



Sales & Marketing Recap



Revisiting the Games' Objectives

- Take a leadership role by investing in a flagship property that will reinforce Athletics Ontario objectives:
 1. Building the Athletics Ontario brand
 - Bring vitality and relevancy to member, community and corporate stakeholders
 2. Drive member and community engagement
 - Deliver incremental value and participation opportunities for AO member athletes, coaches, officials and volunteers
 - Reinforce/celebrate high performance accomplishments
 3. Market to corporate community
 - Provide an enticing entry point (i.e. “hook”) to drive sponsorship revenue
 - Deliver healthy lifestyle platform to generate awareness and increased participation

Taking Athletics Ontario to the Next Level



Vision:

- To provide Canadian track & field athletes with the opportunity to compete and win against world class talent at home by developing a memorable sports and entertainment experience that engages fans and sponsors, inspires future generations of athletes and builds the capacity of the sport for the benefit of all stakeholders.

Mission:

- Deliver a sustainable brand that will increase funding and participation for the sport of track & field, accelerating the development of athletes, coaches, volunteer programs and infrastructure capacity.



*NTL Champions
crowned in Toronto*

Revenue Generation

- Nike* – value-in-kind product and activation via Nike High School Showcase
- Toronto Star – \$500,000+ in promotional advertising space
- Scotiabank – \$5,000
- Ellis Don – \$2,000
- PepsiCo – \$2,000 plus product
- Ontario Government – \$100,000 grant via Ministry of Health Promotion & Sport
- Running Room* – \$25,000 (used for NTL prizing) plus value-in-kind promotional support
- Sport Canada* – \$50,000 grant via Athletics Canada / National Track League
- Timex* – value-in-kind
- University of Toronto – budget offset (i.e. donation of venue and other resources)
- Ticket Sales - \$37,000

*NTL sponsors

Ticket Sales



Tickets	\$ Price	Volume	\$ Taxes	\$ Subtotal	\$ Service Charges	\$ Total
\$20 Reserved Seating		746	1,041.04	9,049.04	1,687.87	10,736.91
	0.00	306	0.00	0.00	0.00	0.00
	15.00	20	39.00	339.00	70.00	409.00
	16.00	116	241.28	2,097.28	440.98	2,538.26
	17.00	76	167.96	1,459.96	347.09	1,807.05
	20.00	228	592.80	5,152.80	829.80	5,982.60
\$30 Reserved Seating		423	790.46	6,868.46	923.60	7,792.06
	0.00	200	0.00	0.00	0.00	0.00
	22.50	20	58.60	508.60	70.00	578.60
	24.00	44	137.28	1,193.28	190.57	1,383.85
	25.50	44	146.08	1,268.08	209.65	1,477.73
	30.00	115	448.50	3,898.50	453.38	4,351.88
\$40 Reserved Seating		137	671.84	5,839.84	650.72	6,490.56
	32.00	24	99.84	867.84	116.26	984.10
	34.00	20	88.40	768.40	97.67	866.07
	40.00	93	483.60	4,203.60	436.79	4,640.39
\$50 Reserved Seating		203	1,079.86	9,383.68	919.38	10,303.06
	0.00	20	0.00	0.00	0.00	0.00
	37.50	2	9.76	84.76	9.00	93.76
	40.00	20	104.00	904.00	98.17	1,002.17
	42.50	75	414.75	3,602.25	390.00	3,992.25
	43.48	9	50.85	442.17	45.81	487.98
	50.00	77	500.50	4,350.50	376.40	4,726.90
\$75 Reserved Seating		1065	745.00	6,475.00	661.52	7,136.52
	0.00	981	0.00	0.00	0.00	0.00
	60.00	8	62.40	542.40	67.84	610.24
	63.75	40	331.60	2,881.60	288.40	3,170.00
	75.00	36	351.00	3,051.00	305.28	3,356.28
Totals		2574	4,328.20	37,616.02	4,843.09	42,459.11

Promo Code Redemption

- More than 20 unique discount codes were created and promoted to tens of thousands via email blasts and print advertising including: OFSAA athletes, Athletics Ontario members, Toronto Sports Council, University of Toronto, Mynextrace.com, Running Room, TDSB, U of T alumni, CITYTV, and GoodLife Fitness Marathon.

Promo Codes	Discount	Expiration	Quantity (\$20)	Quantity (\$30)	Quantity (\$40)	Quantity (\$50)	Quantity (\$75)	Total
AO	20%	1-Jul	63	20	7	5	7	102
OFSAA	20%	17-Jun	3	5		3		11
TSC	20%	24-Jun	7	6	2	3		18
UOFT	20%	13-Jul		2				2
GLFTOMARATHON	20%	17-Jun	1					1
MTA	20%	17-Jun			4			4
MNR	20%	13-Jul	5		2		1	8
TDSB	20%	24-Jun	11	4	5			20
SPEED	25%	13-Jul	25	20		2		47
FF	20%	13-Jul	9		2	7		18
BG	20%	13-Jul	6	5	2			13
CITYTV	20%	13-Jul				2		2
TR4CK15	15%	13-Jul	25	9	7	25		66
TR4CK20	20%	13-Jul	11	2				13

