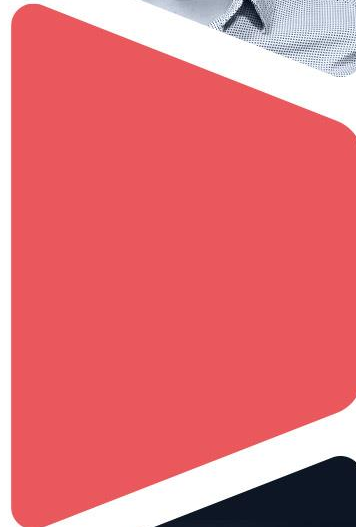
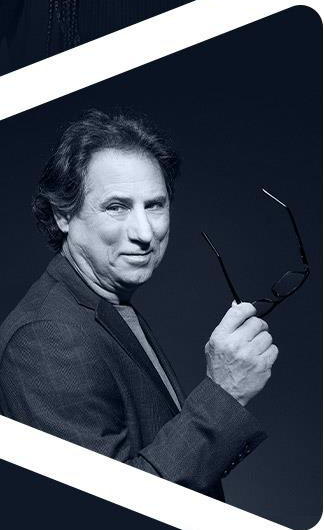


How to Attract and Retain Sponsors Using Data





Sponsorship expertise:

- Beginner
- Intermediate
- Advanced
- Expert

**"ROI, Satisfaction & Evaluation
remain
problematic."**

**Build a business case
for sponsorship, with
data.**

Challenges



Sponsorship budgets under threat

**Increase
competitiveness for
sponsorship dollars**

Sponsors are more demanding

- **Lack of resources**
- **Expertise and recruitment**
- **Turnover in brand teams**

Pricing & (e)valuation

Showing return and performance

The category has huge potential

- **22%** of Americans run each year
- **86%** of them doing so at least once a week
- **17%** of Americans participated in a competitive running race at least once

Sponsor's Perspective



A Look at How Brands Manage Sponsorships

Valuation (ROI)

Measurement and reporting

1. Valuation (ROI)

on your right



**ROI = Sponsorship asset
value VS price (or rights
fee)**

Sponsorship valuation

SUMMARY



KEY PERFORMANCE INDICATORS

Activation to Rights Fee	Activation Cost	Activation Value	Value to Cost Ratio with Activation	Expected VS Delivered Asset (%)
\$0	\$0	\$0	0.00	133.19 %

2. Measurement and reporting





CELEBRATE RESPONSIBLY®
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**Impact is the sponsor
reaching objectives.**

**Objectives that can
be achieved via
sponsorships?**

Myths and misconceptions

"Sponsorship is only effective for top of the funnel objectives."

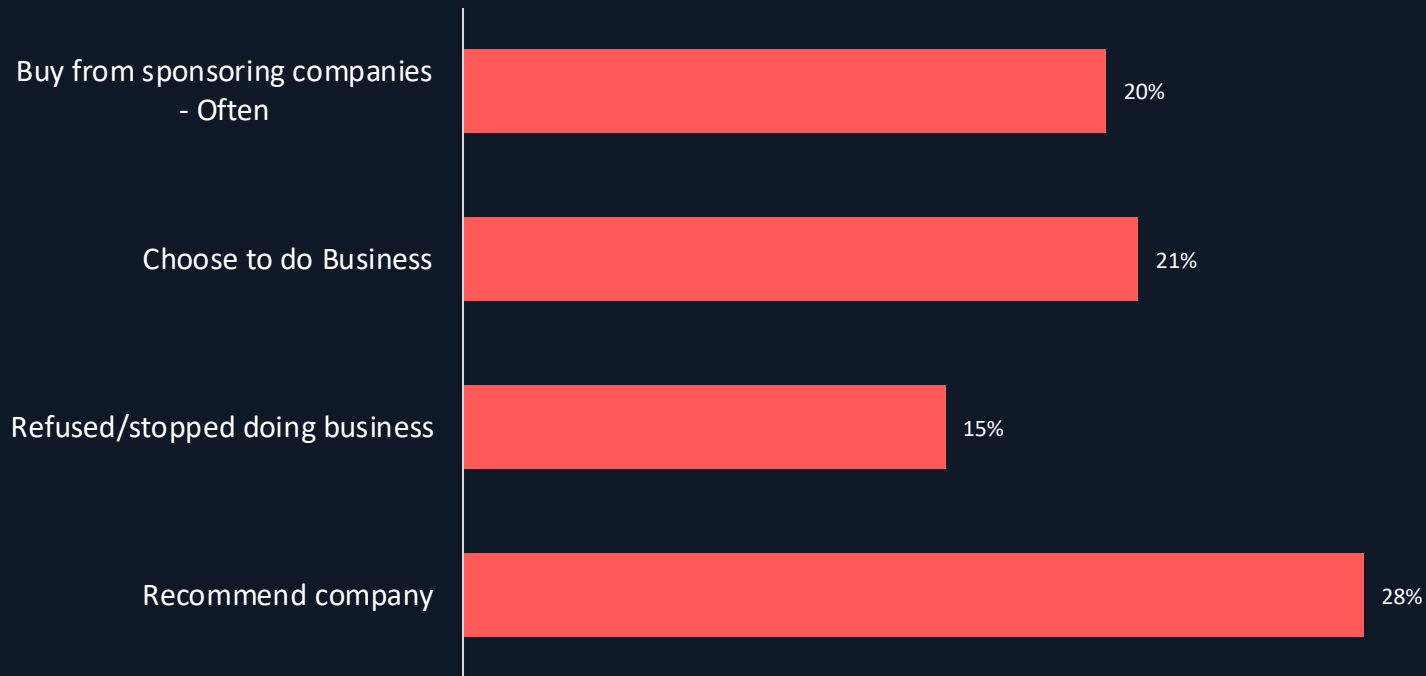
Sponsorship Effectiveness

**CHOSEN to do business with a company only
because it was sponsoring an organization that
you like.**

21%

Sponsorship effect

Base : All respondents



Sponsorship Objectives (funnel)

