

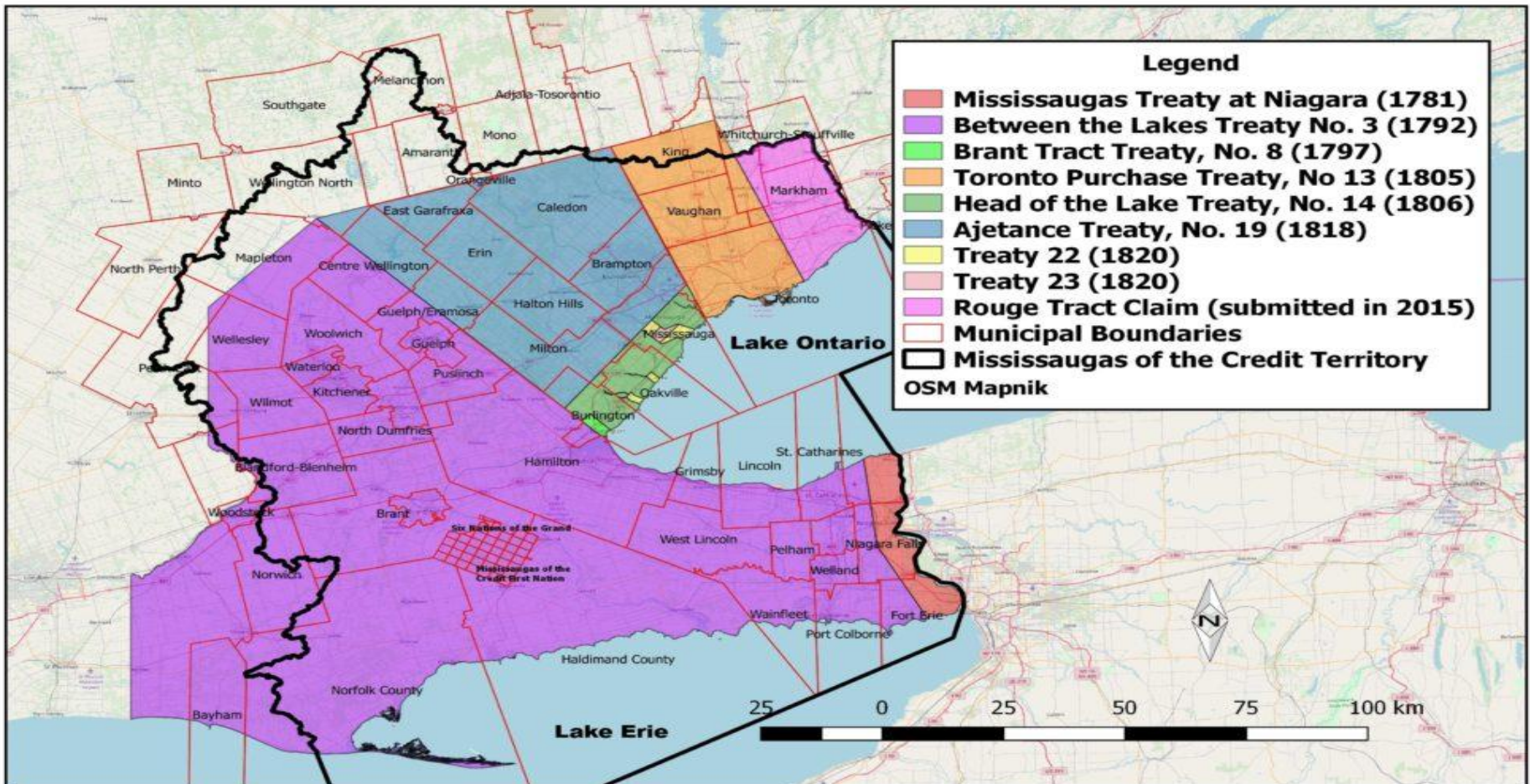
THE FUTURE OF SPONSORSHIP A ROAD MAP TO SUCCESS



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Sponsorship Specialists
www.partnershipgroup.ca

