

Sponsorship & Fundraising for Present Day Amateur Sport

2025 CANADIAN WORKSHOP SERIES



PRESENTED BY NTCENTER.ORG | CANADA'S # 1 WORKSHOP FOR SPONSORSHIP IN AMATEUR SPORT

In today's competitive environment, generating new revenue is all about adapting to shifting priorities. *Sponsorship & Fundraising for Present Day Amateur Sport* is your go-to guide for expanding revenue streams, specifically designed for modern sport and recreation organizations. This all-inclusive training camp will walk participants step-by-step through a proven process, from concept to execution, providing your organization with the tools and strategies to hit your financial targets.

NTC's *Sponsorship & Fundraising for Present Day Amateur Sport* is tailored to fit the unique needs of provincial sport organizations (PSOs), event hosts, multi-sport games, and both public and private sports venues.

NTC's Sponsorship & Fundraising for Sport Workshop is designed to equip you with everything you need to:

- **Create a winning game plan** for generating revenue through sponsorship, fundraising, and budget relief.
- **Identify and leverage your organization's strengths** to secure financial success.
- **Build a sponsorship inventory** that adds value to your programs and events.
- **Discover the true worth of your assets** and find the perfect sponsorship partners.
- **Craft proposals that stand out**, so you can land the deals that matter.
- **Develop long-lasting, mutually beneficial relationships** with sponsors.
- **Set up ongoing revenue programs** to keep the momentum going.
- And so much more!

Who Will Benefit from this Workshop?

Join us for a dynamic, one-day training camp packed with practical strategies to supercharge your organization's fundraising and sponsorship success! Whether you're focused on boosting financial sustainability, easing budget pressures, or unlocking new revenue streams, this workshop is perfect for anyone looking to make a positive impact.

This workshop will be of particular interest to:

- Sport + recreation association administrators
- Executive directors
- Fundraising coordinators and managers
- Marketing coordinators and managers
- Sponsorship managers and coordinators
- Event managers and marketers
- Fundraising and event planning volunteers

“Joanne works on all sides of the 'giving' fence and she uses this lens to bring a unique street-tested best practice approach to amateur sport. As a sport marketing consultant, I have seen how organizations have benefitted from these workshops.”

RON GREASLEY
President, StrategyWorks,
Winnipeg



The Official Line-up

START UP: Building Your Revenue Game Plan

In this session, you'll dive deep into how to:

- Identify key strengths and untapped opportunities within your organization.
- Understand the essential role of marketing and communications in boosting your revenue potential.
- Create brand-new revenue-generating assets that sponsors can't resist.
- Turn your assets into enticing sponsor benefits.
- Build a diverse portfolio of revenue-generating properties for both short- and long-term success.
- Explore philanthropic, cause marketing, and affinity programs that fit your organization's goals.

PLAN INFRASTRUCTURE: Setting the Foundation for Success

Build a rock-solid framework for sponsorship and fundraising. Here, you'll learn to:

- Develop a rights and benefits structure that attracts top-tier sponsors.
- Offer tiered sponsorship options (naming, presenting, official, etc.) to suit various needs.
- Price and value your assets effectively, so you're never leaving money on the table.
- Create compelling, win-win proposals that seal the deal.

Recruiting Sponsors

We'll show you proven methods to bring sponsors on board, including:

- Identifying sponsors that align with your mission and values.
- Mapping out a winning prospecting plan.
- Crafting pitches that grab attention.
- Getting past the gatekeepers and straight to decision-makers.
- Customizing your offers to appeal to different industries.



“ Just wanted to say thank you for the very informative course! It opened my eyes to the depth of what sponsorship could be and got me in the sponsorship mindset! I have my work cut out for me moving forward but at least now I understand the direction I need to go. ”

MATTHEW MCDONELL

Fund Developer,
BC Wheelchair Sports Association



“ Thank you for a wonderful and very informative workshop. The step-by-step process was exactly what I was looking for. I learnt so much and it really gave me practical tools to use. ”

KIRUTHIKA RATHANASWAMI

Content Marketing & Sponsorship,
Volleyball Alberta



“ Any sport not investing in this workshop is missing a real opportunity to build necessary skills capacity and increase revenue at your organization.

We left the workshop swimming with logical sponsorship tactics and a step by step a plan to make it happen.

This is not a grab-a-few information bites conference format. This is a must attend workshop for any sport wanting to stay competitive in this practice. ”

VESTA GILES

President
Overlander Ski Club, Kamloops



Diversify Your Revenue with Sport Philanthropy

You're not just competing with other sports teams for sponsorship dollars – you're up against every charity out there. This session will show you how to use proven sport-adapted fundraising tactics to stand out and win those dollars. Think of it as borrowing some top plays from the fundraising playbook!

