

## **WinSport Canada Sponsorship Summit 2009**

### **A unique initiative in partnership with the Government of Alberta**

Calgary, AB – The Canadian Winter Sport Institute – WinSport Canada – today announced a new and unique initiative, the WinSport Canada Sponsorship Summit 2009, in order to help grow and support the business of sport. This one-of-a-kind conference will guide sport organizations and corporations through the complete 360 degree sponsorship process from brand building to negotiating to measuring return on investment.

The conference will be hosted from September 23 through 25 at WinSport Canada’s Canada Olympic Park in Calgary, Alberta. The purpose of the Summit is to provide Canadian sport event organizers, athletes and sport governing bodies with the information and tools to market themselves in a way that will help guarantee sufficient long-term funding to secure Canada’s future sport success. Corporations will learn the power of sponsorships and have the opportunity to network with sport properties to identify possible synergies.

“Sport always has to work hard to attract corporate sponsorships and involvement, especially in these tough economic times,” said Guy Huntingford, WinSport Canada president and CEO. “But at the same time, event managers, federations and athletes have to make sure they can meet the increasing demands of corporations. Corporations no longer engage in sponsorships solely out of philanthropic or social responsibilities, measurable results have to be presented.”

“Bringing together sport organizations and the business sector offers a unique opportunity to network and share best practices in sport development here in Alberta and nation-wide,” said Cindy Ady, Minister for Alberta Tourism, Parks and Recreation. “As a previous host of the Olympic Winter Games and our support of Vancouver 2010, Alberta recognizes a strong sport system on all levels will create a lasting legacy for future Canadian sport successes.”

Rather than being hosted by a marketing company, the WinSport Canada Sponsorship Summit is being planned by an organization whose entire focus is to support sport and help Canada become the number one winter sport nation. An expert international panel of speakers has been assembled to take attendees through the sponsorship process from concept to results. The following session topics illustrate the conference’s chronological procession and content:

- The importance of a strong brand;
- ↳ Building a sustainable business beyond 2010;
- ↳ Increase your return on investment;
- ↳ Attracting long-term sponsors;
- ↳ Negotiating win-win contracts;
- ↳ Improve media and public relations;
- ↳ How do you measure the results of sponsorships?

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Many conferences are geared towards corporations and only include sponsorship as a section of the content, or are designed to sell a marketing service or product. “WinSport Canada has taken the initiative to organize a conference that focuses entirely on sponsorship – on the business side of sport, which will be beneficial for sport organizations, athletes, events and governing bodies,” said Roger Jackson, Own the Podium chief executive officer. “This conference will centre on the sport property’s point of view – how they can improve their business practices, increase visibility and attract long-term partners.”

Concurrently, the conference will prove to be invaluable for corporations that are already sponsoring sport organizations or those considering sport properties as possible brand extensions. Conference attendees will be provided tools that will benefit them immediately. Contract templates, brand guidelines and presentation templates will help sport organizations speak to corporations in their language by understanding corporate requirements and objectives.

For more information about the WinSport Canada Sponsorship Summit 2009, please visit [www.winsportcanada.ca](http://www.winsportcanada.ca) and click on the Sponsorship Summit 2009 banner.

### **WinSport Canada**

The Canadian Winter Sport Institute provides world class sport facilities where Canadian athletes can develop and excel. WinSport Canada owns and operates Canada Olympic Park in Calgary, AB, the Bill Warren Training Centre located at Canmore Nordic Centre, the Beckie Scott High Performance Training Centre at Haig Glacier, AB, and Camp Green at Farnham Glacier, BC. As a non-profit organization, WinSport Canada supports national sport organizations, encourages educational opportunities, and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. WinSport Canada also provides the necessary support to host major national and international winter sporting events at the various facilities, making the Calgary/Bow Valley area home to high performance winter sports in Canada. For more information on WinSport Canada please visit [www.winsportcanada.ca](http://www.winsportcanada.ca).

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