Friday May 29, 2026



MCFN Treaty Lands and Territory

BRENT BAROOTES

President and CEO



brent@partnershipgroup.ca



www.linkedin.com/in/brentbarootes

<http://hilborn-civilsectorpress.com/products/reality-check>

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Brent Barootes
WITH JANET GADESKI

REALITY CHECK

*Straight Talk about
Sponsorship
Marketing*



TMC

Tuesday Morning
Commentary

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brent@partnershipgroup.ca



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WELCOME



#sponsorshipreality



THE FUTURE



THE GAME HAS CHANGED



The Sponsorship Industry Trending

- ✓ On average, companies were dedicating about 23% of their marketing budgets to sponsorship / experiential marketing - CSLS
- ✓ About 1 in 2 companies are switching from philanthropic gifts to sponsorship – Imagine Canada Survey
- ✓ It is about ROI not “feel good”

The Sponsorship Industry Trending

- ✓ The industry in Canada is \$4.2B
- ✓ Only 5% of that come CI / Philanthropy Departments
- ✓ 85% from marketing and communications departments
- ✓ 2.5% is local....
- ✓ It must deliver ROI

The Sponsorship Industry Trending

Sponsorship is about business

- ✓ What do you have that a business needs?
- ✓ Understanding their business needs and providing solutions
- ✓ Building relationships
- ✓ Days of philanthropy and banner hanging are gone
- ✓ Average timeline – 18-22 months

The Sponsorship Industry Trending

Sponsorship is about business

- ✓ Discovery sessions are critical – like the major gift process
- ✓ Some donors can also be sponsors through their company
- ✓ Sponsors can spawn donors
- ✓ Discovery sessions and relationship building will produce these opportunities

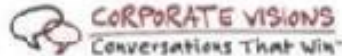
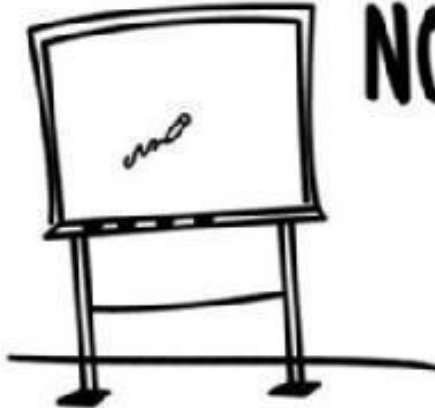


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The Sponsorship Industry Trending

88% OF EXECUTIVE BUYERS
WANT A **CONVERSATION**,
NOT A PRESENTATION.



Sponsorship vs Advertising vs Philanthropy



*The Electric light did not
come from the continuous
improvement of candles*
Owen Harari



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**The biggest
communication problem
is we do not listen to
understand.**

We listen to reply.

QUESTIONS?



