operating a creative arts retail enterprise, Nancy returned to the corporate world as VP Marketing for RJR Macdonald. Nancy joined Scott Paper in 2001, leading the company through four trademark brands and one corporate name transition to Kruger Products. As Corporate Vice President, Marketing, Nancy is responsible for strategic planning, marketing, sustainability and innovation for Canada and the U.S. Named one of Canada's Top Marketers for turning the tissue category "on its head," Nancy and her team have collected over 40 national and internationally recognized awards. Nancy has over 30 years' experience in domestic and international consumer marketing and sales. She is a member of the Kruger Executive Leadership Team, a board member of the Advertising Standards Council and Chair of the 2012 Cassie Awards.



DON MAYO
GLOBAL MANAGING
PARTNER,
IMI INTERNATIONAL

Don Mayo is excited to return to his hometown of Saskatoon, which explains a lot. Don is a stalwart Canadian Sponsorship Forum speaker, brought back by popular demand again this year after having delivered many top-rated keynotes in the past. Regardless of what it's called – sponsorship, experiential, event, sampling, XM – the topic has been, and continues to be a passion of IMI's since the 1984 Olympics. IMI International has been involved in the selection, valuation, optimization and ROI measurement of thousands of activations and sponsorships across the globe, including over 1,000 activations across Canada. Don and IMI continue to invest in understanding the impact and effectiveness of sponsorship and activation by continuing to launch proprietary studies. These ongoing studies uncover the relationship, engagement and passion people feel toward properties, brands and sports, culture, causes and entertainment.



ERIC MICHALKO
**MANAGER OF SPONSORSHIPS,
 DIGITAL MARKETING
 AND PUBLIC RELATIONS,
 WESTERN FINANCIAL GROUP**

A marketing and communications professional with more than 10 years' experience, Eric Michalko joined Western Financial Group in January 2013 as its Manager of Sponsorships, Digital Marketing and Public Relations. Eric is responsible for developing the company's national sponsorship strategy as well as working with the company's local branches to manage their community partnerships. Prior to joining Western Financial Group, Eric held the position of Manager, Marketing Partnerships at Allstate Canada in Toronto, where he oversaw the Allstate All-Canadians Hockey Mentorship Program, a national sponsorship developed in partnership with the National Hockey League Players' Association (NHLPA). Throughout his career, Eric has worked for a variety of sport and entertainment properties including the Canadian Olympic Committee, Canada Basketball, the CTV Olympic Celebration festival and the Capital One Grand Slam of Curling.



PETER MONTOPOLI
**GENERAL SECRETARY,
 CANADIAN SOCCER
 ASSOCIATION**

Peter Montopoli is the General Secretary of the Canadian Soccer Association, providing leadership for the largest participation sport in Canada. At the sport's highest level, he was appointed the CEO of the FIFA Women's World Cup™ Canada 2015 and General Coordinator for host city Rustenburg at the 2010 FIFA World Cup South Africa™. Peter previously served as the National Event Director for the FIFA U-20 World Cup Canada 2007. He was instrumental in building the most successful single-sport event in Canadian history, as the six-city tournament set a Canadian and FIFA record with close to 1.2 million spectators for the 52-match tournament. The record-breaking event was broadcast in more than 200 countries and territories around the world. Before soccer, Peter was the Chief Marketing Officer for Skate Canada where his milestones included the 2001 World Figure Skating Championships, an event that drew a record 215,000 spectators.



NORM O'REILLY
**ASSOCIATE PROFESSOR,
 SPORT MANAGEMENT,
 UNIVERSITY OF OTTAWA**

**SENIOR ADVISOR,
 CONSULTING GROUP,
 TROJANONE**

Norm adroitly juggles his life as a tenured professor at the University of Ottawa and minority owner and senior advisor with TrojanOne. Norm works with TrojanOne's consulting team on sponsorship audits, evaluations and revenue generation modeling. Clients have included the Canadian Paralympic Committee, Athletics Alberta, Carleton University, City of Calgary, Nike and Speed Skating Canada. He is also lead author of the Canadian Sponsorship Landscape Study, a key source of data and information for the sponsorship and marketing industries. Norm is an active researcher and has published five books, over 50 articles in refereed management journals and more than 100 conference proceedings and case studies in the areas of sport management, tourism marketing, marketing, risk management, sport finance, and social marketing. He sits on the editorial boards of the *International Journal of Sport Finance*, the *International Journal of Sport Communications*, and is a regional editor for the *Sport, Business and Management Journal*.



MICHAEL PROSSERMAN
**EXECUTIVE DIRECTOR AND
 FOUNDER, UNITY CHARITY**

Michael Prosserman – aka “Bboy Piecez” – was travelling the world as one of Canada's top break-dancers when he was still in high school and has competed globally against many of the world's top break-dancers, placing first in over 22 competitions. Michael is the Founder and Executive Director of UNITY Charity, an organization that empowers youth to be role models and leaders in their communities through after-school programs in break dancing, graffiti art, spoken word poetry and beat boxing. Today, UNITY Charity reaches over 100,000 youth, and Michael continues to inspire young people across Canada through sharing the outlet of dance. Michael has spoken at over 100 schools and at prominent conferences including TED x Youth Toronto, Government of Ontario Federated Health Conference and TDSB's Dare to Dream Conference. He has also taught hundreds of workshops all over the world on topics ranging from social entrepreneurship to breaking barriers internationally through dance.



MAJA RONNEBERGER
**ACCOUNT MANAGER,
 STRATEGIC ALLIANCES
 AND PARTNER MARKETING,
 WHISTLER BLACKCOMB**

Maja is a key member of the Whistler Blackcomb Strategic Alliances team, and is passionate about continually enhancing the guest experience through innovative and unique partnership activations. Maja has been instrumental in selling and executing best-in-class sponsorship programs for some of the world's leading brands. Prior to moving to Whistler, she held a key position with national marketing agency TrojanOne where she was responsible for the development and execution of a broad range of projects, including national sponsorship campaigns, conferences, and corporate events. She has experience in a variety of industries including working with blue-chip organizations such as HSBC Canada, Canadian National Railway and Nike Canada. Maja takes full advantage of the environment she lives in, participating in skiing, biking, running, and all things outdoors. She holds a bachelor of commerce degree in sport administration, and brings her passion and drive for sport, adventure, sponsorship and strategic marketing to everything she does.



KARIM SALABI
**EXECUTIVE VICE PRESIDENT,
 MARKETING, RONA INC**

Karim Salabi has over 20 years' experience leading the marketing and growth of national and multinational companies. He is experienced in consumer and business marketing, brand communications, digital and mobile marketing, loyalty marketing as well as strategic planning. At Rona, Karim manages marketing for the Rona and Reno Depot brands. Prior to joining Rona, he was VP of Marketing at Autodesk Media & Entertainment (M&E) where he managed M&E industry and product marketing activities around the world in the film, games, TV/broadcast and web/multimedia industries. Prior to Autodesk, Karim spent close to eight years in the wireless telecommunications industry as Vice President of Marketing (Fido brand) for Rogers Wireless Inc., and before that he worked in Deloitte Consulting's strategy practice. Karim is on the Board of Directors of Centraide du Grand Montreal and the RONA Foundation. He is a regular guest lecturer at McGill University's Desautels Faculty of Management MBA Program.