- Visibility / Awareness
- Image
- Affinity
- Sales
- Employees (engagement / acquisition)

How to acquire or retain sponsors (with the help of data)



Acquisition

Retention

1. New Revenues



Grands Buffet

Homards

Homards

Homards

Homards

Homards

Key to Sponsor Acquisition

- Audience data
 - How do participant spend their money
 - What are they doing in their free time
 - Purchase intent per categories
- Valuation data: assets and impressions
 - Spectators
 - In-market media

How to Increase Value?

- Optimizing the sponsorship framework
 - Develop tailored programs that brands can claim as their own
 - Reduce the number of partnerships
 - Design packages with broader attraction (such as naming rights)
- Enhance visibility and audience reach
- Provide comprehensive services including activation and content creation

Case Study – Ownable Properties







“Philadelphia Runs On Dunkin”

- Ownable
- Not replicable
- Can involve local stores
- Helps connect with the community

Programs are Highly Valuable

- Can create higher engagement from sponsor
- Perceive ownership increases retention
- Multiple touchpoints improve performance
- More memorable to participant (solves issues, provide a service, etc.)

Case Study - Sponsorship Structure



GARMIN KANSAS



CITY MARATHON

October 18, 2025

M&T Bank



VERMONT CITY
MARATHON & RELAY

Increase Value - Naming Rights

- Naming rights are the most valuable assets
- Packages can sell above the value of assets
- Attractive for local organization:
 - Express their leadership
 - Employer brand
 - Community involvement
- CEOs love to see their company names on stuff

Increasing Sponsorship Value

1. Look at the sponsorship tiers
2. Grow the audience – not only participants
3. Create more noise

2. Retention

**Relationships are
number one.**

**Data is an insurance
policy.**

Case Study – Performance Data Montreal Marathon



beneva

Arrivée
Finish



Marathon
Beneva
de Montréal

Arrivée
Finish

beneva

beneva

Action Sport Physics

sports
experts



stm

TOU

beneva

beneva

2024

CITATIONS!
TULATIONS!

COROS
1:32:43
42.2 km

COROS
1:32:44
21.1 km



stm

stm

beneva

21.1Σ

beneva

Cheer on
your athlete.

- 1 Scan the QR code
- 2 Create your Cheer
- 3 Send it to the athlete
you're cheering on

To be won: \$500 at Sports Experts



01:57:10



Marathon
Beneva
de Montréal

200

97%

Total sponsor awareness

Montreal Marathon

Summary of the popularity, attendance, and appreciation of activations.

	Attendance	Appreciation	2024	2023	2022
Activation 1 : 90% 2023 : 87% 2022 : 89%	72% 2023 : 72% 2022 : 72%	<div><div>52%</div><div>29%</div></div>	82%	77%	70%
Activation 2 : 69%	21 %	<div><div>33%</div><div>54%</div></div>	87%		
Activation 3 : 33% 2023 : 32%	14% 2023 : 13%	<div><div>39%</div><div>38%</div></div>	77%	74%	
Activation 4 : 65% 2023 : 69%	31% 2023 : 45%	<div><div>47%</div><div>41%</div></div>	88%	88%	
Activation 5: 64% 2023 : 62%	32% 2023 : 33%	<div><div>45%</div><div>38%</div></div>	83%	83%	

■ Moderately ■ A lot

Why Performance Data is Important

- Post-event reporting to show results on objectives
- Improve activations yoy
- Help sponsorship managers with reporting (they want their bonus too!)
- Flag any issues and work towards a solution

Case Study – Become Indispensable

CIBC Run for the Cure







Canadian
Cancer
Society

CIBC  **RUN
FOR THE CURE**



- Started sponsorship in 1997
- Employee volunteer program
- In-branch visibility across the country leading up to the event
- CIBC Bank employees donated or fundraise more than \$62m since committing to the title partnership

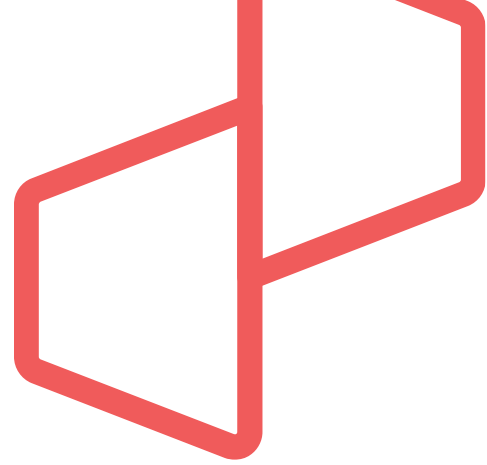
CIBC Run for the Cure

- Partnership with the Canadian Cancer Society
- Naming rights of a series of 54 events
- \$15 million raised per year

Become indispensable

- Build deep connections with the sponsor
 - Volunteering program
 - Cause marketing and corporate social responsibility
 - Engage with multiple layers of the organization
 - Be used in their marketing or communications efforts

Key Takeaways



Increasing Retention and Spend

1. Professionalize partnerships
2. Custom activations & ownable properties
3. Show performance via data
 - Post-event reporting
 - Impressions and media data



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