**Be careful when you
blindly follow the masses**



Sometimes the "M" is silent

The Sponsorship Industry Trending



Get in the Game!
Oct 15 & 16, 2013 - Calgary

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Uber RADIO LIVE

RADIO

NAVI DISC

AMS SD

1 2

3 4

5 6



VOLUME



POWER

DIM ▲

BT ►

EQ ►►

FM ◀◀

MENU MODE



TUNER

The Sponsorship Industry Trending



The Sponsorship Industry Trending



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DARLINGTON

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Winston Cup Series

TRANSOUTH FINANCIAL 400





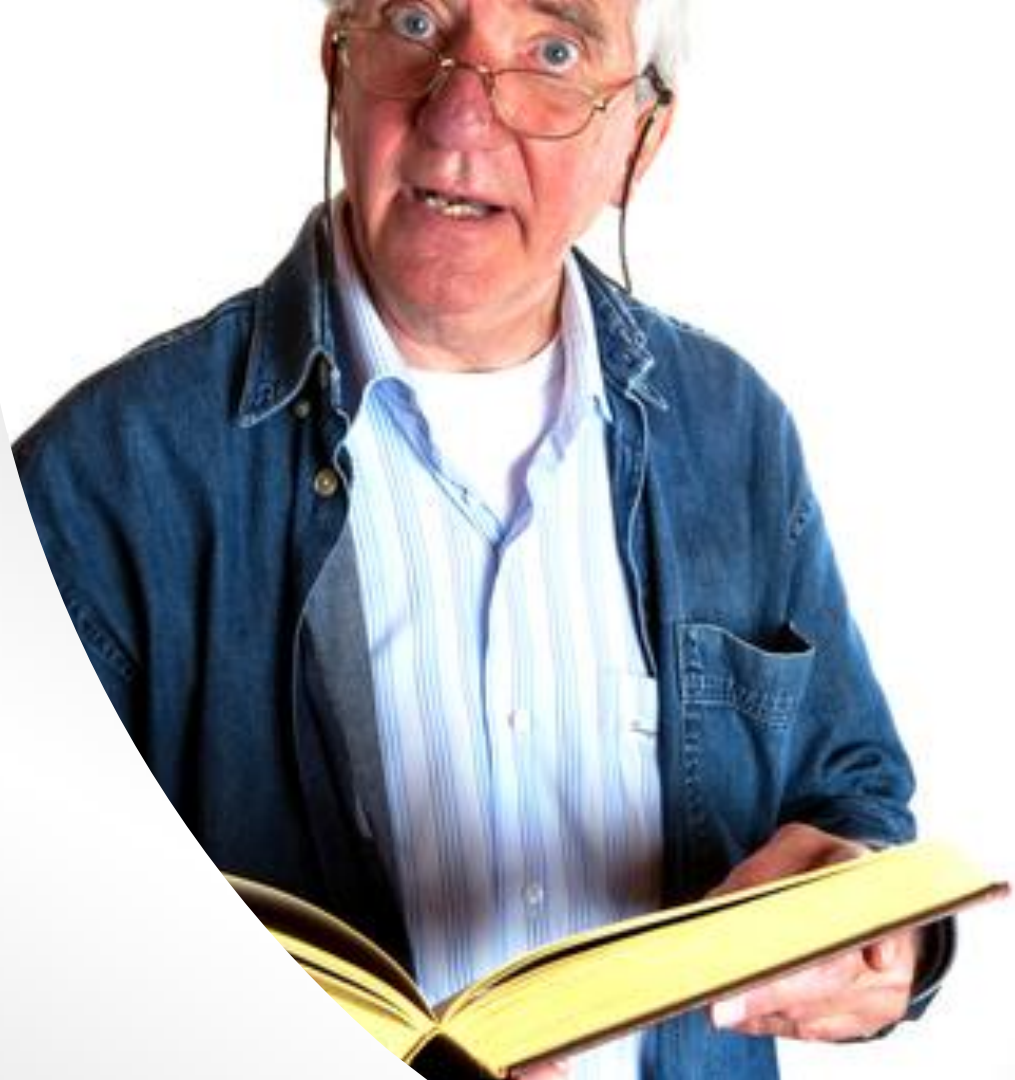
Nestlé
KitKat



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Building Relationships and Story Telling







After a presentation, 63%
of attendees remember
stories. Only 5%
remember statistics.

