

the business of sponsorship

Canadian Sponsorship Forum 2005



Conference Agenda

November 25-27, 2005

Pan Pacific Hotel • Vancouver, British Columbia

Presented by:

Trojan One



Agenda

| Friday, Nov 25th | Location | Topic | Speakers |
|------------------|--|---|---|
| 10:00-12:15pm | Oceanview Suites Foyer | Registration | |
| 12:30pm | Oceanview Suites 5-8 | The Business of Sponsorship | Mark Harrison, President, TrojanOne |
| 1:00pm | Oceanview Suites 5-8 | Benchmark Session: Treating Your Property as a Brand | Brent Scrimshaw, Senior Vice President, Marketing & Corporate Partnerships, CFL |
| 1:30pm | Oceanview Suites 5-8 | Benchmark Session: Establishing Media-Worthy Properties | Derek Kent, Head of Corporate Communications, NIKE Canada |
| 2:15pm | Oceanview Suites 5-8 | Leaders Forum: Cutting Through: Leveraging Sponsorships and Event Marketing to Build Your Brand Moderator: Bill Baker | Greg Wood, Vice President Corporate Partnerships, Tennis Canada Lucie Lamoureux, Director of Sponsorship and Public Events, Loto-Quebec Marc Belcourt, Event Marketing Manager, BMW Group Canada |
| 3:00pm | Oceanview Suites 5-8 | Networking Break | |
| 3:30pm | Coal Harbour Suite Pacific Rim Suite 2 Cypress Suite | Strategy Session 1: Challenge in Branding: RONA and the CFL, RONA and the Olympics Strategy Session 2: Maximizing Sponsor Value Strategy Session 3: Integrating Sponsorships and Promotions | Michael Brossard, Senior Vice-President, Marketing and Development, RONA Lesley Stang, Senior Manager, Corporate Development, Calgary Exhibition & Stampede Dale Hooper, Vice President Marketing, Frito Lay Canada Tony Matta, Marketing Director, Frito Lay Canada Vicki McKee, Senior Marketing Manager, CTV |
| 4:30pm | Coal Harbour Suite Pacific Rim Suite 2 Cypress Suite | Strategy Session 1: Challenge in Branding: RONA and the CFL, RONA and the Olympics Strategy Session 2: Maximizing Sponsor Value Strategy Session 3: Integrating Sponsorships and Promotions | Michael Brossard, Senior Vice-President, Marketing and Development, RONA Lesley Stang, Senior Manager, Corporate Development, Calgary Exhibition & Stampede Dale Hooper, Vice President Marketing, Frito Lay Canada Tony Matta, Marketing Director, Frito Lay Canada Vicki McKee, Senior Marketing Manager, CTV |
| 5:30-8:00pm | Oceanview Suites 1-4 | Canadian Sponsorship Forum Reception | |

“Looking back can lead to a successful future. Events are rarely perfect – take the time to evaluate in order to achieve perfection.”

*– Marc Belcourt
Event Marketing Manager
BMW Group Canada*

Agenda

| Saturday, Nov 26th | Location | Topic | Speakers |
|--------------------|----------------------|---|---|
| 8:30 - 9:00am | Oceanview Suites 5-8 | Continental Breakfast | |
| 9:00am | Oceanview Suites 5-8 | Leaders Forum: Understanding the Convergence of TV and Sponsorships Moderator: Mark Harrison | Holly Chapman, Director of Sales Promotion and Sponsorship, Astral Media Misha Richards, Senior Manager, Business Development TSN Brad Pelletier, Vice President and Managing Director, IMG |
| 10:00am | Oceanview Suite 1 | Strategy Session 1: Building a Property from Zero to Sixty | Greg Macdonald, President and General Manager, Grand Prix of Edmonton |
| | Oceanview Suite 2 | Strategy Session 2: Entertainment Marketing and Sponsorship-Taking your Marketing Strategy into the Entertainment Arena | Ilan Cooley, President, Loud Mouth Communications Ingrid Hueston, Account Director, MacLaren Momentum |
| | Oceanview Suite 3 | Strategy Session 3: Building a Non-Profit Property through Private Sector Sponsorship | Bryan Tisdall, President and CEO, Science World British Columbia |
| | Oceanview Suite 4 | Strategy Session 4: Leveraging the Power of Local Communities | John Rae, Manager Strategic Alliances, Resort Municipality of Whistler |
| 11:00am | Oceanview Suite 1 | Strategy Session 1: Building a Property from Zero to Sixty | Greg Macdonald, President and General Manager, Grand Prix of Edmonton |
| | Oceanview Suite 2 | Strategy Session 2: Entertainment Marketing and Sponsorship-Taking your Marketing Strategy into the Entertainment Arena | Ilan Cooley, President, Loud Mouth Communications Ingrid Hueston, Account Director, MacLaren Momentum |
| | Oceanview Suite 3 | Strategy Session 3: Building a Non-Profit Property through Private Sector Sponsorship | Bryan Tisdall, President and CEO, Science World British Columbia |
| | Oceanview Suite 4 | Strategy Session 4: Leveraging The Power of Local Communities | John Rae, Manager Strategic Alliances, Resort Municipality of Whistler |

