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Discover our Spirit!

February 17, 2012

Mayor Joe Fontana and Members of Council

Re: Sound and Light Show – World Figure Skating Championships

Council's decision of January 10, 2012 to reject a contract proposal for a "Sound and Light Show" for which \$600,000 was previously approved, prompted a request from Tourism London's Board of Director's for Council to re-evaluate its decision. A subsequent meeting of Council referred this matter to the Finance and Administrative Services Committee for their review and recommendation.

Tourism London is sensitive to and respects the concerns of Council Members who opposed this expenditure. Therefore, in an effort to address those concerns, Tourism London proposes the following:

- That the City of London maximum contribution be reduced by \$150,000, to \$450,000; excluding HST, noting that Tourism London, through the application of \$100,000 from its Special Initiatives Reserve Fund (approved by the Tourism London Board Executive and pending full Board approval March 20, 2012) and a \$50,000 re-allocation of its overall operating budget, will commit to a financial contribution of \$150,000, excluding HST, to fulfill the requisite financial requirements in order to stage the Sound and Light Show.
- That Tourism London will press forward with the organization of a sponsorship committee in an attempt to raise \$200,000 through third party financial contributors, to offset the City's maximum contribution. The proposed sponsorship package and work plan are attached for Council's consideration.

We respectfully urge you to approve this financial model so that this project can be brought to fruition.

Sincerely,

A handwritten signature in black ink, appearing to read "John Winston", is written over the typed name.

John Winston
General Manager
Tourism London

Attachment

c.c. Tourism London Board of Directors



SOUND AND LIGHT SHOW SPONSORSHIP WORK PLAN
IN SUPPORT OF THE WORLD FIGURE SKATING CHAMPIONSHIPS, LONDON,
ONTARIO, 2013

February, 2012

Tourism London



Background Information

From March 10 to 17, 2013, the City of London is the 'Host City' for the World Figure Skating Championships. This event is considered to be the most prestigious of the International Skating Union (ISU) Championships and with the exception of the Olympic title, a world title is considered to be the highest competitive achievement in figure skating.

Skate Canada's business plan estimates the number of spectators and media attending the event to be in the 35,000 to 36,000 range with approximately 30% of the spectators travelling from out of region, province and country.

The 'Light Up London' experience will include new levels of programming and engagement, web streaming and interactivity, advertising and merchandising opportunities.

Event Facts

- The 2013 ISU World Figure Skating Championships will have an economic impact of nearly 38 million dollars on the province of Ontario
- There is an anticipated international TV audience of 60 million viewers
- Figure skating is the number one televised sport for women in Canada
- The event audience is female (90 %), ages 35-50+ (83%) with a post secondary education (88%) and has a household income of \$85,000 or higher

Not only will the event put London, Ontario on the International hosting map, but it will provide a legacy for London to support future events of this scope and nature.



To support the **Sound and Light Show** initiative, Tourism London will develop a Steering Committee of local business leaders, the John Labatt Centre, Skate Canada and previous event managers. The role of the Steering Committee is to lead the development of the sponsorship strategy in support of the World Figure Skating Championships and to garner local support and nurture partnerships as we work to enhance to community's experience during the event. Our main focus will be to spread the 'World's experience' as far as we can throughout the city so that fans and London's community can take part in this once in a lifetime opportunity.

Communications Objectives – What do we want to achieve?

Our overall objective is to raise awareness for the 2013 World Figure Skating Championships with various audiences. Specifically, our communications must accomplish the following:

- Secure sponsors to financially support the **Sound and Light show** fan experience
- Build local pride and community engagement
- Portray London as an International city to the world
- Provide a visitor experience second to none
- Create a 'wow excellence' impression of London to our citizens and our visitors
- Partner with Skate Canada to show London as a city capable of hosting International sporting events



The Target – Who do we want to speak to?

Based on our communication objectives and the scope of the event, we have a series of stakeholders we must reach through our communications

- Prospective sponsors (corporate, media, individuals)
- Prospective volunteers
- Community stakeholders (who are the main beneficiaries from hosting the event?)
- Local London community

Positioning the Sound and Light Show Initiative

The next step in our process is to clearly lay out how we are to position the World Figure Skating Championships in the market. While this requires input and agreement from our key stakeholders within the Committee, directionally this is the recommendation for how we position ourselves. This will serve as the foundation for all communication.

