



National Training Center

SCHOOL OF
SPORT MARKETING

SPONSORSHIP & FUNDRAISING FOR SPORT BOOTCAMP 360°

VANCOUVER EDITION
MONDAY, JANUARY 30, 2023
SYLVIA HOTEL

CANADA'S #1 WORKSHOP IN SPONSORSHIP FOR AMATEUR SPORT

Whether you are starting a sponsorship or fundraising program or re-igniting an existing one, **Sponsorship & Fundraising for Sport** will help you develop and implement an action plan that delivers results. NTC's comprehensive training camp series leads registrants through a proven design, sales, and delivery process to meeting new revenue priorities.

NTC places a mandatory registration cap of 12 persons to create a group dynamic that is interactive, provides optimum learning and allows for greater attention to the attendees.

At **Sponsorship & Fundraising for Sport**, you will learn how to:

- create a fully diversified revenue generation game plan with a focus to sponsorship, operational budget relief, as well as fundraising
- evaluate your organization's assets and leverage them to a financial advantage
- create sponsorship magic from commonplace programs
- determine the fair market value of your assets
- find the right sponsorship partners for your sport
- prepare winning proposals and customized recruitment tools
- develop and maintain mutually beneficial, long-term partnerships

Who Can Benefit from Bootcamp 360°?

Sponsorship & Fundraising for Sport Bootcamp 360° is designed for any person at a national (NSO) or provincial (PSO) amateur sport organization, multi-sport games, host society, sport venue or special event organization who has the responsibility for generating revenue, such as:

- sport + recreation administrators
- executive directors
- fundraising coordinators and managers
- marketing coordinators and managers
- sponsorship managers and coordinators
- event managers and marketers
- volunteers responsible for raising funds



“ 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

Workshop Description

CREATING THE BUYERS MINDSET

This introductory seminar will take you inside the minds of sponsors, to help you understand what they look for and what motivates them to buy.

START UP: DEVELOPING YOUR NEW REVENUE GAME PLAN

Anchoring your individual revenue game plan requires a line of analytics to:

- acknowledge the factors that could potentially impede your success
- identify the opportunities that will improve your effort
- emphasize what your organization can realistically offer
- specify the work that must be done to effectively compete in your marketplace

In this session, you will learn how to:

- conduct a sponsorship audit
- understand how marketing and communications impacts your revenue priorities
- create competitive differentiators
- identify what you realistically have to sell
- assess the barriers to your goals and prepare solutions for them
- implement revenue diversification into your plan
- build new revenue-generating assets and properties
- determine what benefits your sport organization can offer a sponsor
- convert assets into marketable sponsor benefits
- produce a suite of differentiated properties that represent annual and multi-year revenue
- assess the feasibility of philanthropic, cause marketing, affinity programs and other fundraising for your plan
- overcome limited inventory and develop new assets and inventories
- build a rev gen model that is relevant for your organization



PLAN INFRASTRUCTURE

A strategic framework provides the platform for building infrastructure. This section focuses on:

- creating a rights and benefits infrastructure
- building a platform to support a family of sponsors
- offering tier sponsorship from naming, presenting, official and supplier-level designations
- employing pricing and valuation methods
- leveraging strategic recruitment tools, packaging and win-win proposals
- adding tactics to motivate multi-year sponsorships
- building in sport philanthropy and other fundraising tactics into the mix
- using marketing and equity optimizers for boosting sponsorship values

“ 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

SPONSOR RECRUITMENT

This section of the workshop will discuss proven methods for recruiting sponsors aimed at:

- identifying potential sponsors that have a strategic fit with your assets and proprieties
- qualifying for strong prospects, prospect mapping and planning
- learning the primary recruitment approaches for framing sponsor pitches
- overcoming sales barriers
- connecting with the elusive decision-maker
- planning sales meeting strategies
- incorporating front-end sponsorship activations
- category tailoring: organize sales to the specific business category of a prospect

