



Sports Philanthropy Workshop
(Presented by SPP and NASSM)
Wednesday, May 28, 2008
Toronto, Ontario



8:00am – 9:00am **Breakfast**

9:00am – 9:15am **Welcome**

9:15am – 10:30am **Developing Effective Business Models for Professional Sports Foundations**

It's become standard practice for nonprofits to develop business plans to guide their long term development and sustainability. However, in doing so professional sports foundations may encounter unique challenges not faced by other types of nonprofit organizations. An athlete or team sports foundation, or community relations department, for example, may need to align its plan with the goals and objectives of its "parent" – an athlete or team, fundamentally a profit-making venture.

With increasing scrutiny on the effectiveness of nonprofits in general, and on athlete and team philanthropy in particular, it's essential that a sports foundation develop a strong business plan that responds to an identifiable need and incorporates strategies for measurement of outcomes. In this session, participants will learn what works and what doesn't when developing a business plan for a professional sports team foundation, community relations department or an athlete foundation.

- **Van Le**, Senior Project Director and Counsel, Sports Philanthropy Project
- **Mark Brender**, Deputy Director, Canada, Right To Play
- **Devin Smith**, Director, Marketing & Community Relations, National Hockey League Players' Association (NHLPA)

10:30am – 10:45am **Break**

10:45am – 12:00pm **Building the Sports Brand, Off the Field**

The work of developing the brand for a team or athlete is obviously even enhanced, by performance on the field (or court, ice, etc.). But what about building that brand off the field? What's the value, in particular of building a team or athlete's philanthropic brand, so to speak? Can it help sell tickets and merchandise, for example? Or is the team or athlete's enhanced reputation enough value to expect? How do you incorporate this philanthropic identity into the overall brand in a complementary, rather than conflicting, way? Join the panelists for a discussion about building a sports brand that can become synonymous with making meaningful community impact.

- **Danielle Silverstein**, Executive Director, Jays Care Foundation, Toronto Blue Jays Baseball Club
- **Andy Miller**, VP of Programs and Policy, Lance Armstrong Foundation

- **Alanna Rubino**, Manager, Community Relations & Raptors Foundation, Toronto Raptors Basketball Club

12:00pm – 12:15pm **Break**

12:15pm – 2:15pm **Luncheon**

2:15pm – 2:30pm **Break**

2:30pm – 4:15pm **Corporate Sponsorships: Leveraging Business Partnerships to Support Social Causes**

Research has shown that public perceptions of a corporation's corporate social responsibility can impact consumer loyalty to a brand or product. Corporate sponsorships, then, that incorporate a social agenda ideally represent a win-win scenario—a significant opportunity to generate resources for your sports foundation, and to enhance the reputation of the sponsor as a solid corporate citizen. In this session topics discussed will include:

- *identifying the right corporate sponsor for a community program—one whose vision of corporate responsibility matches your mission;*
- *tapping into and effectively leveraging the human, financial and other resources that corporate sponsors can provide; and*
- *the importance of demonstrating a tangible return on sponsor investment.*

From the sponsor's perspective, you'll learn about sponsors' expectations – what constitutes a viable return on investment for a corporation involved in such a partnership.

- **Tim Maloney**, Manager of Corporate Sponsorship & Field Marketing, Purolator Courier Ltd.
- **Jane Knox**, Associate Director, Corporate Programs, Canadian Breast Cancer Foundation/CIBC Run for the Cure
- **Robyn Hall**, Communications Manager, Canadian Business for Social Responsibility (CBSR)

4:15pm-4:30pm **Break**

4:30pm-5:15pm **Emerging Trends in Sports Philanthropy Research**

Some would argue that the importance of academic research in the field of sports philanthropy is sometimes overlooked by practitioners in the field. But there are larger issues that might play a role in the lack of research application in the professional sports context. Are practitioners aware of the body of research available to them? Do they understand how they can apply it in their daily work? And, fundamentally, does the available research speak to the needs of practitioners? What research do practitioners actually need, in other words? In this session the discussion will focus on how research applies to your work, and how you can use it to further your mission.

- **Kathy Babiak**, Assistant Professor, Sport Management, University of Michigan
- **Aubrey Kent**, Ph.D., Sports Management, Florida State University
- **Glenn Wakefield**, Moderator

5:15pm-5:30pm **Closing Remarks**

5:30pm – 8:00pm **Reception at Rogers Centre/Summit Suite (Blue Jays Stadium)**