

Want to be part of something bigger?

By Chris Daniels

If you think back to how Canadians cheered the women's soccer team to a bronze medal at the London 2012 Summer Olympics, it is easy to understand why marketers want to sponsor big events. Brands can communicate around, and even become part of, something that people are passionate about—whether it's an amateur sports competition or a local arts festival.

It certainly helps explain the steady, year-over-year growth of the sponsorship industry in Canada, in 2011 worth almost \$1.6 billion, according to the Canadian Sponsorship Landscape Study. Now in its sixth year, the study, researched by the Faculty of Health Sciences at the University of Ottawa, TrojanOne and IMI International, surveyed sponsors, sponsees and agencies in French and English Canada. The study reveals an industry that has been resilient during the economic downturn and a shift in the approach organizations take to their sponsorship activity.

For starters, the study found marketers have diversified their sponsorship mix, including beyond professional sporting events. They're also using new methods to activate their sponsorships, including social media, employee marketing and PR. Increasingly, too, they're funnelling those activation dollars through their agency partners. Here's what's driving the paradigm shift.

Biggest sponsorships worries



\$1.59 billion
Size of the sponsorship industry in Canada last year

A 43.2% increase in value of the sponsorship industry since 2006



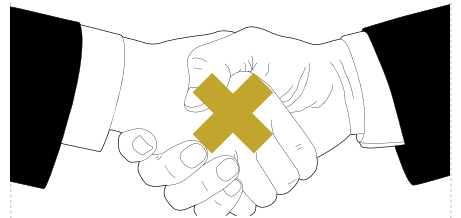
\$1.26 million

AVERAGE AMOUNT organizations spend on their largest sponsorship

\$25 million

SINGLE LARGEST AMOUNT an organization spends on a sponsorship

62.2% OF RESPONDENTS WHO DID NOT USE AN AGENCY FOR THEIR SPONSORSHIP



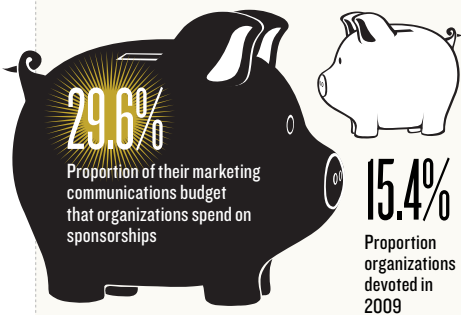
75%+ OF RESPONDENTS WHO DID NOT USE AN AGENCY IN 2010

Festivals, Fairs and Annual Events

The most popular type of sponsorship, accounting for 24.9% of all sponsorship dollars, up from 18.1% in 2010



Professional Sports (19.3%) and Cause Marketing (5.1%) are on the decline after reaching 28.3% and 14.7% in 2009



CANADIAN SPONSORSHIP ACTIVATION TACTICS

	2010		2011
HOSPITALITY	11.3%	↑	13.8%
ADVERTISING	13.6%	↓	13.2%
BRANDED CONTENT	10.2%	↑	11.6%
INTERNAL (EMPLOYEE) MARKETING	3.1%	↑	10.6%
PUBLIC RELATIONS	6.3%	↑	10.5%
SOCIAL MEDIA	3.9%	↑	10.1%