“Create a leverageable program that is undeniably linked to your brand and brings added value to the event you are sponsoring.”

*– Lucie Lamoureux
Director of Sponsorship and Public Events
Loto-Québec*

Agenda

| Saturday, Nov 26th | Location | Topic | Speakers |
|--------------------|----------------------|---|---|
| 12:00-2:00pm | Oceanview Suites 5-8 | Lunch Leaders Forum: Olympics and Paralympics: Going for Sponsorship Gold Moderator: Mark Harrison | Kim Smither, Managing Director, Octagon Canada Greg Cyr, Director Promotion Marketing, General Mills Canada Patrick Jarvis, President, Canadian Paralympic Committee |
| 2:00pm | Oceanview Suites 5-8 | Benchmark Session: Building Your Business with Music and Entertainment Marketing | Ivar Hamilton, Senior Marketing Director, Universal Music |
| 3:00pm | Oceanview Suite 1 | Strategy Session 1: Negotiating Sponsorship Contracts: A Lawyer's Perspective | Charles Hotel, Partner, Lawson Lundell LLP |
| | Oceanview Suite 2 | Strategy Session 2: Building Brand Equity through Sponsorships: A Review of the NHL and the Olympics | Gordon Hendren, President, Charlton Strategic Research Inc. |
| | Oceanview Suite 3 | Strategy Session 3: Marketing Metrics | Norman O'Reilly, Assistant Professor of Marketing, Ryerson University |
| | Oceanview Suite 4 | Strategy Session 4: Connecting with Communities: The Power of Grassroots | Barbara Conkie, Vice-President, Marketing Western Region, Direct Energy Marketing Limited |
| 4:00pm | Oceanview Suite 1 | Strategy Session 1: Negotiating Sponsorship Contracts: A Lawyer's Perspective | Charles Hotel, Partner, Lawson Lundell LLP |
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| 6:30-9:00pm | BC Place | Behind the Scenes at the Grey Cup | |

“Create marketing partnerships, not sponsorships, by looking for common objectives and then building platforms together.”

*– Dale Hooper
Vice President Marketing
Frito Lay Canada*

Agenda

| Sunday, Nov 27th | Location | Topic | Speakers |
|------------------|----------------------|---|--|
| 9:00-9:30am | Oceanview Suites 5-8 | Continental Breakfast | |
| 9:30am | Oceanview Suites 5-8 | Leaders Forum: The Secrets to Success: Designing Sponsorships that Deliver Moderator: Mark Harrison | Scott Smith, Senior Vice President, Operations, Hockey Canada Keith Pelley, President, CEO, Toronto Argonauts Doug Perry, President, W1 |
| 10:30am | Oceanview Suites 5-8 | Leaders Forum: Driving Sponsorship ROI through On-line Activation Moderator: Mark Harrison | Mark Szabo, Account Director, Critical Mass Michael Parker, Managing Director, Tribal DDB Canada Grant Basiuk, Director of Business Development, SCAinteractive Canada |
| 11:30am | Oceanview Suites 5-8 | Closing Remarks | Mark Harrison, President, TrojanOne |
| 12:00-2:30pm | Roxy Bar | The Tailgate Party | |
| 3:00-7:00pm | BC Place | Grey Cup | |

“As an industry, we have to move to a point where decision makers realize that you can't judge a sponsorship or an event on just one year's investment. Lots of marketers don't get the results they want from TV ads in certain years. But they don't bail out of advertising ... they dig and fix the problem, work the creative ... the positioning ... the media placement. Why doesn't sponsorship get the same commitment?”

*– Mark Harrison
President
TrojanOne*