JILL SHUMAY
SKIP, TEAM SASKATCHEWAN
2013, CANADIAN
CURLING ASSOCIATION

Jill is the skip of Team Saskatchewan 2013. She has been curling competitively since she was a teenager and finally broke through to the national scene in 2013 when Team Saskatchewan competed at the Scotties Tournament of Hearts in Kingston. The only all-rookie team, they finished a respectable fifth with a record of 6-5. When not curling, Jill is the Accounts Receivable Administrator at Saskatoon Media Group, where she has worked for 17 years. She is married with two wonderful boys, Kaden, 6, and Cole, 3.



MARK STEWART
DIRECTOR, DIGITAL
SERVICES, TROJANONE

Mark Stewart has an extensive background in digital strategy, production and content marketing. Over the years, Mark's expertise has grown to encompass all aspects of digital media and he is without a doubt, TrojanOne's digital guru. Mark has demonstrated exceptional talent in identifying appropriate digital solutions, providing well-thought-out strategies, intuitive user interfaces, and outstanding consumer experiences that connect the digital and physical worlds. He has created connections for users through innovative digital platform development, content and social media strategies, applications, video and digital broadcast content, production and interaction design. Mark has worked on projects developing digital solutions for clients such as BMO, Mattel, Canadian Tire, Coca-Cola, Hbc and Nike.



TREVOR TURNBULL
PRESIDENT, T3 CONNECT
SPORTS MARKETING

**CHIEF OPERATING OFFICER,
SPORTS NETWORKER
& SPORTS EXECUTIVES
ASSOCIATION**

Trevor Turnbull is a Sports Digital Media Consultant who delivers the training, staffing and strategies required to help his clients monetize their online brand. As the COO of Sports Networker and the Sports Executives Association, he manages the largest sports industry network online, helping current and aspiring sports business professionals take their sports careers to the next level. Trevor is also a contributing writer for Entrepreneur.com where he provides entrepreneurs and small business owners with informative content, taking lessons from the sports world and applying them to "real world" business challenges. He is a lifelong sports fan who has competed at a high level in competitive sports including as a member of the University of Saskatchewan Huskies hockey program. He is a graduate of the University of Saskatchewan – College of Commerce program with a major in marketing.



MILOS VRANESEVIC
VICE PRESIDENT,
SPONSORSHIPS & MERCHANT
MARKETING MASTERCARD
WORLDWIDE, CANADA

As Vice President of Sponsorships and Merchant Marketing for the Canada Region of MasterCard Worldwide, Milos Vranesevic has more than 14 years experience in integrated marketing and is responsible for strategic planning and execution of all sponsorship and merchant marketing activities. Leading a cross-functional team, Milos oversees all sponsorships including World MasterCard Fashion Week & Stylicity, Toronto Maple Leafs and numerous other properties in sports, arts, culture and music. Milos leads the development of marketing strategies to drive brand preference and revenue growth with key merchant partners across Canada. He is also responsible for all content development and partnership management for Priceless Toronto, as part of the Priceless Cities global program. In addition to his work with MasterCard, Milos's professional experience includes six years with the Air Miles Reward Program, responsible for brand strategy and advertising, as well as positions with TBWA Chiat/Day advertising in Toronto, and the National Hockey League in partnership marketing.



LARA WHITE
SENIOR EVENT MARKETING
MANAGER, TELUS

As Senior Event Marketing Manager on the TELUS Event and Sponsorship Strategy team, Lara manages key sponsorship marketing properties including the BC Lions and TELUS World of Science Vancouver. She also helps drive consistency, efficiency and best practices across internal sponsorship program leadership teams. Since joining TELUS in 2008, Lara has managed a variety of projects including priming the Community Investment portfolio for her team from January 2010 to January 2013. In this role, she worked closely with the TELUS Community Investment and Engagement team to develop national activations, including the TELUS Walk to Cure Diabetes, TELUS Celebrations of Giving and the Annual TELUS Community Ambassador Convention and Awards Dinner. Lara holds a bachelor of arts degree in communications from Simon Fraser University and an associate certificate in marketing management from the British Columbia Institute for Technology. Lara lives in Vancouver, BC with her husband, Alexei, and very spoiled cat named Ryan.



KEN YOUNGBERG
DIRECTOR, CLIENT SERVICES,
LPi GROUP

As Director of Client Services, Ken provides strategic marketing counsel and delivers extraordinary solutions. With LPi Group since 1998, he has led teams for several of the agency's largest clients and the world's most admired brands, currently including Kraft, Coca-Cola, Mondelez, Monster Energy, Hockey Calgary, the Calgary Stampede and Old Dutch Foods. Over his 15-year career Ken has worked on sponsorship activations with every major professional sports league in North America, the IOC and FIFA, as well as many leading entertainment partners, including Disney, DreamWorks Animation and American Idol. He is a member of the Bissett School of Business Marketing Partnership Council at Mount Royal University and an instructor of Integrated Marketing with the Canadian Marketing Association. Ken volunteers as a board member for Minor Basketball in Calgary and as a founding member of First Ride, a children's safety initiative in partnership with the Calgary Board of Education.

SESSION SUMMARIES

FRI
MAY
24

1 P
M
130 P
M

BUILDING COMMUNITY **MARK HARRISON, TROJANONE**

Game Changers | Michelangelo ABC

Community defines who we are. Does anyone *not* belong to a community? In his opening keynote address, CSF Chair Mark Harrison will provide an inkling of what's in store over the next three days by examining what the theme of Building Community means. He'll reveal who some of his favourite community builders are and shine a light on inspiring stories of successful community building from across Canada. Mark will also touch upon the key principles of community building and urge us as sponsorship professionals to use the Canadian Sponsorship Forum to become better builders of community – in the full depth and breadth of the term – locally, nationally and globally.

130 P
M
145 P
M

CHL OPENING ADDRESS **CANADIAN HOCKEY LEAGUE**

Game Changers | Michelangelo ABC

145 P
M
230 P
M

EMOTIONAL CONNECTIVITY: BUILDING BRAND COMMITMENT THROUGH COMMUNITY SPONSORSHIP

NANCY MARCUS, KRUGER PRODUCTS

Game Changers | Michelangelo ABC

How do brands successfully connect with consumers through strategic sponsorships to generate tangible results for corporations? That's the issue that will be addressed by Nancy Marcus, Corporate Vice President, Marketing with Kruger Products. She will illustrate the methods Kruger used to successfully reach various target segments through effective and engaging community sponsorships, including the Scotties® Tournament of Hearts®, the White Cashmere Fashion Collection, and more. This will include how Kruger Products is able to leverage an arsenal of integrated marketing initiatives to reach communities by building an emotional connection. Nancy's presentation will highlight best practice principles and demonstrate how Canada's #1 tissue company enriches each community it touches.

245 P
M
330 P
M

OPTIMIZING YOUR BRAND/PROPERTY'S ROI BY BUILDING COMMUNITY

DON MAYO, IMI INTERNATIONAL

Game Changers | Michelangelo ABC

Consistent with the 2013 theme of Building Community, Don will share proprietary learning from IMI's SponsorPulse Spring 2013 study focussing on brands and properties building community, affinity, and driving ROI by engaging their community. The insights will be from a just-completed April 2013 Canadian research study that goes deep on grassroots, community, and national programs. This will include consumer trends on how activations and sponsorships impact their affinity, loyalty, consideration and recommendation toward brands and properties. Simply put, it will help uncover the ROI of building community through impactful sponsorships.

