

Fundamentals of Sponsorship Marketing

NOVEMBER 11 – NOVEMBER 12, 2009
TORONTO

The First Education Program Of Its Kind For The Canadian Sponsorship Marketing Industry

Come learn from our expert team of leading Canadian sponsorship marketing practitioners. This intensive, two-day seminar is a must-attend for junior to mid-level managers who are involved in sponsorship marketing as part of their integrated marketing communications program.

The Fundamentals of Sponsorship Marketing program will provide you with an enhanced understanding of the role of sponsorship marketing within the MarCom plan, how to select the right partner, activation of the program and measurements for success. Enroll today and discover how to get the maximum return on your sponsorship marketing investments!

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Program Outline

Day 1 – Wednesday, November 11th, 2009

8:30am – 9:00am: Registration

9:00am – 10:00am

Overview of Sponsorship Marketing in Canada

Jo-Ann McArthur, fisheye

Learn about the latest statistics, trends and emerging practices in the sponsorship field.

10:30am – 11am: Break

11:00am – 12:00pm

Brand & Marketing Communications Plan Overview

Jo-Ann McArthur, fisheye

What is the role of sponsorship marketing within the marketing mix and brand strategy and what are best practices?

12:00pm – 1:00pm: Lunch

1:00pm – 3:00pm

Negotiating the Terms of Partnership

Hari Sihvo, Director of Media & Sponsorship Strategy, Molson Coors Canada

What are the steps in a successful sponsorship negotiation, and how do you assign value to what you've bought?

3:00pm – 3:15pm: Break

3:00pm – 4:30pm

Activation

Jo-Ann McArthur, President, fisheye

You have the right property - how do you leverage it?

About the Sponsorship Marketing Council of Canada

Formed in 2004 under the auspices of the Association of Canadian Advertisers, the Sponsorship Marketing Council of Canada was created to advance the development of best practices and accountabilities of sponsorship marketing.

Call Susan Charles at 416-964-3805 ext. 1002, or
Visit us at www.sponsorshipmarketing.ca

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Day 2 – Thursday, November 12th, 2009

8:30am – 9:30am

Ambush marketing

Kim Smither, Managing Director – Canada, Octagon

Learn about strategies to prevent or respond to an ambush.

9:30am – 10:00am: Break

10:00am – 11:00am

Match-Making for the Partnership

David Allard, Senior Brand Manager-Soup

Campbell Company of Canada, “Help Hunger Disappear”

What goes into selecting the right property and how do you value it?

11:00am – 12:00pm

Social Media & Sponsorship Marketing

Andreas Duess, fisheye

How can Social Media connect with and enhance the sponsorship experience?

12:00am – 1:00pm: Lunch

1:00pm – 2:00pm

Defining Success & Measuring the returns of the program

Dan Hunter, IMI International

What needs to be done before, during and after the program to measure ROSMO (*Return on Sponsorship Marketing Objectives*).

2:00pm – 2:30pm: Break

2:30pm – 4:00pm

How to enhance sponsorship marketing programs going forward

Glenn Young, VP, Media, IMG Canada

Brenda Woods, VP Marketing, Visa Canada

You've got a great sponsorship - how do you keep the success going and continue to enhance the partnership?

Course to be held at:

ACA Offices, 95 St. Clair Ave. W., Suite 1103, Toronto, ON

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REGISTRATION FORM

**Wednesday, November 11 & Thursday, November 12, 2009
95 St. Clair Avenue West, Suite 1103, Toronto, ON**

**SMCC Members: \$660.00 plus GST
Non-Members: \$1,100.00 plus GST**

Please fax your completed registration form to Davina Wong at (416) 964-0771

Payment must be received prior to the date of the course.

Name:		
Title:		
Company:		
Address:		
Tel:	Fax:	E-Mail:

VISA #:	EXP. Date:
AMEX #:	EXP. Date:
MC #:	EXP. Date:

(GST # R100304856)

Cancellation Policy: All cancellations must be sent in writing to the SMCC. A full refund, less an administrative fee of \$25 will be made on cancellations received by our office at least 10 days prior to course date. Cancellations after this date and "no shows" will not be eligible for refunds. Substitution of one registrant for another person from the same company is permissible any time without penalty. In the event that SMCC is forced to cancel the seminar, SMCC is not responsible for any airfare, hotel or other expenses incurred by registrants.