

RAISING CORPORATE SPONSORSHIP REVENUES IN RURAL MUNICIPALITIES

Sunday January 18, 2026 – 8:30 to 10:30 am



SESSION OVERVIEW

1. What is corporate sponsorship?
2. Industry trending – sponsorship overall as well as specific to municipalities and to Rural Municipalities
3. What You Need to Know: Steps, Process and Timelines
4. Questions and Discussion

SESSION ACCESS



To receive a copy of today's **Sponsorship Revenue Programs** presentation, scan this QR code (to the left) and fill in the sheet and we will send it to you before the end of the conference.

WHO ARE WE?

1. National Sponsorship Consulting Agency
2. Staff in BC, AB, ON (50% of Team) and NFLD
3. 24 years in operation next month
4. Support municipalities and other properties
5. Support brands and sponsors
6. Not a sales agency

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SUMMIT

WANT TO INCREASE YOUR MUNICIPALITIES REVENUE?



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NETWORK AND BUILD RELATIONSHIPS WITH MUNICIPAL PEERS

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- ✓ *This **ROMA50** offer is valid through Friday February 6, 2026.*



WHAT IS SPONSORSHIP?

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WHAT IS NOT SPONSORSHIP?

- **Philanthropy**
- **Funding – Underwriting**
- **Advertising**

WHAT IS NOT SPONSORSHIP?

A close-up photograph of two hands, palms up, holding several light-colored wooden letters that spell out the word "donate". The hands are positioned in the center of the frame, with the fingers slightly curled around the letters. The background is a plain, light-colored surface.

donate

WHAT IS NOT SPONSORSHIP?

- 
- ~~• Philanthropy~~
 - Funding –
Underwriting
 - Advertising



Defining Advertising vs Sponsorship



Definition of Sponsorship



A cash and/or in-kind fee paid to the to a municipality (or other property) in return for the commercial potential associated with that municipality or organization.



WHAT IS SPONSORSHIP?

“Sponsorship reaches people in an environment that matches their lifestyle rather than intrudes upon it. Sponsorships speaks to the public, not at them.”



CSLS

CANADIAN SPONSORSHIP LANDSCAPE STUDY



Canadian Sponsorship Landscape Study

- ✓ \$4.22B industry
- ✓ 5.9% of that goes to Municipalities (\$249M – almost half of all the money spent locally)
- ✓ (Pro and Amateur Sport is 35.3% and Festivals is 14.6%)
- ✓ 13% is spent locally (\$549M)
- ✓ 85% of decision makers from M&C

What has changed in the marketplace?



IMAGINE Canada study:

- 56% of Canadian corporations are engaging in sponsorship that used to be philanthropy

CONSUMER SPONSORSHIP RANKING – MUNICIPALITIES

(Partnership Group – Sponsorship Specialists / Neilson)

OPINIONS ON MUNICIPAL SPONSORSHIP

85%

Companies should be able to **sponsor public spaces** such as hockey rinks, ball parks and recreational facilities

49%

Companies should be able to **retitle existing buildings** named after prominent citizens or community benefactors

75%

No preferential treatment for corporate sponsors of cities – sponsorship and awarding of contracts should be separate

What are Canadian Municipalities Doing?



Prince Edward Island

What are Ontario Rural Municipalities Doing?

Here are some of the rural communities and smaller communities in Ontario that are involved in sponsorship and naming rights:

- Leamington
- Amhersberg
- La Salle
- Bracebridge
- Alliston
- Trent Hills

What are Ontario Rural Municipalities Doing?

Here are some examples...

- SunnyLife Recreation and Wellness Centre
- Flato Developments – New Tecumseh Recreation Centre
- Proline Rentals and Bins Fieldhouse
- Muskoka Rock Outdoor Courtyard
- United Communities CU Ice Pads
- Ayr Farmers Mutual Community Centre
- Trisan Centre

What are Ontario Rural Municipalities Doing?

- The average price for Ontario rural communities under 15,000 population is \$32,000 per naming
- The average for communities from 15-30,000 people is \$36,000 per year



- 66% of municipalities in Canada are involved in some form of corporate engagement
- Almost 50% more municipalities in the naming rights game for over a decade
- 47% have actively marketed their opportunities for over 5 years

The most common naming of Municipal facilities are:

- Arenas
- Recreation complexes
- Pools
- Sports fields



Source: *Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights*
Centre of Excellence For Public Sector Marketing

What are Canadian Municipalities Doing?

- Most common length or term for naming rights is 5-10 years
- “Perpetuity agreements” are now scarce, and frowned upon



Source: Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights

Centre of Excellence For Public Sector Marketing

What are Canadian Municipalities Doing?