STRENGTHEN YOUR REVENUE GAME PLAN WITH SPORT PHILANTHROPY & FUNDRAISING

Raising money is a competitive field. You are not only competing against other sports, but you are competing against every organization with their hand out. Strengthening your revenue generation game plan will require revenue diversification to be fully sustainable. This means borrowing from the classic charity fundraising playbook with such time-honored strategies as:

- donor fundraising campaigns: Tap into the strength of your sport's truest donors – your alumni!
- planned giving: Encourage donors to give the gift of sport as a part of a personal legacy.
- cause-marketing campaigns and at-the-till initiatives are a highly effective tactic for driving new revenue while also building awareness for your sport.
- board fundraising: Motivate board members to support your fundraising effort.
- 50/50 Lotteries: 50/50 draws, and other lotteries are flourishing for good reason but to maximize revenue you need to work it.

“ Thanks Joanne, the presentation was great! Our team got a tremendous amount out of the intense day. Thank you for sharing the variety of sport relevant cases and your experiences with us. ”

Volleyball BC

MANAGEMENT & STEWARDSHIP

This section focuses on management efficiencies and building real partnerships by ensuring high performance stewardship and return on its investment.

In this section, you will learn how to:

- measure and evaluate data to support sponsor needs
- decide what information should be reported to sponsors
- manage a successful naming partnership
- prepare mutually beneficial agreements that protect you and your organization
- build sustainable long-term partnerships
- master the care and feeding of sponsors

“ 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.

Adding even more value is that Joanne ensures that registrants can ask questions of her anytime. ”

VESTA GILES
President, Overlander Ski Club
Kamloops

“ 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

Workshop Presenter

JOANNE (JOE) VELTRI

Joanne brings to NTC, a high-level education acumen in strategic partnership, sponsorship and diversified revenue generation. Students will get exposed to real-life street tested case studies from a robust career that has helped organizations define challenges, improve local economies, revitalize communities, optimize business, increase revenue, drive membership, traffic and sales, amplify brand awareness, heighten marketing performance, strengthen internal capacity and improve stakeholder relations.

Joanne is a 5-time ICSC national/international marketing award winner and under a strategic partnership, sponsorship and corporate citizenship banner has established a stellar reputation leading cross functional teams to increased growth at the Bentall Corp, Oxford Shopping Centres Group, Manitoba Lotteries Corporation, Northwest Company, Giant Tiger, Western Canada Games and the Canadian Paralympic Committee through the Beijing and Vancouver Paralympic Games.

Joanne's work has generated over \$13 million in new revenue for Canada's non-profit community spanning grassroots, regional and national organizations at various stages of growth, including start-up, established and several in turnaround 'make-or-break' environments.

She is one of a very small group of professionals in North America who lecture at post secondary institutions in sport marketing and sponsorship introducing and establishing the courses for such respected institutions as British Columbia Institute of Technology (BCIT) and several Canadian post secondary institutions.

Her professional development workshop brands, **Sponsorship for Non-profits** and **Sponsorship for Amateur Sport** have been training Canada's fundraising and sport-marketing communities since 2015.

“ 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

Workshop Details

DATE

Monday, January 30, 2023

LOCATION

Pendrell Room
Sylvia Hotel
1154 Gilford Street
Vancouver, BC, V6G 2P6

TIME

9:00 AM—5:00 PM

FEE

\$450 plus GST

**Discounts available for multiple registrants*

Fee Includes:

- Free parking
- F & B breaks
- Lunch
- Workbook with PowerPoint slide hand-outs, and various templates (agreements, proposals, valuations, benefit grids)

**REGISTRATION IS LIMITED
TO 12 PERSONS.**

TO REGISTER

tinyurl.com/sportbootcamp360

FOR MORE INFORMATION

CALL: Joe Veltri 778.772.2223

EMAIL: jveltri@NTcenter.org

VISIT: ntcenter.org



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SMART.**