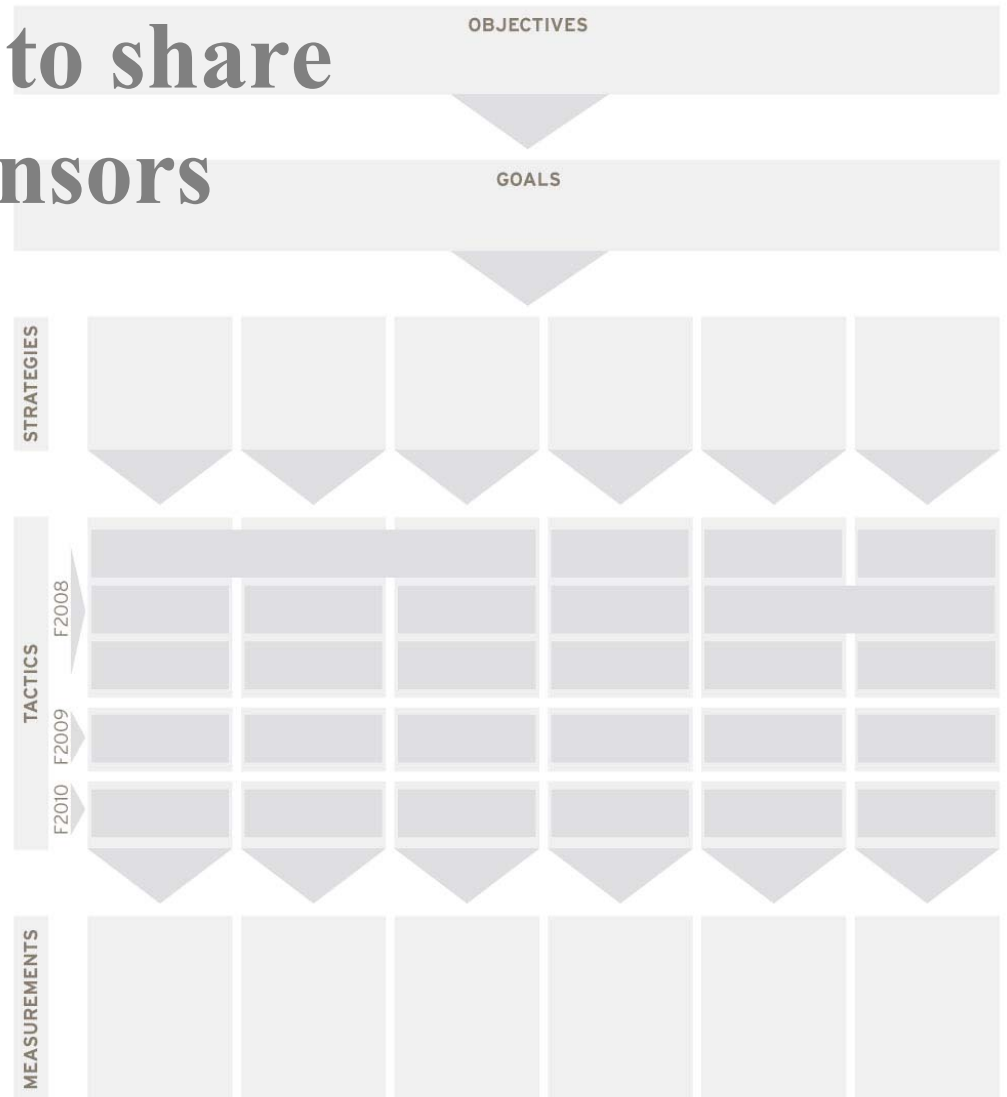


# 5. To Get Promoted

## Develop tools to share with your sponsors



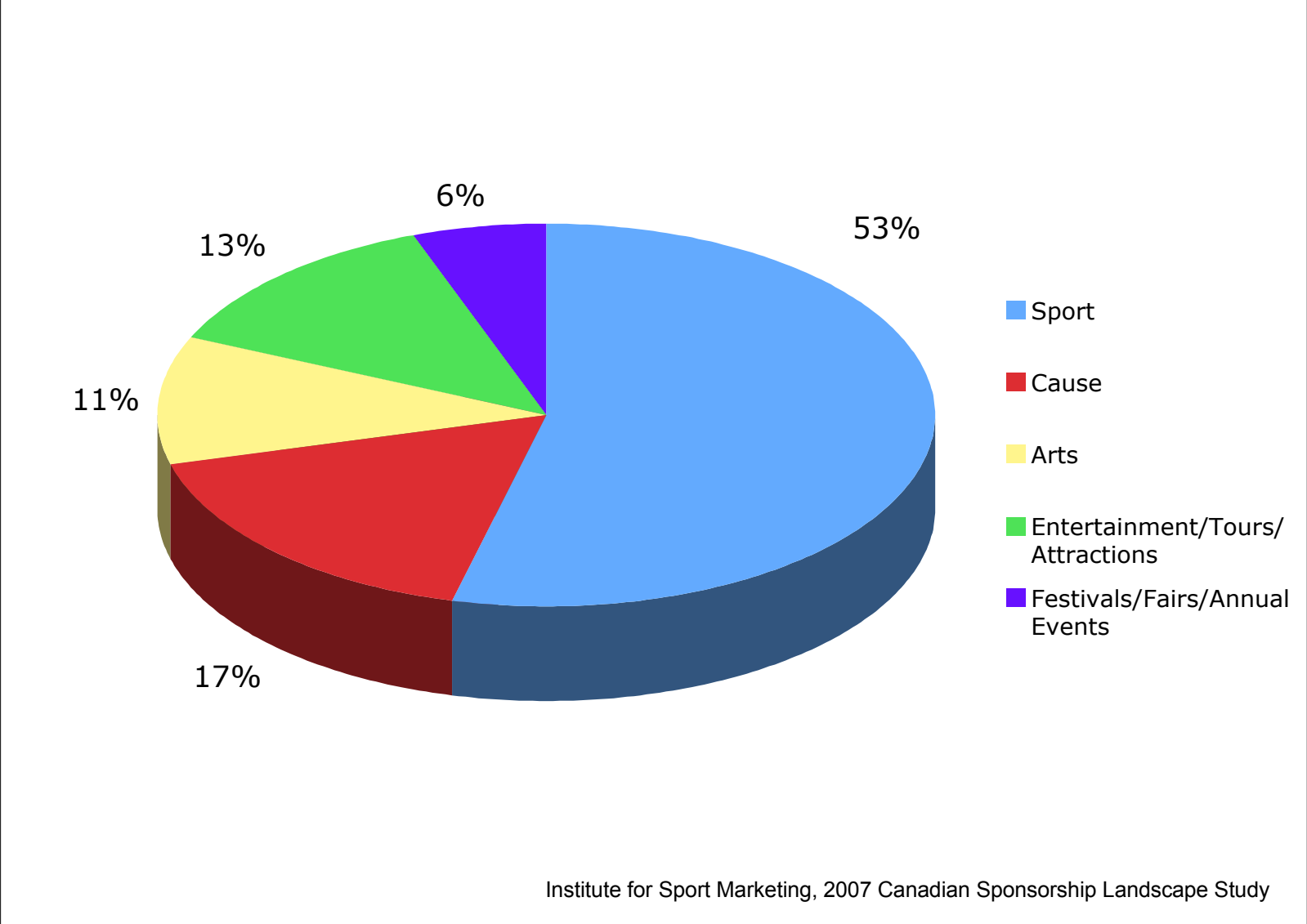
## Develop a Cultivation Strategy

1. Generated B2B PR and media programs
2. Attended a set number of industry events annually
3. Initiate interactive dialogue with industry influencers