In this session, you'll explore:

- How to tap into your biggest fans—alumni!
- Running simple but effective digital campaigns.
- Creating legacy programs that inspire long-term giving.
- Hosting cause-marketing events, pop-up fundraisers, and point-of-sale campaigns.
- Engaging your board to elevate fundraising efforts.
- Utilizing 50/50 draws to maximize revenue and brand exposure.

Management & Stewardship: Keep the Momentum Going

It's not just about getting sponsors; it's about keeping them. In this section, you'll learn how to:

- Collect and analyze data that supports your sponsors' goals.
- Share the right information to keep sponsors invested.
- Manage successful naming partnerships.
- Build sustainable, long-term sponsor relationships.
- Ensure mutual benefits with well-crafted agreements.

“ Thanks Joanne, the presentation was great! Our entire team got a tremendous amount out of the intense day. Thank you for sharing the variety of planning processes, sport relevant cases and your insights with us. It was a game-changer! ”

EMMA GIBBONS
CEO,
Volleyball BC



“ I flew in from Prince George BC to take this course in Vancouver and it was well worth it. This course was very deep in content and chocked-full of strategies for sport to mobilize on our own. The day was eye opening; I had no understanding of the realities of real sponsorship! ”

COLLEEN BOURASSA
Executive Director,
Boxing BC Association



“ SFNP for sport was a really great session. Information overload with plenty for us to activate when we get back to our offices. I love how you used the individual sport vernacular as a strategic platform for sponsorship! ”

RICK BENSON
Executive Director,
Softball BC



“ Sponsorship for Non-Profits (SFNP) should be mandatory for any nonprofit with revenue generation goals. Joanne uses real life cases and provides a 360-degree understanding of sponsorship from start up through to recruitment and delivery. ”

CHRIS LOWE
Director, Development,
Variety Club



“ SFNP has changed the way I approach sponsors and my applications are stronger as a result. Joanne's extensive experience in sponsorship is invaluable and she happily shares her knowledge with registrants and encourages discussion relevant to you. The small group format allows for constructive and thoughtful feedback. ”

SANDRA NIVEN
United Way



Meet the Head Coach

JOANNE (JOE) VELTRI

One of Canada's leading sponsorship strategists, Joanne Veltri, invites you to learn from her extensive experience and career success in developing strategic partnerships, sponsorship opportunities, fundraising projects, and earned revenue generation.

Participants will learn from real-life, street-tested case studies gleaned from Joe's multi-faceted career, highlighted by success from every perspective of the highly competitive fields of fundraising and sponsorship. Joe will share insights collected from a \$13.5 million fundraising record in support of local, regional, and national-level charitable organizations across various cause genres at various stages of growth, including start-up, established, and 'make-or-break' situations.

Her stellar portfolio includes multiple high-profile regional and national projects, as well as holding the Sponsorship Chief position for Canada's Paralympic Team supporting the 2008 Beijing and 2010 Vancouver Games. In the private sector, Joe has worked with multiple national corporations, helping them redefine their strategic giving practices and priorities while investing in professional and amateur sport products via major sponsor roles.

One of a small group of experts in earned revenue and sponsorship, Joanne Veltri has also shared her expertise as a faculty lecturer at several post-secondary institutions. She played a leading role in introducing and establishing sponsorship curriculum courses for respected institutions such as the University of British Columbia (UBC), University of Calgary (U OF C), British Columbia Institute of Technology (BCIT) as well as the University of Northern BC (UNBC).

Established in 2015, her professional development workshop brands under the NTC banner, "Sponsorship for Non-profits" and "Sponsorship for Amateur Sport," are considered game changers for nonprofit organizations.

Improve Your Game.

To Register for Sponsorship & Fundraising for Present Day Amateur Sport visit ntcenter.org

NTC WORKSHOPS

A Personalized, High-Impact Experience

At NTC, we specialize in small workshop groups designed to provide you with individualized attention and actionable insights. Unlike traditional conference formats, our approach ensures you receive the focused guidance you need to make real progress and support as you work your plan.

FULL DAY WORKSHOP INCLUDE:

- A dynamic, one-day training experience
- A warm welcome with beverages and snacks
- Morning and afternoon healthy snack breaks
- A full lunch
- A comprehensive, coil-bound workbook with all workshop slides—yours to keep
- Up to 30-minutes of post-workshop access to Joe for follow-up questions or support

2025 CANADIAN WORKSHOP SERIES

Edmonton • Regina • Winnipeg
St. John's • Moncton • Halifax

For complete workshops schedules and registration details visit ntcenter.org

FOR MORE INFORMATION

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