Source: Authors Chip & Dan Heath

Bringing a brand to life... truly story telling video



TECHNOLOGY IS CRITICAL IN MULTIPLE WAYS



ENGAGEMENT IS TANTAMOUNT



GEN Z WILL (IS) CHANGE THE LANDSCAPE





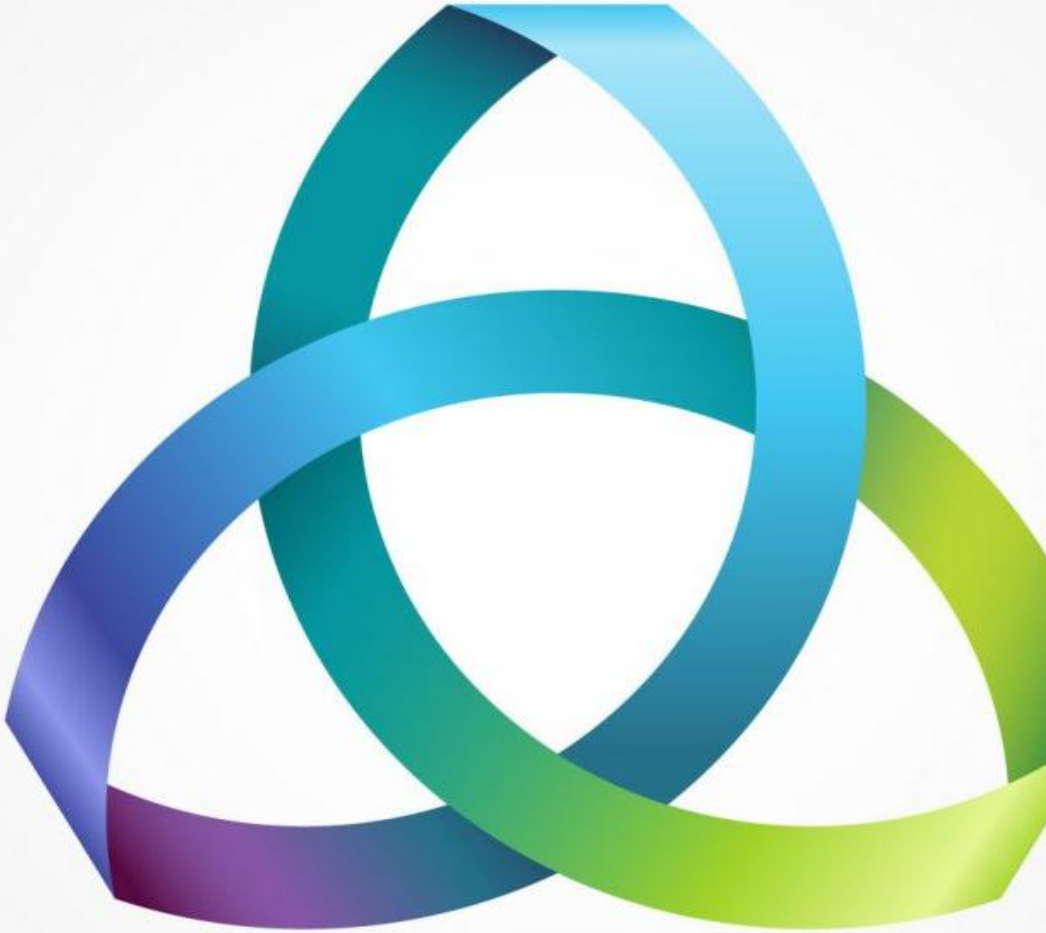
BIG DATA



The Trifecta of Sponsorship and How it Works



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OLD SALES MODEL



NEW SALES MODEL





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TECHNOLOGY









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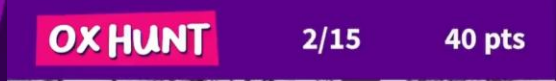


Treasure Hunt

¡Echa un vistazo a esta experiencia AR creada con Onirix!

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Technology
will help
you
measure
that
success



BREAKING NEWS

**NAMING RIGHTS
WONT SAVE YOU.
VISIBILITY WITHOUT
ACTIVATION IS
EXPENSIVE
WALLPAPER.**

BREAKING NEWS

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Counting
tells you
what
happened...