## Provide revenue generation for sponsors

1. On-site sales
2. Off-site sales
3. Licensing
4. Re-sale of content
5. Network sales

# The \$ 1.1B Pie!





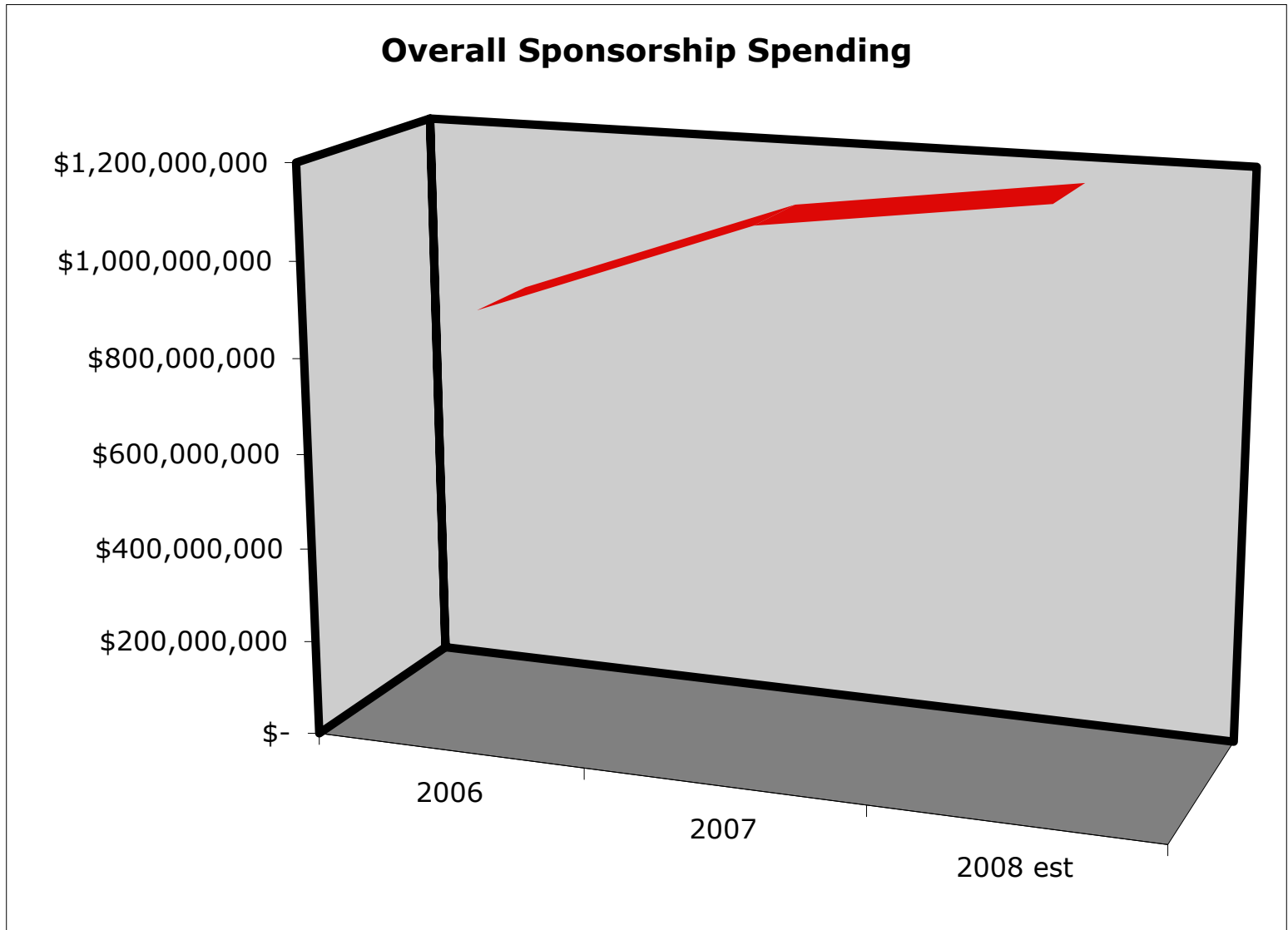
**Global: \$30.5 Billion** (IEG 2006)



