

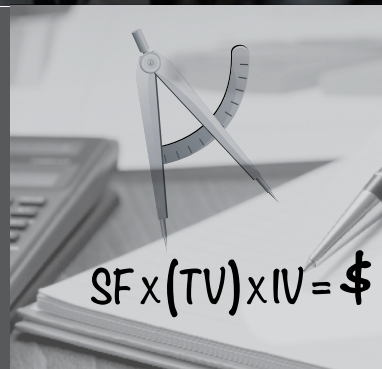


# SPONSORSHIP FOR SHOPPING CENTRES

[mall-sponsorship.com](http://mall-sponsorship.com) The #1 Training Brand in Mall Sponsorship



## FALL 2017 WORKSHOPS



~~~~~



OTTAWA



SEATTLE

# Optimize Marketing and Increase Miscellaneous Income

**SFSC** SPONSORSHIP  
FOR SHOPPING CENTRES

## Grow Property Values with SFSC Training

The shopping centre industry has long benefitted from sponsorship opportunities that generate income, usually through a mall's specialty leasing program. But the continuing demand to enhance property value in a competitive marketplace requires a more advanced sponsorship strategy to grow your bottom line.

The best sponsorship programs require a blend of integrated marketing, inspiring themes and hard-core sales. By effectively combining traditional specialty leasing (SL) and marketing, you can increase miscellaneous income and optimize traffic. The key is having the skills and tools to create, negotiate and execute great sponsorship programs to generate income, build brand and support the community your mall serves.

To capitalize on the opportunities that could well be all around your property and in your marketing plan, you need to learn industry standardized best practice sponsorship savvy to deliver business results.

## The Road to Sponsorship Success

Shopping centres operate in a universe of their own – guided by their own practices, standards, best practices, jargon and industry association (ICSC). Likewise, the professional sponsorship world is equally unique. Sure, you could get some level of professional development (PRO D) in sponsorship from other places, but PRO D in sponsorship, tailored to the unique world of 'the mall,' has been almost non-existent. Until now...

“ Joanne Veltri's Sponsorship for Shopping Centres was a highly enthusiastic and thought-provoking program. A brilliant marketer, Joanne applies a sales minded approach to her sponsorship platform and teaches the true value of a win/win partnership. The depth and one-on-one attention she provided during her small group workshop was an unparalleled experience. No matter the industry, every sponsorship and marketing professional would greatly benefit from this workshop! ”



LINDSAY BOTHA | Manager,  
Specialty Leasing & Partnerships  
Oxford Properties Group | Kingsway Mall

# SFSC Workshops & Seminars

## The #1 Pro D Brand in Mall Sponsorship

Sponsorship for Shopping Centres (SFSC) is an international brand that can teach you how to harness sponsorship opportunities to help your mall's sponsorship program grow and thrive.

Joanne Veltri is a Canadian sponsorship expert and experienced educator, trainer and speaker whose career has included a stellar portfolio of award-winning sponsorship programs for the shopping centre industry.

A five-time ICSC award-winner, Joanne will show you how to plan, develop and execute a sponsorship program that delivers the marketing and miscellaneous revenue your property needs to grow and prosper.

## How SFSC can help drive results

SFSC is essential for mall management, marketing or leasing professionals who want to optimize marketing and increase miscellaneous income through an effective, co-ordinated sponsorship plan.

Whether you are starting a sponsorship program or re-igniting an existing one, SFSC provides you with a step-by-step blueprint for planning, developing and implementing a strategic and award winning mall sponsorship action plan that delivers business results.

SFSC's comprehensive, one-day training camps are designed for optimum learning, leading you through a proven design, sales and delivery process to create your own results-driven programs that will enhance your property's miscellaneous income and marketing goals.

Using a small-group, interactive format, the SFSC program was designed to work with the unique cultural dynamics of the mall industry. Through presentations and group discussion, you will gain the knowledge and the skill set you need to make the most of sponsorship opportunities for your centre.