Measuring
tells you how
it worked



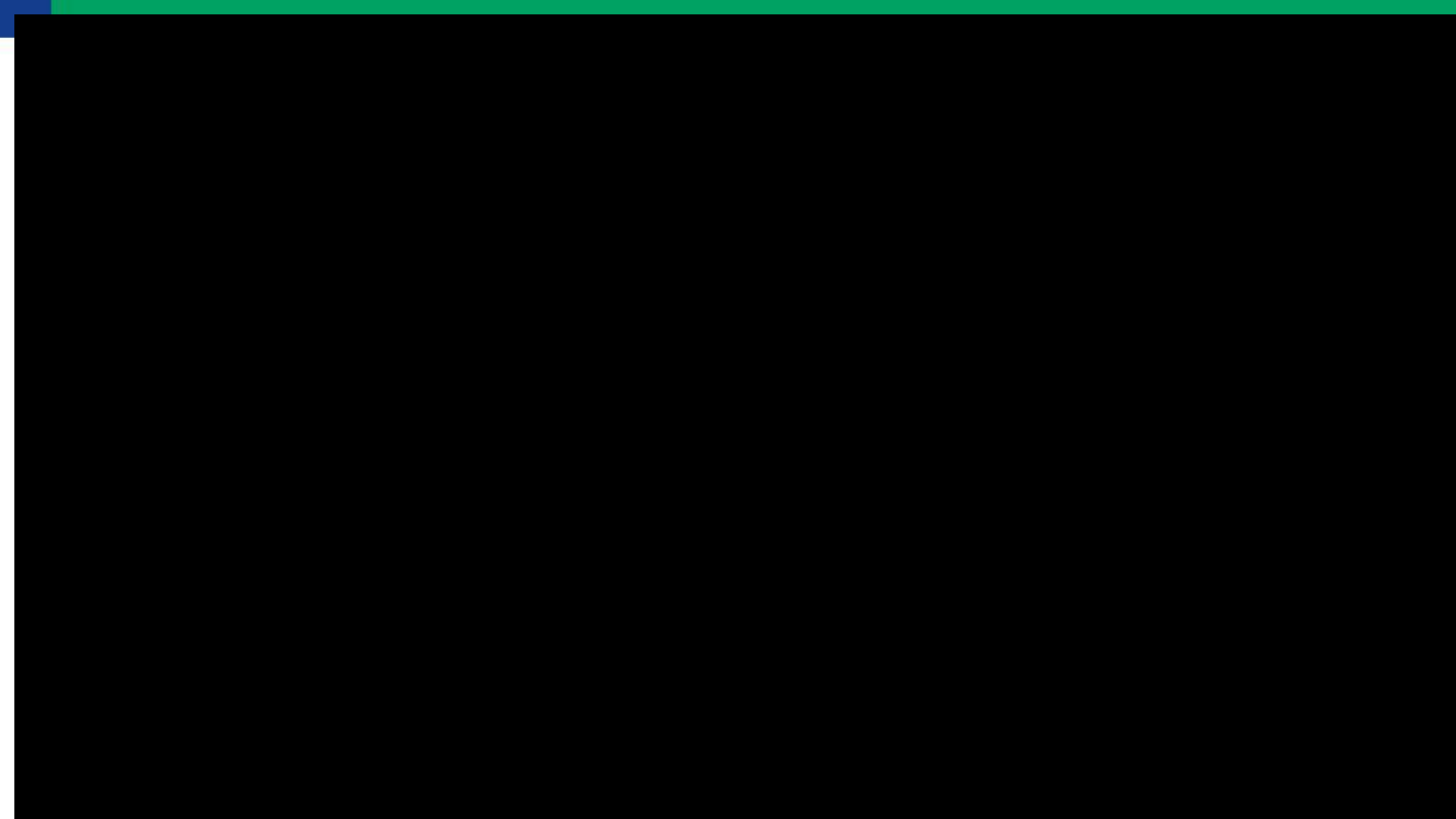
RELATIONSHIPS





Social Media “Relationships”