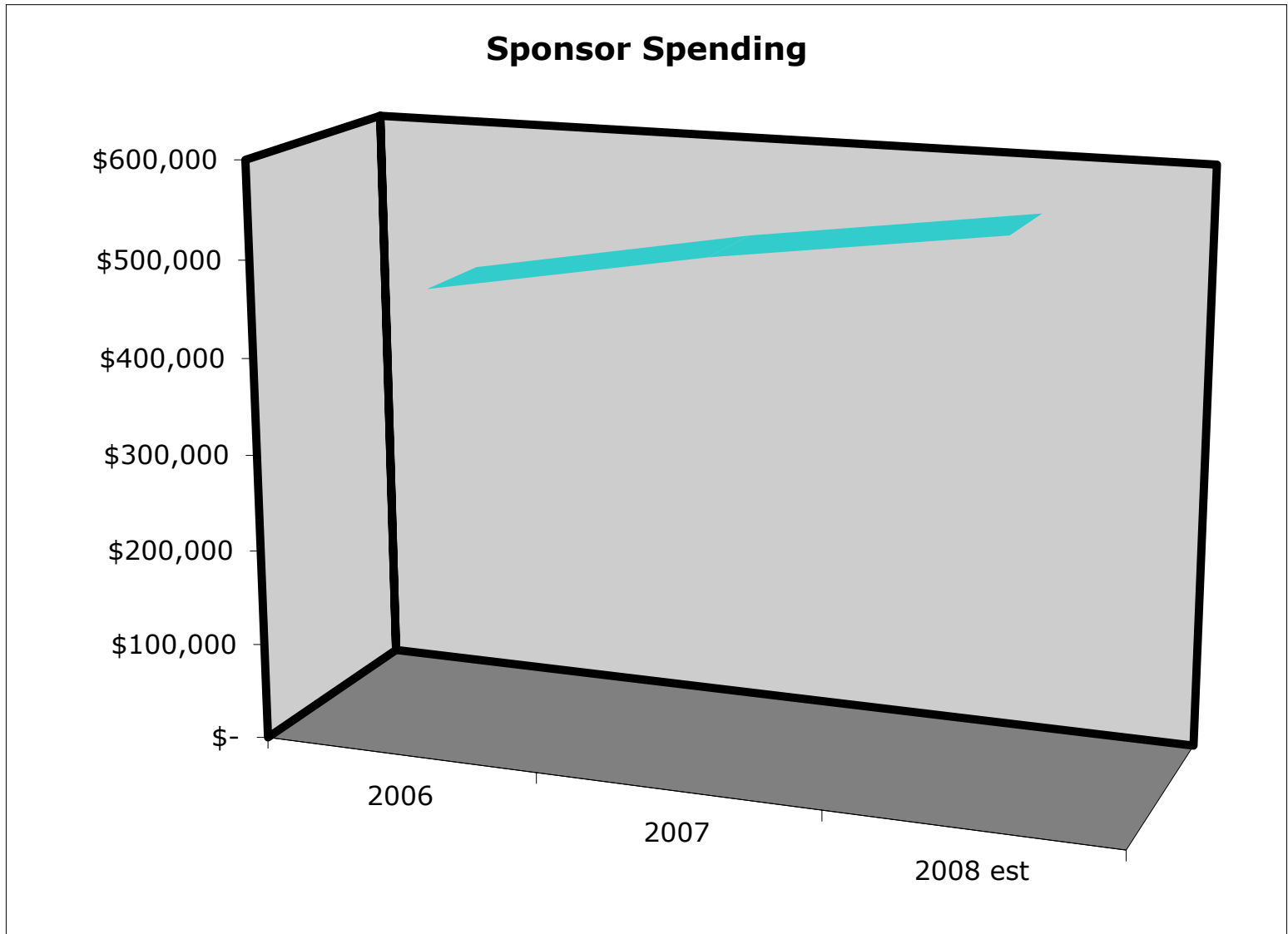
**United States: \$15 Billion** (IEG est. 2007)