## Sponsorship for Shopping Centres is ideal for:

- Specialty leasing coordinators or managers / anyone involved in increasing miscellaneous revenue at a mall or group of malls
- shopping centre marketing coordinators, directors or managers
- ad agency professionals looking to better serve the needs of mall clients
- general managers and regional managers







Individual Connection: The small group format is synergistic with our training MO of individual mall attention. To ensure the highest level of training relevancy, we connect with each individual registrant to garner information about their mall, interests and level of skills and this is incorporated into the final workshop plan.

“ Even though our company has been proactive in providing us with training in sponsorship, I got a lot out of Joanne’s ‘Sponsorship for Shopping Centres’ program. Having been a successful Marketing Director Joanne understands the shopping centre industry, her expertise and creative approach was valuable, relevant and enlightening.

I left the informative sessions swirling with ideas! ”

*Deborah Stez, Marketing Director*

## SFSC will teach you how to:

- understand how sponsorship benefits the mall industry
- create sponsorship magic from common marketing programs
- evaluate your mall’s assets and how to use them to your sponsorship advantage
- diversify sponsorship programs to maximize revenue
- determine the fair market value of your sponsorship offerings
- change your approach from merely leasing common area space to selling one of a kind marketing opportunities
- transition from marketing spending to marketing leveraging
- develop a structured sponsor recruitment plan
- find the right sponsorship partners for your property
- customize proposals to engage potential sponsors
- move value-in-kind (VIK) relationships into cash partnerships
- develop and maintain mutually-beneficial, long-term partnerships
- create, deliver and manage a robust and strategic sponsorship plan

# Announcing the SFSC 2017 WORKSHOP TOUR

Best Practice — On the Road

**SFSC** SPONSORSHIP  
FOR SHOPPING CENTRES

Sponsorship for Shopping Centres (SFSC), the #1 mall sponsorship training brand is going on the road in 2017 and 2018.

The made-for-malls professional development program dedicated to boosting the professional skills sets of specialty leasing and marketing professionals is travelling to the US and across the pond in 2017 to deliver its premier brand workshops to Great Britain.

SFSC's intensive 1-day training camp in its small group interactive format has been structured for optimum learning and will take mall officials through a proven, end-to-end design and sales process for implementing best practice award-winning sponsorship that will drive business results.

REGISTER AT:

[www.mall-sponsorship.com](http://www.mall-sponsorship.com)

## The 2017-2018 SFSC Schedule

SFSC workshops and seminars will be presented in select U.S. cities, United Kingdom and Australia in 2018.

---

**Wednesday October, 4 2017**

The Westin Ottawa | **OTTAWA**

---

**Wednesday, October 18, 2017**

Sheraton Seattle Hotel | **SEATTLE**

“SFSC is a ground breaking program that taught me that sponsorship is a flexible multidimensional project - not just static advertising packages.

Joanne herself is a freakish mastermind when it comes to sponsorship, thanks to her experience in the business. Her workshop was a small intimate group, with a “circle of trust” environment.

I felt more confident in approaching prospects after the workshop. If any SL or Marketing manager passes up the opportunity to learn from Joanne, I personally would consider it doing a disservice to their organization, and more importantly, their career.

This workshop should be mandatory for SL Managers. Thank you for your wisdom. ”



*Kim Adams, Administrative Assistant, Retail  
Oxford Properties Group*

## 1. Base Camp I Sponsorship Essentials

Successful sponsorship will satisfy sponsor objectives in the front end of the planning process. This section provides the essential information of how sponsors buy, what they want and look for and how this information can be incorporated into your sponsorship planning.

The theoretical foundation of sponsorship and its implication to malls as well sponsorship industry vernacular is reviewed.

## 2. Strategic Sponsorship Planning

### SPONSORSHIP START UP

**The Sponsorship SWOT:** A razor-edge sponsorship strategy starts with a strong assessment of your mall's unique situation from a sponsorship perspective.

This session will show registrants how to adjust a marketing analysis lens to a sharp sponsorship mind-set. This will create proactive Intel that will identify conditions that can potentially neutralize sponsorship success as well as examine those opportunities, unique benefits and strengths that can be capitalized on to drive sponsorship gold to ground your sponsorship plan.

