



STARTING SPONSORSHIP FROM SCRATCH

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OUR PROBLEM

- Too much reliance on government funds
- No unrestricted funding to invest in solving this problem

OUR SOLUTION



- NSF Enhancement Funding a Sponsorships and Marketing Manager
- 3 year project
- Increased commission and decreased salary over the 3 years

THE CHALLENGE



- Luge Canada brand needed to be refreshed
- Executive Director spending much more time in this area
- Need to invest more than time - Funds needed
- Downturn in the economy
- Education in Sport Sponsorships – meetings with other sports

THE OUTCOME



- Professionalization of our Sponsorship Package
- Branding Strategy in development – Community minded
- Social media more focused
- Established contacts with community leaders and think tanks to generate out of the box ideas
- Finding companies that are thriving despite economic downturn
- Established relationships with possible sponsors

THE OUTCOME



- *Patch for Luge* – Club Luge Corporate event
- Creative Campaigns – eg. *Helmet for Heroes*
- Event Hosting – VIP area to engage corporate community

THE TAKEAWAY



- Very Important to establish relationships with prospective sponsors – this takes time, but the future is bright
- Brand Development is key - not a logo, our story
- Exploring mutually beneficial sponsorship opportunities – work collaboratively
- Funds must be invested to be successful