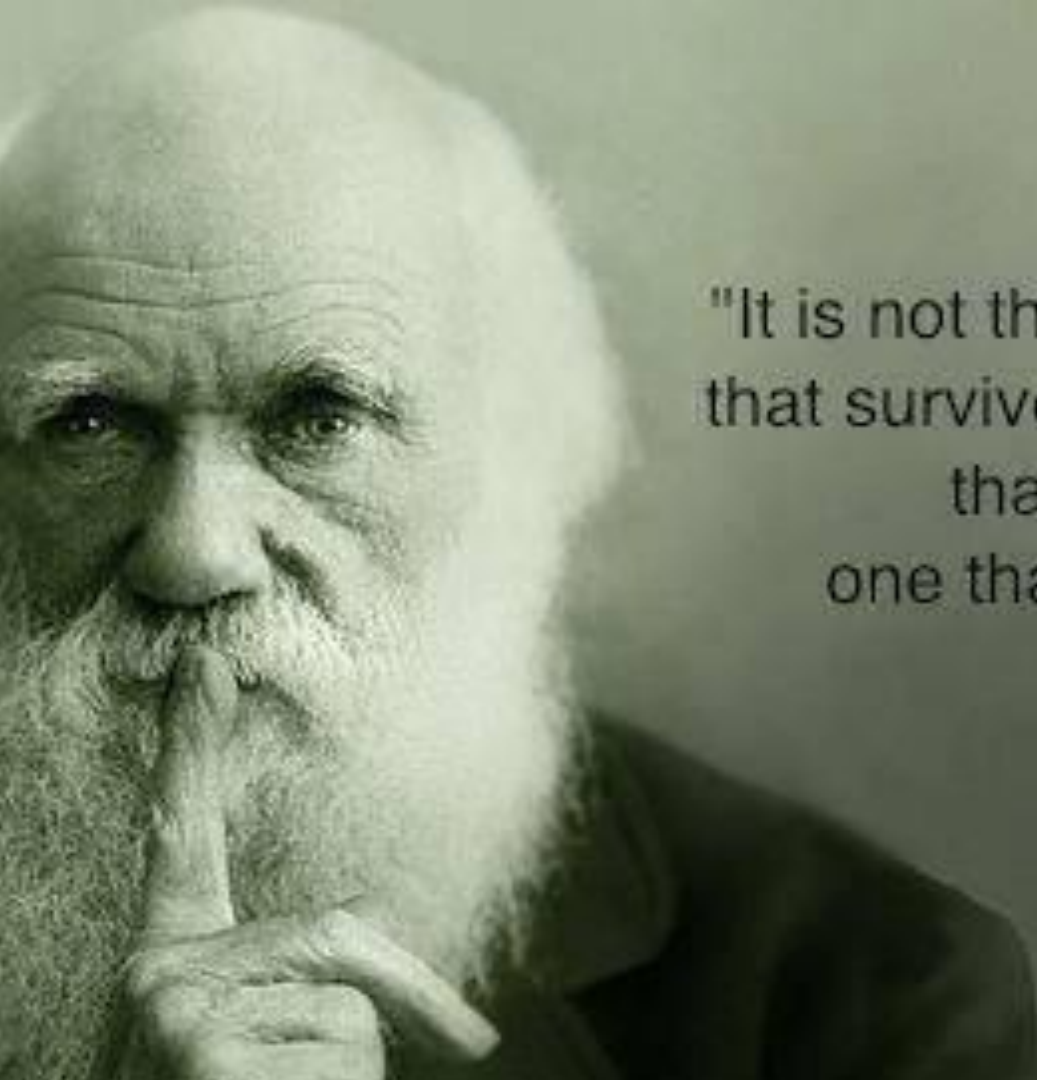
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AIR CANADA







"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change".

Charles Darwin

WRAP UP... 3 KEY TAKE AWAYS

1. Understand this is a relationship business, not a transactional one – both internally and externally
2. Technology is your partner – use it wisely
3. Understand that you are solution provider – internally and externally



THANK YOU



115

110

105

100

95

90

85

PRESENTER

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