TOTAL 325

Partners



Toronto Star Advertising

- Over a six (6) week promotional window, ads ran in the Toronto Star on twenty-five (25) unique occasions



TORONTO STAR
thestar.com

- The majority of ads were full colour and were a mix of $\frac{1}{4}$ page, $\frac{1}{2}$ page and full page
- The Star contributed 14 full pages of advertising in total
- Total value of advertising provided was \$500,000+

Toronto International
TRACK + FIELD GAMES

10 NTL CHAMPIONS WILL BE CROWNED AT THE SERIES FINALE IN TORONTO!



- Live on-field interviews by 3-time Olympian and ET Canada Host Rosey Edeh •
- Crowning of Toronto's Fastest Boy and Girl • Special Guest Host – Farley Flex •
- Nike High School Showcase •

**WATCH DYLAN ARMSTRONG,
FREE AT 6:00 PM!**

Cheer on Canada's #1 World Ranked Shot Putter, Dylan Armstrong, alongside Vancouver Olympic CEO and Own The Podium Chairman, John Furlong



#1 World Ranked
Dylan Armstrong

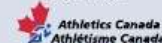


World Champion & 10 Time Canadian Champion
Perdita Felicien

2011 U.S. Champion, 100m & 200m
2008 Olympic Summer Games, Double Bronze Medalist
Walter Dix

PARTNERS

TORONTO STAR
thestar.com



Canada



Ontario



TIMEX



Scotiabank



2.5 HOURS OF ACTION PACKED SPORTS ENTERTAINMENT!

Wednesday, July 13 ~ 6:50 pm ~ University of Toronto, Varsity Centre

For tickets, please visit www.totrack.ca or call 1-866-943-8849

www.totrack.ca

- www.totrack.ca site attracted:
 - 13,253 unique visitors
 - 23,311 total visitors
 - 134,685 total page visits
- Reinforced by TITFG Twitter and facebook account activity



NTL website



TITFG Twitter



TITFG Facebook



High School Component

- The Nike High School Showcase featured Ontario's top junior / high school athletes in four featured events (Boys 100m & 1500m and Girls 200m and 800m)
- Nike provided the 30+ participating athletes with a VIP experience through out the day including workshops with leading coaches and professional athletes
- Served as an effective platform to profile some of the same athletes who will represent Canada at the 2015 Pan Am Games and 2016 Olympics



Corporate & Celebrity 4x100m Relay

- Participating celebrities included:
 - CBC-TV Sports Hockey Night in Canada analyst and former NHL goalie Kevin Weekes
 - CityLine host Tracy Moore
 - CBC News' Dwight Drummond
 - ET Canada's Rick Campanelli
 - Olympic cycling legend Curt Harnett
 - Olympic bronze medalist hurdler Priscilla Lopes-Schliep
 - Hosted by 3x Olympian and ET Canada Reporter Rosey Edeh
- Inclusion of this event and the participating media celebrities helped elevate the stature of the meet and promotion of ticket sales
- The Relay also helped engage track & field alumni in a meaningful way while deepening relationships with sponsors such as Scotiabank



VIP Reception

- Approximately 150 people attended a pre-meet VIP reception
- The reception served as an important venue for individuals to gather and remark on Athletics Ontario's leadership role in high performance sport development
- Representatives from Sport Canada, Own the Podium, Ontario Ministry of Health Promotion and Sport, Athletics Canada, Canadian Olympic Committee, Toronto 2015, City of Toronto and the Toronto Sports Council were all in attendance
- The reception also served as a post race party for participants in the Corporate & Celebrity Relay



"...from my chair the event was beautifully put together - top drawer in every way..."

John Furlong

Own the Podium Chair and VANOC CEO

Margaret Best

Minister of Health Promotion and Sport



Key Considerations Moving Forward

- Provincial funding needs to be in place earlier
- Key stakeholders involved in execution of meet must be aligned with vision
- Can better capitalize on entertainment potential (i.e. Farley, Rosey, music, etc.)
- Toronto 2015 could actually prove to be an ongoing obstacle in securing sponsors
 - Until larger companies sign on as sponsors of Toronto 2015 they aren't going to invest resources in ancillary / lead up events – need to cement better working relationship with Toronto 2015's marketing group
- Same challenge applies to the COC given that they haven't renewed any of their sponsors beyond 2012
 - For example, until RBC renews with the COC they won't consider investing incremental dollars in amateur sport (even when they're a current Athletics Sponsor)

Key Considerations Moving Forward

- TITFG will not be broadcast without a superstar athlete unless CBC steps up (they've expressed interest in covering the NTL in its second year) or another broadcaster like Rogers SportsNet makes a commitment to cover amateur sport
 - The absence of a live broadcast partner likely helped us sell as many ticket as we did (many fans didn't buy tickets in 2009 for the Festival of Excellence because they knew they could watch live at home)
- The advertising we received in the Toronto Star was critically important to our ticket sales and should not be taken lightly....their level of investment can't be expected in future years if we don't raise the level of entertainment and better engage communities by properly blowing out programs like the Fastest Kid in Toronto
- Ontario track & field community rallied together to assist in our lobbying efforts for provincial funding but now we need the community's support to help optimize corporate sponsorship (let's leverage all the relationships we have collectively)