The Challenge

While the event certainly warrants significant support from the Municipality as well as the local community in terms of sponsorship and attendance, we face some challenges. As we are experiencing difficult economic times, securing financial support will be competitive. We must not lose sight of the fact that this is our city's opportunity to put our best face forward to the world. We face a truly unique opportunity to positively show London as a progressive, modern and vibrant city to our international visitors and viewing audience.

The Goal – What do we want them to say?

'Wow – that was amazing'

We want London's experience with the World Figure Skating Championships to be 'the best ever!'



Key Benefit

- Nearly 50% of the event attendees will be from London or the surrounding communities providing a company with direct access to local area consumers
- Research has shown that 75% of audiences at Skate Canada events have a positive association of the events sponsors and 51% are more likely to choose a sponsor's product when making a purchase
- Nearly 60% of fans are aware of local and national sponsor activations at the event
- Nearly 60% of fans felt value was added to the event through sponsor activations
- Sponsors received on average over 60% aided sponsor recall
- 98% of fans feel Skate Canada events meet or exceed their expectations

Brand Character

- Modern
- Passionate
- Motivated
- Unique



The Plan

- Establish the Brand identity
- Target community stakeholders
- Build local awareness, excitement and support for the event

Sponsorship Package

Developing a strong sponsorship package is critical to the success of this initiative. There are 2 key sponsorship formats that are being pursued – Event Partner Sponsorship (tiered sponsorship opportunities) and a Value In Kind Sponsorship where goods and services would be provided in support of the initiative.

Light Up London Sponsorship Proposal



 **WORLD** | **2013**
FIGURE SKATING | LONDON
CHAMPIONSHIPS® | CANADA

Light Up London

- Is dedicated to expanding the fan experience from the arena into the community
- Is an exciting, vibrant festival as part of the World Figure Skating Championship
- Engages the community to celebrate a 'once in a lifetime' event
- Shows the world that London is a world class community

Light Up London

2013 WORLD FIGURE SKATING CHAMPIONSHIPS – LONDON, ON

- this event is considered to be the most prestigious of the International Skating Union Championships
- It is expected that over 250 elite figure skaters will compete for the World title and the privilege to represent their respective countries at the Olympics
- Expectations of 36,000 spectators and media from around the world
- Economic impact is estimated to be 22-28M
- Estimated viewing audience of 160M people in over 60 countries

Light Up London

- No event in London will have garnered the anticipated international awareness of the 'World's'
- Our objective is to provide an experience of a lifetime for athletes, coaches, officials, fans and Londoners and to develop legacy initiatives that have effective and lasting community benefits
- The Light up London experience will also include new levels of programming and engagement, web streaming and interactivity, advertising and merchandising opportunities
- The vision is to extend the experience of the event throughout the community and showcase our city, province and country to a significant world audience

Light Up London

SPONSORSHIP PROGRAM

- Your investment and contribution will generate positive exposure for your organization to an international audience
- The **Light Up London** is an ideal and effective platform to promote the unique cultural and historical aspects of the London and area region and the reasons it is a sport travel destination and bring Londoners together to celebrate their vibrant community
- You will be a part of a unique, diverse, cultural and dynamic program crossing all nationalities through sport

Light Up London

SPONSORSHIP LEVELS

Level	Commitment
• Platinum Sponsor	\$100,000
• Gold Sponsor	\$50,000
• Silver Sponsor	\$25,000
• Bronze Sponsor	\$15,000
• Friends of the Program	\$2,500 - \$10,000 cash/in kind
• Program Patron	\$1,250-\$2,500 cash/in kind
• Purchase a 'Light'	\$1,000

Light Up London

Sponsorship Recognition	Platinum \$100,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Exclusivity in your Industry	√	√		
Rights to use Light Up London logo	√	√	√	√
Light Up London locations bearing your name	√	√		

Light Up London

Sponsorship Recognition	Platinum \$100,000	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Logo displayed at all celebration sites	√	√	√	√
Corporate recognition in print materials	√	√	√	√
Logo on Light Up London website	With link	With link	√	√
Event momento	√	√	√	√

Light Up London

FRIENDS AND PATRONS

- Recognition in print media
- Commemorative momento

Light Up London

COMMITMENT FORM

Sponsor/Business Name: _____

Contact Person: _____ Email: _____

Phone: _____ Address: _____

Commitment Level: _____

Forward to:

John Winston

c/o Tourism London

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