SAT
MAY
25

900 A
M
945 A
M

FACE-OFF CIRCLE: ROUNDTABLE SESSIONS

Michelangelo ABC

CLAIM YOUR PLACE: CONNECTING WITH YOUR COMMUNITY IN AN AUTHENTIC WAY

MAJA RONNEBERGER, WHISTLER BLACKCOMB

How do you stand out in connecting with your community? Maja will explore ways to impact your target community in an authentic way by creating distinctive experiences through unique opportunities. She'll share examples of Whistler Blackcomb's successful partnerships and how they have successfully activated these sponsorships to reach beyond the sponsorship itself – to touch and impact communities using Whistler Blackcomb as the platform to facilitate that connection. Recognizing that sponsor properties offer a variety of target customer profiles, Maja will challenge you to think differently about your connection strategy.

900 A
M
945 A
M

IT TAKES A CYBER-VILLAGE: HOW SOCIAL MEDIA BUILDS COMMUNITY ONLINE

TREVOR TURNBULL, T3 CONNECT SPORTS MARKETING

Trevor will conduct this roundtable session about the role social media can play in "Building Community" online. The discussion will draw upon some key examples of social media initiatives seen in the sports industry and follow from Trevor's insights about how social media strategies can help organizations grow their online presence. Delegates can join in the conversation, examining trends and stats associated with social media, and exploring the notion that all community-driven sponsorships should include social media in their strategies.

SAT
MAY
25

900^A_M
945^A_M

SHARP SUCCESS: THE SASKATOON BLADES' COMMUNITY PARTNERSHIPS
MICHAEL SCISSONS, SASKATOON BLADES HOCKEY CLUB

As Director of Sales for the Saskatoon Blades Hockey Club, Michael will draw upon his experience with the team and how they have been able to Build Community through their sponsorship programs. He will share stories and insights from the Blades and how their involvement in the MasterCard Memorial Cup this year has not only elevated their presence in their local community, around the league and with fans, but has also has been invaluable in helping them grow their relationships with their partners.

900^A_M
945^A_M

AUTHENTIC SPONSORSHIP AND UNDERSTANDING A PROPERTY'S COMMUNITY
DARREN KINNAIRD, CRANKWORX EVENTS INC.

Event properties are always told by sponsorship experts to "Put yourself in the sponsor's shoes. Understanding a partner's goals will allow you to guide them to a truly great activation." But, that's only half the story. On the flipside, sponsors should do whatever they can to understand the goals and objectives of the property they are sponsoring to gain real insight into the properties audience and community. This will enable a sponsorship to activate a partnership in a truly authentic and memorable way. Darren will share examples of truly great Crankworx partner activations over the years that have been big winners as a result of sponsors understanding event property targets.

900^A_M
945^A_M

LIGHTING THE FLAME: HOW CANADIAN SPIRIT MOTIVATES COMMUNITIES
ANDREW GREENLAW, CIBC

The Olympic spirit can be a powerful motivator for communities. The Olympic Torch Relay has the power to make the Olympic and Paralympic Games meaningful to communities across the host country, from the Lloyds Banking Group's 1950s Malta bus that toured the UK to build excitement for London 2012 to the red mittens that Canadians donned from coast to coast to coast in anticipation of Vancouver 2010. In this roundtable, Andrew will draw upon his past experiences working with such properties, along with his insights from his current role at CIBC to discuss how relevancy, nostalgia and the power of fans can bring out the best in a community.

SAT
MAY
25

900^A_M
945^A_M

BE A CSR STORYTELLER: COMMUNITY INVESTMENT, SPONSORSHIP AND CONNECTING WITH CONSUMERS
LARA WHITE, TELUS

In this roundtable session, Lara will lead delegates in a discussion of how organizations can connect sponsorships with community investment and corporate social responsibility priorities to tell more compelling stories – to provide opportunities to connect with customers in ways that resonate with them on issues that matter to them. Lara will draw upon examples of TELUS's work and share insights about projects that have helped them engage with the communities in which they operate.

945^A_M
1030^A_M

BMO SPONSORSHIPS: CONNECTING WITH WHAT MATTERS TO CONSUMERS
JUSTINE FEDAK, BMO FINANCIAL GROUP

Game Changers | Michelangelo ABC

Justine will explore what community means to BMO and how the idea of community factors into their efforts to reach out to a multitude of audiences – internally with their employees, externally with grassroots initiatives and national communities, and even through leveraging the power of fans. Justine will touch upon several of BMO's key sponsorships (including their soccer programs and the CHL) and how these have helped them reach communities across Canada and the United States, ultimately achieving their goal of connecting with what matters to consumers.

1045^A_M
1130^A_M

SEVENTH ANNUAL CANADIAN SPONSORSHIP LANDSCAPE STUDY
DR. NORM O'REILLY, UNIVERSITY OF OTTAWA & TROJANONE

Breakaway Session | Da Vinci

Investment in sponsorship has continued to grow since the inaugural Canadian Sponsorship Landscape Study in 2006, reaching \$1.59 billion in 2011. In this session, join Dr. Norm O'Reilly as he presents the first look at the full results from the 2013 Canadian Sponsorship Landscape Study, the seventh edition of the annual nationwide analysis of sponsors, properties and agencies. Reporting on findings from 2012, Norm will take delegates through the newest information on our industry – exploring spending trends, which sectors are hot, how we are activating – as well as the things that are keeping us up at night and the top lessons on what this all means for sponsorship professionals. New for 2013, the study will explore topics such as community properties, women in sponsorship, and a deeper dive into sponsor servicing.

SAT
MAY
25

1045^A_M
1130^A_M

**SETTING THE PACE:
SPONSORING SPEED SKATING FROM POND TO PODIUM**
MONIKA FEDERAU, INTACT INSURANCE

Breakaway Session | Picasso

Intact Insurance, formerly part of ING Group, has been a premier partner of Speed Skating Canada since 2006. Through that time they have continuously evolved and developed a robust sponsorship strategy from the National team down to the hundreds of local clubs across the country. Monika will take us through the ways that Intact has embedded itself with Canada's oldest and most successful amateur sport, such as their Podium Tracker Program, and how they connect with and generate brand advocates among their core audiences of customers, insurance brokers and employees across a multitude of platforms. Monika will also share her experience and insight on sponsorship as part of Intact Insurance's marketing mix and highlight some of the opportunities and challenges they see as a new brand.

1145^A_M
1230^P_M

CHL SPONSOR PANEL
Hot Stove Insights: Panel Discussion | Michelangelo ABC

KATHLEEN BELL, SUBWAY CANADA
MILOS VRANESEVIC, MASTERCARD
KELLY ALGUIRE, BMO FINANCIAL GROUP
KEN YOUNGBERG, LPi GROUP

In this special sponsor panel, we'll learn about sponsorship executions for some of the CHL's top sponsors, including Subway, MasterCard, BMO and Old Dutch. The panelists will take us through case studies from each of these partnerships and explore the ways that they have successfully tapped into the power of community through the CHL and the MasterCard Memorial Cup to attain successful sponsorship programs.