- 94% of these identified municipalities in the game are actively seeking naming rights of which almost 2/3 have agreements in place
- Arenas, recreation complexes, pools and sports fields are the most common naming
- 55% of the municipalities have sponsorship centrally managed for the municipality and 45% allocate by department

Source: Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights

Centre of Excellence For Public Sector Marketing

What are Canadian Municipalities Doing?

- 82% have sponsorship policy in place
- 62% have naming rights policy only in place
- 43% have just advertising policy in place

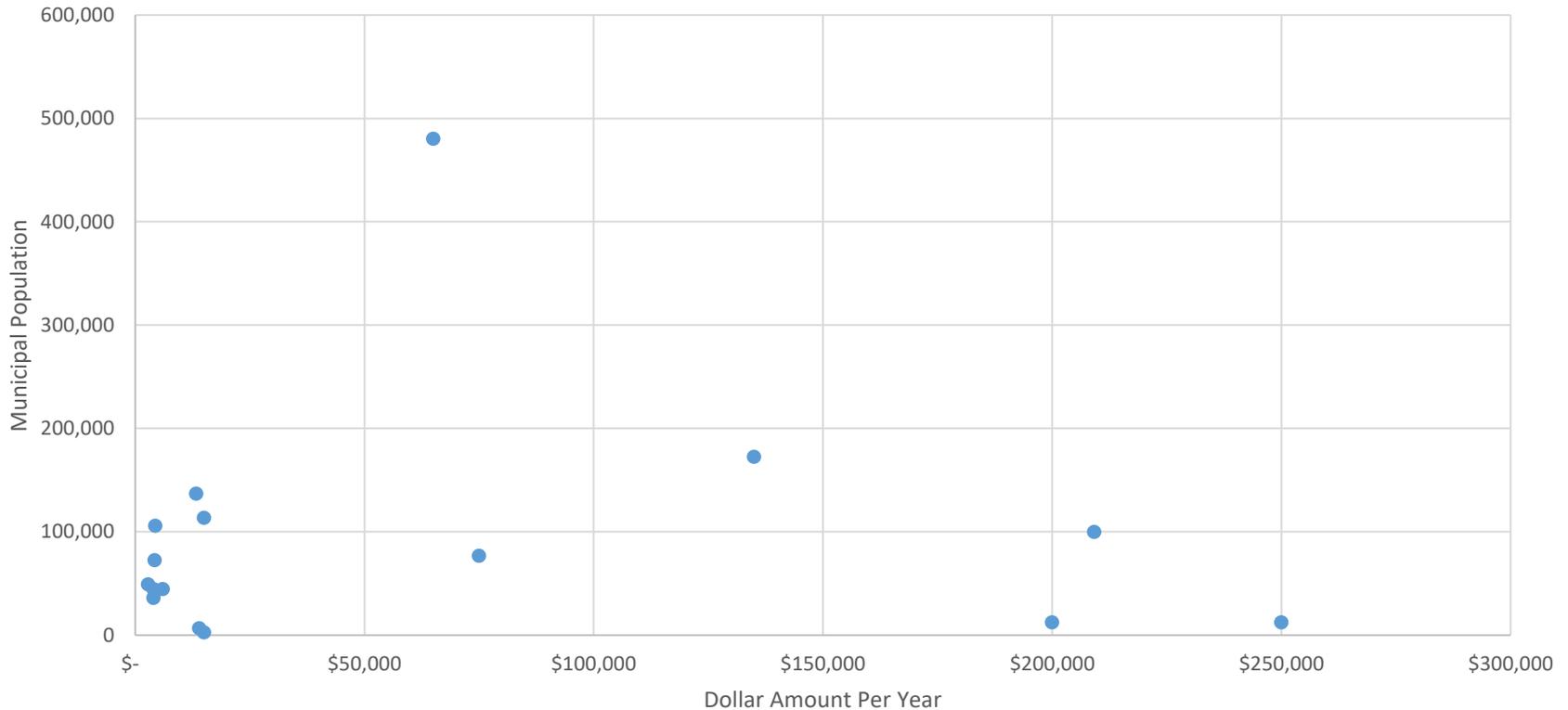


Source: *Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights*

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Focus on Naming Rights in Smaller Communities - Arenas

