



CITY OF NANAIMO
THE HARBOUR CITY

***CORPORATE SPONSORSHIP
PROGRAM REVIEW***

WEDNESDAY MAY 17, 2023
FINANCE AND AUDIT COMMITTEE



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1

SESSION OVERVIEW

1. Background
2. What we were hired to do
3. Outcome of IAV process
4. Policy and Strategy Recommendations
5. Questions and Discussion



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2

Definition of Sponsorship



A cash and/or in-kind fee paid to the City of Nanaimo in return for the associated commercial potential to the City of Nanaimo . It is a business relationship.



3

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.”



IEG Sponsorship Consultants

4

STEPS, PROCESS, OUTCOMES AND TIMELINES



5

WHAT WE WERE HIRED TO DO

- ✓ Inventory Asset Valuation
- ✓ Develop naming rights and sponsorship policy
- ✓ Develop a strategy for monetizing the work



6

WHAT WE DONE

- ✓ IAV
- ✓ Policy
- ✓ Strategy



Next step for you to move forward and monetize this effectively and efficiently



7

WHAT YOU NEED TO KNOW

- ✓ Overall, the spreadsheet identifies over 2,400 unique assets – extrapolate to 17,000 assets
- ✓ The value of all this is \$9.4 million
- ✓ You could be generating about \$850,000 per year
- ✓ Every one of the 2,400 assets are tiered



8

WHAT YOU NEED TO KNOW UNDERSTANDING TIERING

Tier	Annual Spend Range
1	\$40,000 +
2	\$25,000 - \$40,000
3	\$10,000 - \$25,000
4	\$3,500 - \$10,000

Figure 1 - Tiering levels

9

TWO KEY OBSERVATIONS

1. Tremendous Opportunity here to add additional revenues and enhance citizen's and users' experiences
2. Staffing levels to do this work are not presently existing or available

10

SEVEN KEY RECOMMENDATIONS

1. Need policy and a strategy (included)
2. Strategy needs endorsement of Administration and Council – including a 5-year pilot mandate
3. Centralized (internal or external) sale model needs to be utilized



11

SEVEN KEY RECOMMENDATIONS

4. Recommend outsourcing sales for key properties for short then bring all sales and service in-house after 2 to 3 years
5. Must fund a “fulfilment” position from the start



12

SEVEN KEY RECOMMENDATIONS

6. Need to have excellent communications and in regard to historically named properties
7. Must work in collaboration with your stakeholders



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13

STRATEGY

There are two approaches for implementation strategy:

- External sales approach
- Internal Sales approach



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14

POLICY

Key points of discussion:

- Scope
- Restrictions
- Procedures
- Allocation of funding
- Delegation of Authority



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15

QUESTIONS



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16

Thank You

