

# Revenue Generation: What Sponsors Want

Mark Harrison

President, TrojanOne

Head Coach, Lawrence Park Panthers Football

Chairperson, Canadian Sponsorship Forum



# Guess What?

**The Canadian “sponsorship pie” is \$ 1.1 billion.**



So...

## How do you get your piece?



## No shortage of items on Cohon to-do list

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**RICK WESTHEAD**

Not long after he inherited the job of CFL commissioner, Mike Lysko travelled to the U.S. with B.C. Lions owner David Braley for a meeting with NFL vice-president Gord Smeaton and then-NFL commissioner Paul Tagliabue.

The tête-à-tête got off to a curious start.

"Mr. Commissioner, I should tell you that I'm a very powerful man," Braley sternly addressed Tagliabue, according to a person familiar with the meeting. This reminder to a commissioner who dealt many days with the likes of Seattle Seahawks owner Paul Allen, who helped start Microsoft alongside Bill Gates.

Mark Cohon, welcome to the CFL.

Chosen ahead of Australian Basketball League commissioner Frank Dunne, Cohon is the CFL's new commissioner. Voted in 8-0 by the league's board of governors, the 41-year-old garnered a five-year contract that pays him about \$700,000 a year.

The league's owners are a divisive, volatile lot and once the honeymoon period ends, Cohon's job is sure to be choc-a-bloc with tumult. With that in mind, it's worth mulling the key items he should make a priority. Getting at least a few of them accomplished might keep his more irascible employers at bay.

Perhaps the biggest and most understated challenge Cohon faces is burnishing the CFL's flagging national sponsorship program. The league likes to boast about year-on-year percentage increases in

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**“Perhaps the biggest and most understated challenge Cohon faces is burnishing the CFL's flagging national sponsorship program. The league likes to boast about year-on-year percentage increases in sales and sponsor-related revenue. But the fact is, there's no meat behind those percentages.”**

## What do sponsors want?



# Ask Your Board?



## Building Future Leaders

Since 1963, the Alberta Junior Hockey League (AJHL) has fostered the development of young men who have gone on to become Stanley cup champions, Ivy League graduates and community leaders.

### AJHL Alumni include:

- Mark Messier
- Lanny McDonald
- Brent Sutter
- Mike vernon
- Wade redden
- Chris Phillips
- Dany heatley



## Capturing Alberta's Passion for Hockey

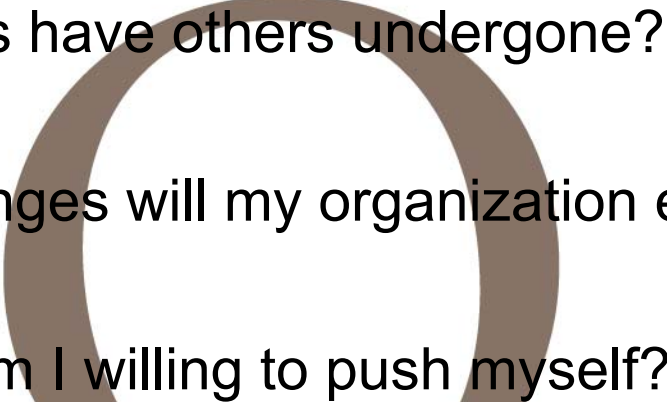
Canada is hockey and Alberta is home to the most passionate communities in the Heartland of the Hockey.

The AJHL is able to capture the emotion and support of those communities:

- over **300** volunteers across Alberta commit their time to make **each** AJHL season a success
- More than **250** families open up their homes to AJHL players, building life long relationships



Trojan180  
Corporate Sponsorship Audit

- 
1. What trials have others undergone?
  2. What changes will my organization embrace?
  3. How far am I willing to push myself?

# I do everyday...

... with leading corporations and properties across the country

I've influenced over \$25 million in sponsorship dollars over the past 12 months

- 1. I am an incredibly biased person**
- 2. We have incredibly biased clients**
- 3. My #1 priority is to raise the tide**

## To Build Brands by Engaging Consumers



To be a \$10 million agency

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# Corporate Clients





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TO LOCAL  
AND  
NATIONAL  
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ACROSS  
CANADA.



THAT'S  
\$200,000  
EACH WEEK.







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  - Solar Flare
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  - Green Apple
  - Icy Berry Wave
  - NEW! Grape!





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