Arena Naming Rights Amount per Year vs. Municipality Population

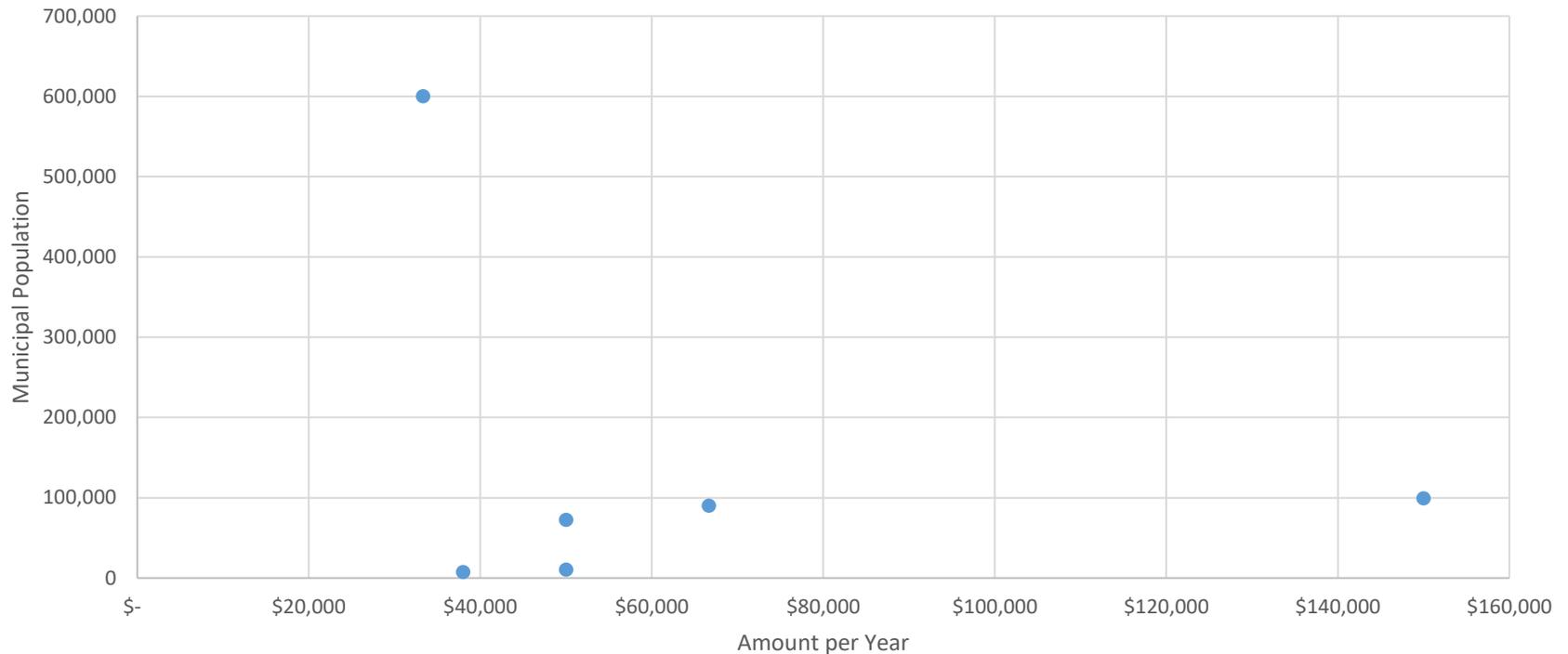


Source: *Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights*

Centre of Excellence For Public Sector Marketing

Focus on Naming Rights in Smaller Communities – Rec Centres

Community Centre Naming Rights Amount per Year vs. Municipality Population



Source: *Canadian Municipal Benchmarking Survey on Sponsorship and Naming Rights*

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KEY DISCUSSIONS IN COMMUNITIES – ESPECIALLY RURAL COMMUNITIES

- a) Our buildings are owned and paid for by municipalities - why should a corporation get to put their name on it?
- b) Is this potential capital revenue for new projects or operational revenues?
- c) How will this affect different departments?
- d) How will this affect user groups?

HOW THIS AFFECTS YOUR RURAL MUNICIPALITY?

The logo for the Rural Ontario Municipal Association (ROMA) features the word "ROMA" in a bold, green, sans-serif font. The letter "O" is replaced by a white stylized tree icon with three branches. The entire logo is set against a white background within a green-bordered box.

ROMA

Rural Ontario
Municipal Association

The logo for Partnership Group features a square icon on the left divided into four quadrants: top-left is blue with white "PG", top-right is green, bottom-left is blue, and bottom-right is green. To the right of the icon, the words "PARTNERSHIP GROUP" are written in a bold, blue, sans-serif font. Below this, the words "Sponsorship Specialists" are written in a smaller, blue, sans-serif font. At the bottom, the website address "www.partnershipgroup.ca" is written in a green, sans-serif font.

PARTNERSHIP GROUP
Sponsorship Specialists
www.partnershipgroup.ca

SHOULD YOU BE *IN THE GAME* OR NOT?

- ✓ Do you need additional revenues beyond user fees and taxes?
- ✓ Are users / citizens concerned about increasing tax rates and increasing user fees at facilities?
- ✓ Do you own rinks, parks, leisure centers, arenas, programming, etc.?