**What Do you Have to Sell:** Understand program-and opportunity-driven sponsorship auditing to determine the physical and marketing assets in your mall and marketing plan that can be converted into sponsor benefits.

Registrants will learn how to build a sponsorship audit to coordinate and manage assets and inventories that can be bundled to sell.

Learn how to use common marketing programs as springboards for sponsorship magic and you will never look at Santa's Village or Halloween the same way again!

**Mall 360:** Real-life mall case studies will illustrate the strategy-development- to-sales process, from start to successful finish.

**Plan Diversification:** Diversification means greater opportunities for a consistent flow of miscellaneous income throughout the year and over multiple years. Signature proprietary, marketing sponsorships, seasonal program sponsorships and permanent and temporary naming major and official sponsorships are just a few of the dedicated program areas that can build your mall's brand, increase consumer traffic and generate the necessary miscellaneous income.

**ALL SFSC 1-DAY WORKSHOPS** are from 9:00 AM to 5:00 PM

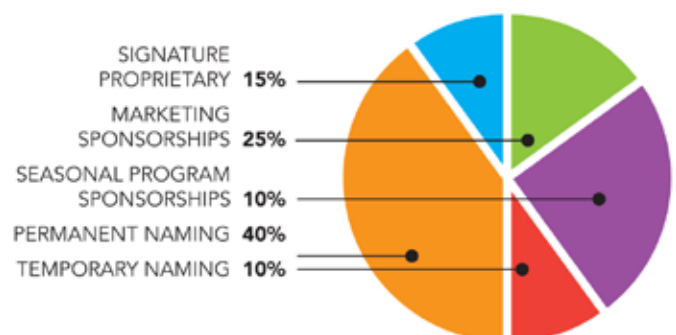
“ Thank you Joanne!

I very much enjoyed your presentation and brought many ideas and plans back to the Centre.

I would encourage others in our company and in our industry to learn from you...it was that good!!

I look forward to working with you in the future. ”

SEVENOAKS SHOPPING CENTRE **Morguard**



### 3. Packaging & Pricing - You've designed a great strategy - now sell it!

THIS SECTION FOCUSES ON:

- building a sponsorship rights and benefits infrastructure for each of your properties
- creating a sponsor family — developing sponsor tier level approach to maximize sponsorship with multiple sponsors
- naming and official level partnerships
- pricing your assets, using an industry standardized and fair market valuation
- packaging your properties to sell

### 4. Sponsor Recruitment - Show Me the Money!

Identifying a great sponsorship opportunity is not the same thing as closing a deal.

This section will show you how to build a structured recruitment plan, including:

- finding potential sponsors in your marketplace
- learning how to prospect map and understanding how to qualify for the right sponsors
- overcoming sales challenges
- capitalizing on opportunities
- connecting with the elusive decision maker
- tailoring your plan to individual business categories of your prospects
- creating powerful proposals
- making the most of front-end activation tactics
- ensuring mutually beneficial agreements that protect you

---

“ I enjoyed Sponsorship for Shopping Centres (SFSC) from start to finish — professional training and service with attention to detail.

The course material was relevant and delivered in a professional and timely manner and the personal attention was top notch. We were encouraged to keep in touch and reach out to her with our Sponsorship questions going forward.

We received follow-up templates and materials that were above and beyond what I expected.

I would highly recommend this training to anyone in the industry. Joanne and her years of experience really came into play and helped answer our questions on “where do we begin” building a sponsorship plan that will benefit our client.”

---

*Linda Young*  
*Specialty Leasing Manager*

## 5. Value-Added Sponsorship

A successful sponsorship program increases mall property values year after year. This section provides you with a tactical tool kit for boosting annual revenue goals.