130^P_M
200^P_M

CANADIAN CURLING ASSOCIATION – ATHLETE PANEL
TEAM SASKATCHEWAN, CANADIAN CURLING ASSOCIATION
Hot Stove Insights: Panel Discussion | Michelangelo ABC

JILL SHUMAY, SKIP
JINAYE AYREY, LEAD
TARYN HOLTBY, SECOND
KARA JOHNSTON, THIRD
GENE FRIESEN, COACH

Join Team Saskatchewan from the Canadian Curling Association and hear these athletes retrace their journeys on the way to playing for Team Saskatchewan and recount what it was like to compete nationally at the Scotties Tournament of Hearts earlier this year in Kingston. This panel will also explore what community means to them as athletes, from family and fan support to how they see the sport of curling impacting and touching communities across Canada.

SAT
MAY
25

130^P_M
200^P_M

**BUILDING COMMUNITY PARTNERSHIPS
FROM BOTH SIDES OF THE FENCE**
JONATHAN HUNTINGTON, CAMECO CORPORATION

Breakaway Session | Da Vinci

Jonathan Huntington routinely pulls off a hat trick. That is, in his professional life he wears two hats – sponsor and sponsee – and that's made his journey an interesting one. As Cameco's community investment manager, he has helped create signature properties such as Cameco Touchdown for Dreams, a unique partnership with the Saskatchewan Roughriders and Saskatchewan Cancer Agency. And as one of the lead members of the Memorial Cup Sponsorship Committee, he's spent the past 12 months finding the right partners for Canada's premier junior hockey event. In this session, Jonathan will take you inside his "hat trick" journey, sharing his unique perspective on working simultaneously as a sponsor and on the property side. He'll share insights into some of Cameco's key sponsorships and the impact they've had on the local Saskatchewan community, and explore the lessons he's learned.

200^P_M
245^P_M

**BUILDING VALUE: HOW SPONSORSHIP ALLIANCES
DELIVER GREATER RESULTS**
FRANCIS DUMAIS, BLEUBLANCRUGE

Breakaway Session | Picasso

Understanding the importance of the sponsor-property relationship and how to effectively manage it can be a key driver of sponsorship success and a way to develop a true competitive advantage. Sponsorship is first and foremost a business relationship between two organizations with different goals. But it's easy to overlook how that relationship is managed. Aligning objectives to deliver greater value for both partners and ultimately building the relationship into a true alliance can generate powerful results for properties and sponsors alike. Exploring this issue, Francis will share examples of best practices from research on the Formula 1 industry.

300^P_M
345^P_M

**CREATING STRONG PARTNERSHIPS THROUGH ALIGNED VALUES:
THE STORY OF UNITY CHARITY**
MICHAEL PROSSERMAN, UNITY CHARITY

Game Changers | Michelangelo ABC

Learn how 26-year-old Michael Prosserman (aka break dancer "Bboy Piecez") built an organization from scratch around an alliance of community-minded urban artists. Recognizing that 13- to 18-year-old youths in priority communities needed to find better ways to express their stress and anger, Michael founded UNITY Charity and grew it from an idea in high school into a national charity. In this session you'll experience the exciting journey of UNITY Charity's rapid growth and how it has built a network of supporters through sponsors, government funders and individual donors that share its values. Michael will also share the key strategies UNITY used to identify partners that share its vision and grassroots values and align with its organizational culture and creativity, ultimately resulting in successful long-term partnerships.

SUN
MAY
26

900^A_M
945^A_M

FACE-OFF CIRCLE: ROUNDTABLE SESSIONS

Michelangelo ABC

CANADIAN SPONSORSHIP LANDSCAPE STUDY NORM O'REILLY, UNIVERSITY OF OTTAWA & TROJANONE

Following up on his Canadian Sponsorship Landscape Study presentation, in this interactive session Dr. Norm O'Reilly will field queries and answer in-depth questions from delegates, providing them with deeper analysis and richer understanding of the 2013 study results. Participants will have the opportunity to ask about elements of the 2013 Canadian Sponsorship Landscape Study that are of particular interest to them. Delegates are also invited to provide feedback on how to improve the study in the future.

900^A_M
945^A_M

BUILDING VALUE: HOW SPONSORSHIP ALLIANCES DELIVER GREATER RESULTS FRANCIS DUMAIS, BLEUBLANCROUGE

Dovetailing with Francis's earlier presentation on understanding the importance of the sponsor-property relationship and how to effectively manage it, sharing examples of best practices from research on the Formula 1 industry, this roundtable session will explore these issues in greater depth. Delegates will have an opportunity to ask questions and share stories about their own sponsor-property relationships and gain an applicable understanding of how to build value by attaining strong partner relationships.

900^A_M
945^A_M

CANADA'S MOST VALUABLE PROPERTY STUDY: INPUT FOR 2014 JORDAN LEVITIN, IPSOS REID

Marketers are increasingly driven to measure the return on investment for their sponsorship dollars. Ipsos Reid and TrojanOne created the Most Valuable Property (MVP) study in 2012 to create a "value" metric and identify the seven key drivers of value. At last year's Forum, Jordan Levitin of Ipsos Reid revealed the top-scoring properties among sports, arts, causes and entertainment/festival events and sparked some rather animated conversation. Jordan returns to the Canadian Sponsorship Forum this year to provide a sneak preview of plans for the 2014 study and to gain your feedback and insights. Let us know what you need to know from the Canada's Most Valuable Property study.

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900^A_M
945^A_M

CRACKING THE CORPORATE PHILANTHROPY CODE RICHARD LOAT, FIVE HOLE FOR FOOD

In this roundtable session, Richard Loat, CEO and Founder of Five Hole for Food will share the story of the pioneering Canadian non-profit organization and their growth into a national charity through unique digitally driven corporate partnerships. He will speak about the impact they have made on local communities across Canada and how they have managed to touch various communities via sport. Richard will also share insights into how FHFF has grown their property and garnered support through the years to attain national exposure through a uniquely crafted digital strategy and the integration of Canada's top consumer brands through social media.

900^A_M
945^A_M

HOME TEAM WINS: ACHIEVING SPONSORSHIP SUCCESS IN LOCAL COMMUNITIES ERIC MICHALKO, WESTERN FINANCIAL GROUP

Eric will focus on ways to achieve sponsorship success at the local community level, sharing insights into Western Financial Group's sponsorships and how they have impacted the communities they operate in. Specifically, Eric will draw upon Western Financial Group's sponsorship of junior hockey, including the Western Hockey League's Kootenay Ice, as well as the company's sponsorship of former World Champions Team Kevin Koe (curling).

900^A_M
945^A_M

HARNESSING THE POWER OF CREATIVITY TO ENGAGE COMMUNITIES CARY LAUDADIO, TROJANONE

Creativity is a powerful way to inspire engagement and a tool to get better results. It all starts with an idea to build a narrative that connects with consumers. Results follow from achieving a strong creative vision based on valuable insights. Cary will spearhead this roundtable discussion about how to harness creativity. He'll reveal tips about how to get the best out of your creative partnership and examine some of the most common challenges in the process. Cary will also share samples of case studies from his work at TrojanOne and explore examples of leading industry trends. .