SHOULD YOU BE *IN THE GAME* OR NOT?

- ✓ Do you presently have sponsorship policy in place?
- ✓ Do you know what you have to sell?
- ✓ Do you know what your assets are worth?
- ✓ Are you committed to doing sponsorship or is it ad hoc?



REALITY CHECK

- ✓ You are already doing sponsorship and advertising to an extent by selling rink boards or local business supporting summer camps and programs
- ✓ It is simply being done in an ad hoc way
- ✓ The question really is not about “do you want to be in the sponsorship game?”
- ✓ The question really is “**How do you want to be involved in sponsorship?**”

SPONSORSHIP TODAY IN RURAL MUNICIPALITIES

- ✓ We need to understand that for rural municipalities and others it is no longer just naming rights, but rather holistic sponsorship programs including and / or excluding naming rights



PROSPECTING IN RURAL MUNICIPALITIES

- ✓ Unlike even small urban municipalities and large municipalities, sponsorship will not come from big nationals on Bay Street in Toronto – it will predominantly come from local and regional businesses
- ✓ This is critical to understand from the outset

NEXT STEPS...

WHAT YOU NEED TO KNOW

Four key steps

1. Feasibility Study / IAV
2. Strategy
3. Policy
4. Implementing



FOUR KEY STEPS TO SUCCESS

1. Undertake a sponsorship Inventory Asset Valuation (IAV)

- a) Determine sponsorship assets & naming rights
- b) Value the assets in real market terms and determine potential revenue

KEY PROPERTIES AND ASSETS

- a) Aquatic Centre
- b) Community / Leisure Centre
- c) Spray Parks – Outdoor Pools
- d) Hockey Rinks
- e) Community Centres
- f) Ball Diamonds / Fields
- g) Dog Parks
- h) Trails

KEY PROPERTIES AND ASSETS



It is not all about “Naming Rights” – Some Municipalities do not put corporate names on the outside of buildings but sell everything inside

KEY PROPERTIES AND ASSETS

Look at **programming and events** as major assets that would be identified in an IAV (Inventory Asset Valuation) – this is where sponsors can “touch and engage with citizens” and activate and provide value add!



KEY PROPERTIES AND ASSETS

Events

- Canada Day
- Summer Concert Series
- Winter Lights Display
- Music Festival
- Ethnic Celebration



KEY PROPERTIES AND ASSETS

Programming

- Seniors Week
- Music Festival
- Pride Week
- Fall Fair
- After school programming



FOUR KEY STEPS TO SUCCESS



2. Develop monetization strategy

- a) Identify outline of revenue potential
- b) Provide date timelines and tracking measurement for accountability
- c) Determine needs from a human capital perspective (staffing / volunteers /contract)
- d) Determine realistic nature of prospects against goals and objectives
- e) Identify fulfilment needs

FOUR KEY STEPS TO SUCCESS



3. *Develop Policy*

- a) This may be done sooner in conjunction with monetization strategy
- b) Reviews commercial and non-commercial naming rights, alignment with by-laws, gifts

FOUR KEY STEPS TO SUCCESS



4. *Implement Program*

- a) Monitoring of Monetization Strategy
- b) Typically, your consultant stays on to support this with advisory hours and one on one time



OUTCOMES?

- ✓ Ongoing operational dollars
- ✓ Enhanced partnerships
- ✓ Will be more work, but rewards are greater



PROJECTED TIMELINES

- 1. IAV (Inventory Asset Valuation) – 6 months**
- 2. Policy– 4 weeks**
- 3. Strategy – 6 weeks**
- 4. Mentoring and consulting – ongoing**

EXPECTATIONS OF ALL DEPARTMENTS

1. The departments own the assets - collaboration with your sales folks
2. Everyone in the organization are part of the process to ensure that the programs work
3. Open-mindedness
4. Collaboration



SALES APPROACHES



1. Build internal capacity
2. Outsource sales and keep service / fulfilment in-house
3. Outsource Sales and Service
4. Hybrid

EXPECTATIONS OF COUNCIL

1. Provide feedback on IAV
2. Review, provide insight and approve the policy
3. Open Doors for staff
4. Step back and allow the staff / contractors to move the process forward
5. Be part of the success when the deal is done!

WHAT ELSE YOU NEED TO KNOW

- ✓ You need to look at sponsorship as a partnership and not a handout – sponsor needs to win as well!
- ✓ The average timeline is 18-22 months
- ✓ You need to follow the strategy once developed
- ✓ Understand that package selling is taboo – customized proposal development is key
- ✓ It is **NOT** transactional

QUESTIONS



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THANK YOU