**Canada: \$1.1 Billion** (ISM 2007)

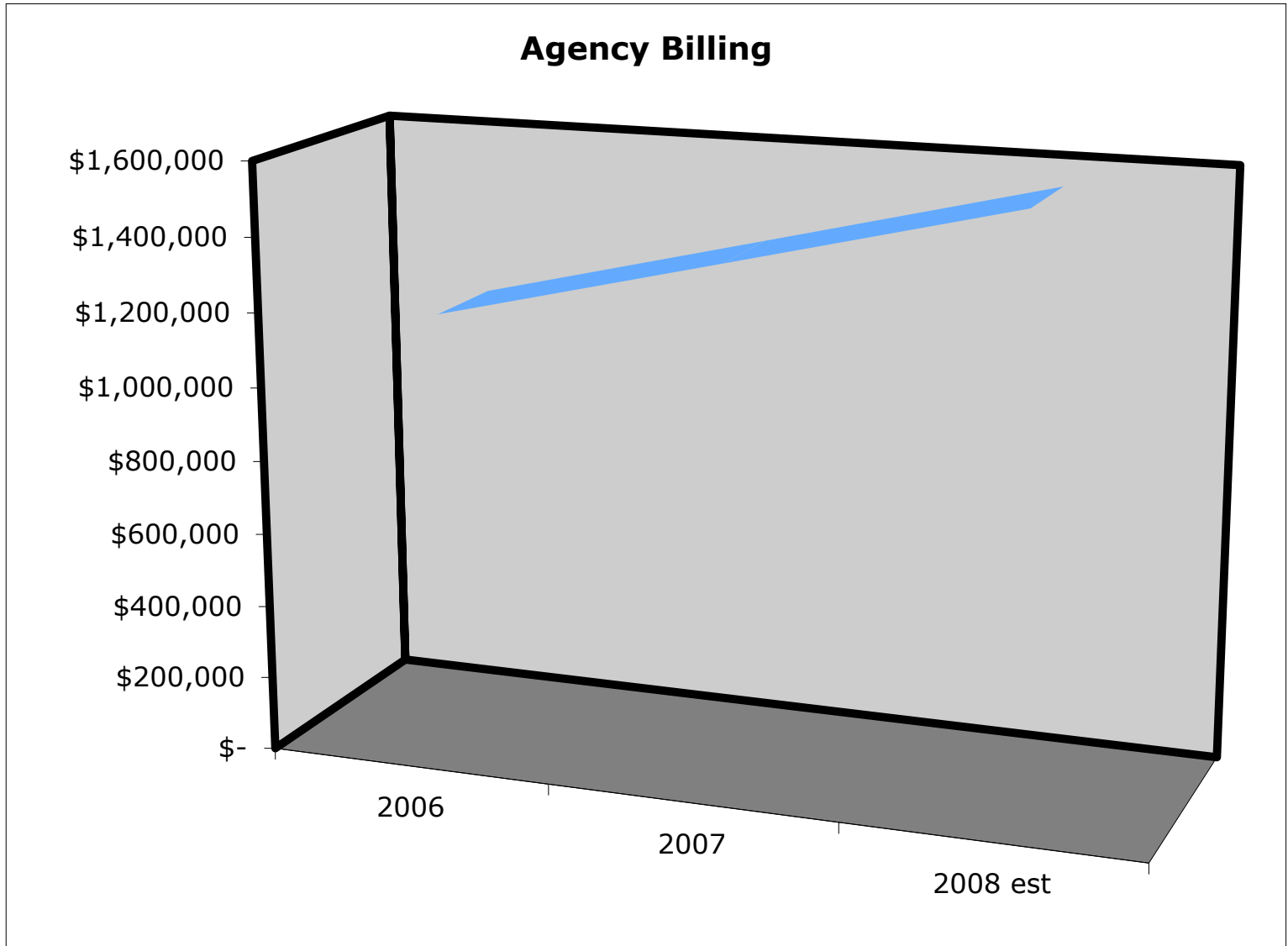


# More Pie!





# More Pie!



## 1. Activation is only at a .43:1 ratio

ISM Landscape Study

**1. Activation is only at a .43:1 ratio**

ISM Landscape Study

**2. Activation increases purchase intent  
by 3.75 times**

IMI International

**1. Activation is only at a .43:1 ratio**

ISM Landscape Study

**2. Activation increases purchase intent  
by 4.75 times**

IMI International

**3. Evaluation by sponsors is higher  
than you can imagine**

## What Sponsors Want:

- 1.To Borrow Equity
- 2.To Tell Stories
- 3.To Engage Consumers
- 4.Proof
- 5.To Get Promoted

**You can choose to ignore the facts but your sponsors are demanding proof.**

**Commit to this approach over the long term and collect data every step of the way.**

**If you're not able to sell consumer engagement your property isn't worth your sponsor's resources.**

Thank you



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RUN FOR CANADA



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RUN FOR CANADA

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