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945^A_M
1030^A_M

**A BUILDER'S PATH TO BUILDING A NATIONAL BRAND
ONE COMMUNITY AT A TIME**

KARIM SALABI, RONA INC
Game Changers | Michelangelo ABC

Over the past 10 years, RONA has gone from being a Quebec-based hardware distributor and retailer to becoming the largest player in its category in Canada. This aggressive growth was achieved through a combination of internal growth, major acquisitions, new store openings and recruiting new dealer-owners. A key component of building a national retail chain was building a strong national brand that resonated with Canadians from coast to coast. Karim will share the story of how RONA built and leveraged an impressive portfolio of sports sponsorships to help achieve its business objectives.

1045^A_M
1130^A_M

**WESTJET: BUILDING COMMUNITIES IN THE AIR, IN THE DIGITAL
WORLD AND IN THE REAL WORLD**

GREG HOUNSLOW, WESTJET
Breakaway Session | Da Vinci

As Canada's preferred airline, WestJet has enjoyed the support of Canadians for many years. This has allowed the airline to build strong relationships with individuals, organizations and charities in communities across the country. Greg's presentation will explore how WestJet's loyal customer base has allowed it to give back to the communities the airline serves, and how the company's social media has had a positive impact on their charitable partners and guests.

1045^A_M
1130^A_M

**BUILDING THE SPORT COMMUNITY: THE ROAD TO
THE 2015 PAN AM/PARAPAN AM GAMES**

**KATHY HENDERSON, TORONTO 2015 PAN/PARAPAN AMERICAN GAMES
ORGANIZING COMMITTEE**
Breakaway Session | Picasso

With just over two years until the first medal is awarded at the TORONTO 2015 Pan Am/Parapan Am Games, the TORONTO 2015 Pan Am/Parapan Am Games Organizing Committee (TO2015) is moving full steam ahead with planning the largest multi-sport event ever held in Canada. Kathy Henderson, senior vice-president, marketing and revenue, TO2015, will take us through the ways she and her team have been working with private sector partners to grow the Games and create a tremendous set of opportunities to help TO2015 deliver the Games to athletes and fans. Kathy will provide a Games overview, insight into TO2015's sponsorship strategy and information on how you can get involved in this once-in-a-lifetime opportunity!

SUN
MAY
26

1230^P_M
115^P_M

**SPORTS AND COMMUNITY: GETTING TO THE HEART OF THE MATTER
BART GIVEN, TWENTYTEN GROUP**

Breakaway Session | Da Vinci

Bart will take us through the TwentyTen Group's work with the Canadian Olympic Committee and the integrative programs they've worked on, as well as his work on programs such as KidSport and the Canada Games, and their efforts to "tell stories" that reach communities. Drawing upon examples that address the "playground to podium" story, he will show how corporations gain more value from their investment when they're able to touch the hearts of community members and how the most successful partnerships have directly touched and affected community groups. With his background in professional sports operations, Bart will also address the difference between working with sports at the community level versus investing in professional sport (which comes with more associated brand risks).

1230^P_M
115^P_M

**IT'S ALL COMING TOGETHER:
DIGITAL + PHYSICAL EXPERIENCES AND INNOVATIONS
MARK STEWART, TROJANONE**

Breakaway Session | Picasso

As the social and mobile worlds continue to be places where more and more people spend their time, brands are faced with the challenge of creating more engaging connections with their fans and communities at their real-world activations. From Twitter-activated vending machines to finish lines at running events that create their own energy, Mark will explore the strategies and insights into how to bring the digital and physical worlds together through unique interactive experiences. Get inspired to elevate your event, brand or property with innovative technologies that connect with communities.

130^P_M
215^P_M

**MADE FOR THIS: CANADA'S WOMEN'S NATIONAL SOCCER TEAM AND
THE 10-YEAR JOURNEY TO AN "OVERNIGHT SENSATION"**

PETER MONTOPOLI, CANADIAN SOCCER ASSOCIATION
Game Changers | Michelangelo ABC

In 2012, Canada's Women's National Soccer Team captured the hearts and imaginations of the entire country and won Canada's first team medal at a Summer Olympics since 1936. But the real story is the story behind the story. Peter Montopoli will share the amazing journey of the Women's National Soccer Team program over the past 10 years, from success at the 2002 FIFA U-19 World Championship, extreme disappointment at the FIFA Women's World Cup Germany 2011, to the Gold Medal at the 2011 PAN AM Games, the 2012 CONCACAF Women's Olympic Qualifier, through to the 2012 Olympic Summer Games. Peter will impart his wisdom, and share the strategies and tactics that saw Canadians embrace a summer sport NSO (rare for the normally winter-sport-crazed nation) as soccer continues to reach new milestones in Canada leading up to hosting the FIFA Women's World Cup Canada 2015™.