### LEARN HOW TO:

- turn value-in-kind sponsors into cash sponsors
- maximize sponsorship dollars from existing sponsors
- leverage sister properties as strong consortium platforms

## 6. Management

You've Signed the Deal! Now, Deliver the Sponsorship Return on Investment (SROI)

### LEARN HOW TO:

- build an effective SL and marketing sponsorship team approach
- develop measurement and evaluation methods
- know what to report to sponsors
- ensure a good SROI
- manage a successful naming partnership: Naming partnerships offer opportunities for multi-year income but not without challenges
- create win-win contracts and legal agreements
- build sustainable long-term partnerships
- master sponsor fulfillment

\*\* Team Break Out: A team break out activity is often included in the 1-DAY agenda but is typically planned as a solution building exercise to support various training topics based on the dynamics of the group.

### Included in the 1-Day SFSC Workshop

- AM & PM snack food and beverage
- **LET'S TALK Working Lunch:**  
Over an order-by-the-menu lunch, registrants are able to bring to the table, top of mind issues and topics relevant to them for a casual and focused discussion.
- Official SFSC Binder complete with a sponsorship planning workbook, proposal samples, templates as well as power point note pages.



Joanne Veltri is a 5-time ICSC award-winner and one of the first Shopping Centre Marketing Directors in North America to design and deliver ownable properties to sell to national brand marketers.

Veltri's shopping centre-owned proprietary events were recognized as some of the largest in North America in their genre and were a pivotal piece in the centre's marketing strategy.

## Professionally Grounded by ICSC and Driven by IEG

She parlayed her shopping centre sponsorship successes into a dedicated career in sponsorship.

Working on all sides of the sponsorship fence as a rights holder and a corporate sponsor, Veltri has spearheaded the development of business units supporting sponsorship for national-level corporations, broadcasters as well as national and international sport and cause organizations, including Canada's Paralympic Team supporting the 2010 Vancouver winter games.

Veltri's record of achievement is demonstrated by a 13-million dollar sponsorship sales record, ahead-of-the-curve analytics acumen and a stellar portfolio in the planning and implementation of best practice industry standardized sponsorship operating infrastructures.

Veltri is one of a small group of professionals in the world who lecture at post-secondary institutions on the subject of sponsorship and has developed sponsorship curricula for several diploma programs.

She leads the sponsorship and CSR division at TruNorth42 (TN42), an agency dedicated to elevating the potential of business and community through best-practice analytics and innovative, fully-integrated strategies in sponsorship, CSR and sport, event, social and cause-related marketing.

This successful track record has been cross pollinated together to produce the #1 international training brand in mall sponsorship — Sponsorship for Shopping Centres (SFSC).

---

“ Joanne is, unquestionably, the leader in mall sponsorship. I have worked in sponsorship for over 25 years and she is the only sponsorship pro I know with a retail and mall specialization. I consult with her in many of our retail projects. ”

---

*Ron Greasley, Strategy Works  
Winnipeg, Manitoba*

**FOR INFO CALL:**  
604-913.9144

**OR EMAIL:**  
jva@mall-sponsorship.com

**WEBSITE:**  
mall-sponsorship.com

# REGISTER EARLY TO SECURE YOUR SEAT AT THE TABLE



To shape high level conversation and heightened learning dynamics, all SFSC 1-Day Workshops are limited to a maximum 10 registrants.

## SEATTLE

Wednesday, October 18, 2017  
SHERATON SEATTLE HOTEL 1400  
Sixth Avenue, Seattle, WA (206)  
621-9000

## OTTAWA

Wednesday, October 4 2017  
Lord Elgin Hotel  
100 Elgin St, Ottawa  
(613) 235.3333

## REGISTRATION INFORMATION

Which workshop will you be attending?

Ottawa | Oct. 4, 2017       Seattle | Oct. 18 2017

## REGISTRATION FEES:

\$500 PER PERSON UNTIL  
AUGUST 31

\$600 PER PERSON  
AFTER SEPTEMBER 1

ALL FEES ARE SUBJECT  
TO 5% GST

NAME:

TITLE:

COMPANY:

MAILING ADDRESS:

E-MAIL ADDRESS:

PHONE:

## PAYMENT METHOD

**BY CREDIT CARD:** Please visit [www.mall-sponsorship.com/registration](http://www.mall-sponsorship.com/registration) for all major credit payments through PayPal.