OUR ATTENDEES

KELLY ALGUIRE

BMO Financial Group
Director, Skating Programs
& Corporate Sponsorships

kelly.alguire@bmo.com

JINAYE AYREY

Canadian Curling Association
Lead, Team Saskatchewan

RENI BARLOW

Youth Science Canada
Executive Director

416-341-0040 x 231
reni.barlow@youthscience.ca

BRENT BAROOTES

Partnership Group -
Sponsorship Specialists
President and CEO

403-255-5074
brent@partnershipgroup.ca

KATHLEEN BELL

Subway Canada
Director of National Marketing

bell_k@subway.com

NATALIE BENSON

Scouts Canada
Director, Development

613-224-5131 x 298
nbenson@scouts.ca

SARAH BERGER

Tourism Saskatoon
Coordinator, Saskatoon
Sports Tourism

306-931-7580
sberger@tourismsaskatoon.com

MARIE-PIER BERGEVIN

BMO Financial Group
Manager, Marketing, Sponsorship

514-877-8528
mariepier.bergevin@bmo.com

YVONNE BERGMANN

Western Hockey League
VP, Operations

403-693-3034
bergmann@whl.ca

RON BIJL

Maple Leaf Foods
Senior Media Buyer

ron.bijl@mapleleaf.com

COLIN BLOOM

Toronto General & Western
Hospital Foundation
Senior Manager, Events

416-340-4800 x 6640
Colin.bloom@uhn.ca

GUY BONNELL

The Scarborough Hospital Foundation
Vice President, Community
Development

416-438-2911 x 6664
gbonnell@tsh.to

KEVIN BOSTON

Ontario Hockey League
Director of Marketing &
Business Development

905-780-2174
kboston@chl.ca

PHIL BOUFFARD

T1 Partnership Marketing
Manager, Business Development

416-355-2663
phil.bouffard@t1partnershipmarketing.com

LORI BOYD

BMO Financial Group
Senior Marketing Manager

lori.boyd@bmo.com

DAVE BRANCH

Canadian Hockey League
President

MURRAY BROWN

Pro-X Exhibit
Account Executive

905-696-0993 x 242
murray@proxexhibit.com

STEPHEN BROWN

FUSE Marketing Group
President

416-216-2922
stephen.brown@fusemg.com

JIM BRYANT

Xerox Canada Ltd.
National Manager,
Experiential Marketing

416-733-6788
jim.bryant@xerox.com

SUE BUNDY

BMO Financial Group
Director, Corporate Sponsorships
and Marketing Alliances

416-927-3049
susan.bundy@bmo.com

TREVOR BUTLER

RCI Reward Connections
Account Manager

905-238-8445
trevor@rewardconnections.com

COLE BUTTERWORTH

Canadian Hockey League
Director of Events & Marketing

416-332-9711 x 322
cole@chl.ca

EDDY CAROLAN

Soft Signs
Manager

416-554-0545
eddy@softsigns.com

ALYSON CHAMBERS

Western Hockey League
Manager, Corporate Partnerships

403-693-3045
chambersa@whl.ca

IMRAN CHOUDHRY

TrojanOne
Vice President, Consumer Engagement

416-355-2664
imran.choudhry@trojanone.com

ILAN CLEMENS

Loud Mouth Communications
President

780-420-1555
ilan@loudmouthcommunications.com

CHRISTINA CLIFFORD

WestJet
Coordinator, Sponsorship

cclifford@westjet.com

CASSANDRA COOK

Royal Bank of Canada
Associate Manager, Brand Marketing

cassandra.cook@rbc.com

GILLES COURTEAU

Quebec Major Junior Hockey League
Commissioner

gcourteau@lhjmq.qc.ca

JEAN COUVRETTE

Montréal Alouettes
Vice-President, Corporate
Partnerships

514-787-2581
jcouvrette@montrealalouettes.com

NEAL COVANT

IMI International
Vice President, Consumer Insights

416-671-1211
ncovant@consultimi.com

STUART CRAIG

Canadian Tire
Manager, Professional
Sport Partnerships

647-920-5432
stuart.craig@cantire.com

MARK DAVIDSON

BMO Financial Group
Senior Manager, Direct Promotions
& Affinity Partnerships

450-458-3032
mark.davidson@bmo.com

TAYLOR DEAN

Travel Alberta
Specialist, Partnership Marketing USA

403-648-1078
Taylor.Dean@travelalberta.com

EVAN DELL'AQUILA

Toronto International Film Festival
Coordinator, Sponsorship

647-523-3826
edellaquila@tiff.net

MARK DENOBILE

Canadian Football Hall of Fame
Executive Director

905-528-7566
mark@cfhof.ca

GARY DEWAR

City of Edmonton
Supervisor, Marketing and Sales

780-496-1897
gary.dewar@edmonton.ca

WARD DILSE

Ontario University Athletics
Executive Director

905-540-5151
ward.dilse@oua.ca

FRANCIS DUMAIS

Bleublancrouge
Consultant, Alliance Marketing

514-787-5810
fdumais@bleublancrouge.ca

CHRISTIANN DUNN

Confederation Centre of the Arts
Director of Development

902-628-6139
cdunn@confederationcentre.com

PAULA EMBERLEY

BMO Financial Group
Director, Sponsorships

Paula.A.Emberley@aexp.com

COREY EVANS

WestJet
Manager, Community Investment
& Sponsorship

403-444-2671
Cevans@westjet.com

JUSTINE FEDAK

BMO Financial Group
Senior Vice President, Branding,
Advertising and Sponsorships

Justine.Fedak@bmo.com

MONIKA FEDERAU

Intact Insurance
Senior Vice-President, Marketing

416-227-7830
monika.federau@intact.net

MARC FISHER

Montréal Alouettes
Director, Corporate Partnerships

514-787-2506
mfisher@montrealalouettes.com

COLIN FREEMAN

Canadian Olympic Committee
Account Manager, Marketing
Partnerships

416-346-1606
cfreeman@olympic.ca

LONDON FRENCH

Canadian Tire
Vice President, Sport Partnerships

416-480-3000
london.french@cantire.com

GENE FRIESEN

Canadian Curling Association
Coach, Team Saskatchewan

306-546-4285
chelsea@stayinregina.com

CHELSEA GALLOWAY

Regina Hotel Association
Manager, Convention Business
Development

306-546-4285
chelsea@stayinregina.com

JEAN-CHRISTOPHE GANDUBERT

Equine Canada
Chief Executive Officer

613-248-3433 x 135
jcgandubert@equinecanada.ca

MARIE-FÉLIX GASCON

BMO Financial Group
Director - Quebec Marketing

514-877-8288
mariefelix.gascon@bmo.com

SEAN GILBERT

Maple Leaf Foods
Assistant Marketing Manager

905-285-1628
sean.gilbert@mapleleaf.com

KERRY GILFILLAN

IMI International
Vice President,
Global Shopper Insights

kgilfillan@consultimi.com

BART GIVEN

TwentyTen Group
Senior Partner

604-569-0480 x 233
bart@twentytengroup.com

SEBASTIAN GONZALEZ

Lithocolor
Account Manager

905-794-0052 x 235
s.gonzalez@lithoclr.com

BART GORDON

TrojanOne
Manager, Consumer Engagement

416-355-2651
bart.gordon@trojanone.com

DIANE GORDON

Target Canada
Group Manager, Community Relations

289-261-1314
diane.gordon2@target.com

KAREN GORDON

NHL
Director, Digital Media

416-359-7907
kgordon@nhl.com

EMMA GOWERS

Calgary Stampede
Sponsor Account Manager

egowers@calgarystampede.com

ANDREW GREENLAW

CIBC
Director, Sport Sponsorships

416-813-1359
Andrew.Greenlaw@cibc.com

MICHAEL GRIER

Totem Brandstories
Vice President, Business Development

416-450-2174
michael.grier@totembrandstories.com

LARA GUZIK

Regina Hotel Association
Manager, Event Business Development

306-546-4295
lara@stayinregina.com

MELINDA HAGGART

Lloydminster Agricultural
Exhibition Association
Sponsorship and Sales Coordinator

306-825-5571
MHaggart@lloydexh.com

ABE HAJAR

Edmonton Oil Kings
Director, Sales and Sponsorship
Family Brands

780-638-2073
ahajar@edmontonoilers.com

SUSAN HALLSWORTH

Kids Help Phone
Senior Advisor, Corporate Sponsorship

416-581-8964
susan.hallsworth@kidshelpphone.ca

JESSICA HANICK

TrojanOne
Manager, Communications

416-355-2659
jessica.hanick@trojanone.com

JORDAN HARDING

TwentyTen Group
Associate

416-583-2010
jordan_harding@twentytengroup.com

DUANE HARGREAVES

IMI International
Consumer Insights

416-440-0310 x 244
dhargreaves@consultimi.com

MARK HARRISON

TrojanOne
President & CEO

416-920-5191
mark.harrison@trojanone.com

MAGGIE HARVEY

Equine Canada
Director, Marketing and
Communications

613-248-3433 x 133
mharvey@equinecanada.ca

KENT HAWKINS

Icebreaker Merino Clothing
Marketing Manager, Canada

778-328-7873
Kent.Hawkins@Icebreaker.com

KYLE HENDERSON

Cervus Equipment Corporation
Project Manager, Communications

306-370-3699
khenderson@cervuscorp.com

KATHY HENDERSON

Toronto 2015 Pan / Parapan
American Games
Senior Vice-President,
Marketing & Revenue

Katherine.Henderson@Toronto2015.org

MARK HIERLIHY

Causemark
Founder & President

647-293-6767
mark@causemark.com

DAVE HIGGINS

Sponsorship Connections
Managing Director

250-307-1987
daveh@sponsorshipconnections.com

NICK HODGE

T1 Partnership Marketing
Manager, Business Development

416-509-1080
nick.hodge@t1partnershipmarketing.com

STEPHEN HOLLINGSHEAD

Tourism Sault Ste. Marie
Coordinator Special Event
and Sports Tourism

705-759-5462
s.hollingshead@ssmedc.ca

TARYN HOLTBY

Canadian Curling Association
Second, Team Saskatchewan

GREG HOUNSLOW

WestJet
Advisor, Emerging Media

403-444-2364
GHounslow@westjet.com

RYAN HUDECKI

Canadian Controlled Media
Communications
Director of Corporate Partnerships

416-928-2909 x 242
ryanh@ccmc.ca

JONATHAN HUNTINGTON

Cameco Corporation
Manager, Community Investment

306-956-6366
Jonathan_Huntington@cameco.com

SANDRA IACOBELLI

FIFA Women's World Cup
Canada 2015
Director, Marketing

sandra.iacobelli@fwwc2015.ca

KENDRA ISAAK

TrojanOne
Senior Manager, Consumer Engagement

416-355-2676
kendra.isaak@trojanone.com

KARL JAHNKE

Quebec Major Junior
Hockey League
Director of Marketing Communications

kjahnke@lhjmq.qc.ca

LAURA JANES

IMI International
Global Planning

ljanes@consultimi.com

KARA JOHNSTON

Canadian Curling Association
Third, Team Saskatchewan

JIM JONES

City of Leduc
Coordinator, Sports &
Agriculture Tourism

780-980-8412
jjones@leduc.ca

NICOL KALMAN

aNlthing is Possible Recruiting
Founder

416-546-6986 x 1
ni@anlthing.ca

BRETT KELLY

Red Deer Rebels Hockey Club
Director of Ticket Sales

403-341-6001
bkelly@reddeerrebels.com

DARREN KINNAIRD

Crankworx Whistler
General Manager

604-938-7397
dkinnaird@whistlerblackcomb.com

GREG KRISCHKE

City of Leduc
Mayor

780-980-7100
mayor@leduc.ca

DEREK KWASNEY

The Lake Louise Ski Area Ltd.
Chief Financial Officer

403-541-2106
derek.kwasney@skilouise.com

CARY LAUDADIO

TrojanOne
Creative Director, Creative Services

416-355-2690
cary.laudadio@trojanone.com

JORDAN LEVITIN

Ipsos Reid
Senior Vice President

416-572-4455
jordan.levitin@ipsos.com

TRACEY LEWIS

MacDonald Island Park
Stakeholder Relations Advisor

780-791-0070 x 5067
tracey.lewis@macdonaldisland.ca

RICHARD LOAT

Five Hole For Food
CEO and Founder

778-846-5625
richard@fiveholeforfood.com

ROBERT LOGAN

Halifax Metro Centre
Director of Business Partnerships

902-421-7012
robertl@tclns.com

JOE LOWES

Tennis Canada
Director, Corporate Partnerships

416-650-7914
jlowes@tenniscanada.com

LOIS LUKE

Parks Canada Agency
Partnership Specialist

709-772-2164
lois.luke@pc.gc.ca

RICHARD MAHONEY

RBC Bluesfest
Vice President, Board of Directors

416-586-1938
rmahoney@national.ca

NANCY MARCUS

Kruger Products
Corporate Vice-President, Marketing

905-812-6945
Nancy.Marcus@krugerproducts.ca

NICOLAS MARULLO

CINCO Interactive
President

514-288-4346
nicolas.marullo@cinco.ca

SHELDON MATHIES

Rawlco Radio and Rawlco Interactive
Advertising Consultant

306-667-5522
smathies@rawlco.com

DON MAYO

IMI International
Global Managing Partner

416-440-0310 x231
dmayo@consultimi.com

BRAD McCABE

Mount Sinai Hospital Foundation
Director, Events and
Community Engagement

416-586-8203
bmccabe2@mtsinai.on.ca

ERIC MICHALKO

Western Financial Group
Manager - Sponsorships, Digital
Marketing & Public Relations

403-652-2663 x 524
eric.michalko@westernfg.ca

GRACE MIN

TrojanOne
Manager, Consumer Engagement

604-687-0588 x 104
grace.min@trojanone.com

DANIELLE MINARD

TrojanOne
Manager, Consumer Engagement

416-355-2683
danielle.minard@trojanone.com

PETER MONTOPOLI

Canadian Soccer Association
General Secretary

613-868-5363
pmontopoli@soccercan.ca

JEFF MOORE

Golf Canada
Director, Partnership Marketing

800-263-0009
jmoore@golfcanada.ca

SHAUNA MORRISON

Tourism Saskatoon
Convention and Event Sales
Coordinator

306-931-7582
smorrison@tourismsaskatoon.com

KIRK MORRISON

University of Regina-JDC West
Vice President Corporate Relations

306-209-2786
k.morrison@jdcwest.com

KELLY MURUMETS

ParticipACTION
President and CEO

416-913-1511
kmurumets@participaction.com

SHARON O'CONNELL

MasterCard Worldwide
Director, Sponsorship and
Event Marketing

416-365-6650
sharon_o'connell@mastercard.com

NORM O'REILLY

TrojanOne
Senior Advisor, Consulting Group

613-240-7577
norm.oreilly@trojanone.com

GAY OLDHAVER

The Children's Wish Foundation of Canada
Saskatchewan Chapter Director

306-955-0511
Gay.Oldhaver@childrenswish.ca

JUSTIN ORFUS

TrojanOne
Senior Manager, Recruitment

416-355-2667
justin.orfus@trojanone.com

JAMIE PACINI

WestJet
Coordinator, Sponsorship

Jpacini@westjet.com

MARTHA PATERSON

Calgary Stampede
Account Manager, Sponsorship

mpaterson@calgarystampede.com

NICK PERAGINE

TELUS
Events & Experiential Marketing

416-883-3289
nick.peragine@telus.com

DIANA PERL

TrojanOne
Manager, Consumer Engagement

416-355-2762
diana.perl@trojanone.com

SAMANTHA PHELAN

The Next 36
Entrepreneur

709-351-2660
samantha_2013@thenext36.ca

GREG PLATA

WestJet
Team Lead, Sponsorship

403-444-2459
Gplata@westjet.com

MATTI POLYCHRONIS

Canada Place
Corporate Partnerships Specialist

604-775-6028
mpolychronis@canadaplace.ca

WANDA POSEHN

Tourism Regina
Vice President, Tourism

306-751-8774
wposehn@reginaroc.com

MICHAEL PROSSERMAN

UNITY Charity
Executive Director and Founder

416-938-9693
mike@unitycharity.com

ALI REID

TrojanOne
Director, Business Development

416-355-2761
ali.reid@trojanone.com

IAN REID

University of New Brunswick
Associate Professor

506-453-5079
ireid@unb.ca

RUSSEL REIMER

Manifesto Sport Management
MCS

403-585-8242
russell@manifestosport.com

JESSICA REYNOLDS

WestJet
Coordinator, Sponsorship

jreynolds@westjet.com

RICHARD DEBLOIS

National Capital Commission
Manager, Public and Private
Partnerships

613-239-5632
richard.deblois@ncc-ccn.ca

ALISON RITCEY

aNthing is Possible Recruiting
Recruitment Specialist

416-546-6986 x 2
ali@anithing.ca

CHARLES ROBERTS

Live Different
Executive Director

905-905-1662 x 203
charles@livedifferent.com

RON ROBISON

Western Hockey League
Commissioner

robisonr@whl.ca

GAETAN ROBITAILLE

Institut national du sport du Québec
Directeur général adjoint

514-872-1999 x 1
grobitalle@insquebec.org

MAJA RONNEBERGER

Whistler Blackcomb
Account Manager, Strategic Alliances
and Event Marketing

604-938-7778
mronneberger@whistlerblackcomb.com

MARK SABOURIN

The Sponsorship Report
President

705-653-1112
tsr@sponsorship.ca

KARIM SALABI

Rona Inc.
Executive Vice-President, Marketing

514-599-5900 x 5127
karim.salabi@rona.ca

SUE SHERIDAN

Boys and Girls Clubs of Canada
Vice President, Fund Development

905-477-7272 x 236
ssh Sheridan@bgccan.com

JILL SHUMAY

Canadian Curling Association
Skip, Team Saskatchewan

jillshumay@hotmail.com

JACQUELINE SICLUNA

Royal Bank of Canada
Manager, Brand Marketing - Arts &
Corporate Citizenship

Jacqueline.Sicluna@rbc.com

JESSICA SMALL

Golf Canada
Coordinator, Partnership Marketing

800-263-0009
jsmall@golfcanada.ca

LORI SMITH

Centre for Addiction and Mental
Health (CAMH) Foundation
Associate VP, Development

416-535-8501 x 33844
lori.smith@camh.ca

ROGER SMOLNICKY

City of Leduc
Director

780-719-0566
rsmolnicky@leduc.ca

RHONDA SPEISS

PotashCorp
Manager, Corporate Philanthropy

306-933-8544
rhonda.speiss@potashcorp.com

CHARLENE SPITERI

Kids Help Phone
Director, Marquee Events

416-581-8966
charlene.spiteri@kidshelpphone.ca

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DAVID ST. HELENE

365 Productions
Producer

604-628-4346
david@365productions.com

MARK STEWART

TrojanOne
Director, Digital Services

416-355-2668
mark.stewart@trojanone.com

NINA SUAGH

Scouts Canada
Senior Coordinator, Development

613-224-5131 x 290
nsuagh@scouts.ca

CANDACE SWEET

Nova Scotia Business Inc.
Manager, Events & Sponsorship

902-424-6814
csweet@nsbi.ca

TREVOR TURNBULL

T3 CONNECT Sports Marketing
President

604-715-2550
trevor@t3connect.com

LIZ VAN HORN

Blue Sky Strategies
liz.vanhorn@blueskystrategies.com

MILOS VRANESEVIC

MasterCard Worldwide
Business Leader, Sponsorships &
Merchant Marketing

416-479-3211
milos_vranesevic@mastercard.com

JORDAN WALL

Saskatchewan Roughriders
Corporate Partnerships

306-566-4279
jordanw@saskriders.com

TODD WEAVING

Subway Canada
Marketing Manager

647-748-7874
weaving_t@subway.com

MICHAEL WEISDORF

TrojanOne
Director, Consulting Group

416-355-2673
michael.weisdorf@trojanone.com

LARA WHITE

TELUS
Senior Event Marketing Manager

604-453-2162
Lara.White@telus.com

DEAN WILLIAMS

Red Deer Rebels Hockey Club
Vice President, Sales & Marketing

403-341-6000 x112
dwilliams@reddeerrebels.com

ERIC WILLIAMS

PepsiCo Canada
Marketing Manager

Eric.Williams@pepsico.com

TREVOR WILLIAMS

Royal Bank of Canada
trevor.williams@rbc.com

JEANETTE YETMAN

Destination St. John's
Manager, Leisure Travel and Events

709-739-8899
Jyetman@destinationstjohns.com

COLIN YOUNG

SportBrand Canada Inc.
President

403-698-6990
colin@sportbrand.ca

KEN YOUNGBERG

LPi Group
Director, Client Services

403-705-3355
kyoungberg@lpi-group.com



Canadian Tire goes big

A suite of new sport partnerships will support marketing efforts across the full breadth of the company's retail brands.

CANADIAN TIRE AND its subsidiaries wasted no time putting their stable of sports properties to work. After making national business news by inking partnerships with the Canadian Olympic Committee, the Canadian Paralympic Committee, Hockey Canada, Skate Canada, the Canadian Soccer Association, Canada Snowboard and Alpine Canada, the conventional thinking would be to schedule a few months of meetings before tentatively entering the market with programs designed to get to know the various properties.

Not so eager was Canadian Tire to put its assets to work that it advanced the announcement of the Skate Canada partnership in order to title what was to be the Canadian Figure Skating Championships held January 14 to 20 in Mississauga. The last-minute makeover of the Hershey Centre in Mississauga, host venue for the rebranded Canadian Tire National Figure Skating Championships, was a scramble, admits Debbi Wilkes, Director of Business Development with Skate Canada.

Separately, retail banner Sport Chek hit the market with its own social media campaign with Alpine Canada athletes Mike Janyk and Phil Brown, offering a tantalizing hint of some of the programming that might follow (see story on page 4).

The new partnerships will buttress an already impressive list of professional sports properties and athletes sponsored by Canadian Tire and its subsidiaries: NASCAR Canada, the National Hockey League, the Toronto Maple Leafs, the Calgary Flames, the Montreal Canadiens and athletes Sidney Crosby, Jonathan Toews, and Brett Lawrie.

"We're serious about this, as you can tell," understates Landon French, Vice President of Sport Partnerships with Canadian Tire.

The imminent arrival of Target into the Canadian retail landscape certainly must have figured into Canadian Tire's decision-making, but French and every other Canadian Tire commentator on the matter has remained on-message, framing this investment as a logical step in the evolution of Canadian Tire and its family of companies into a retail presence that can serve the needs of Canadian consumers in four vital



Credit: Stephan Potopyrk
Patrick Chan reacts to his score at the Canadian Tire National Figure Skating Championships.

areas: living, playing, fixing and driving. It was also a decision born of opportunity when home improvement retailer Rona chose not to renew its partnership with the COC.

Rights in various properties will pass through to Canadian Tire subsidiaries such as Marks, l'Equipeur, Sport Chek, Sports Experts and the recently-acquired Pro Hockey Life. The pass-through is not consistent across all organizations, though, as pre-existing exclusivities with other partners have to be respected.

In many respects, Canadian Tire through its family of retail banners is now equipped to serve all stages of the Sport Canada athlete development model, generically referred to as "playground to podium," in virtually any sport, and certainly in the sports with which it now has significant partnerships.

"We will be there at every step of the way for athletes' needs," says French. Why is that important? Because parents return to familiar ground when it comes time to equip their kids. "The athletes who were with us [at the partnership announcement] said that they take their kids back to Canadian Tire when it's time for them to get their first pair of skates," says French.

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