Visions for sport in times of crisis...

Sustainable sports financing in times of crisis...

...Sustainable Sponsorship
Introduction

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• SCHWERY CONSULTING
  – Social Entrepreneurship
  – Switzerland
  – Partner, support, advise sport and sport-related organisations
  – Social responsibility initiatives
Sport sponsorship

- Its origins
- Measurable and accountable
- Not quite such an obvious cost saving
- “81% of consumers believe what companies do over what they say”
- Can sponsorship adapt to become more in tune with the times?
Sustainable Sponsorship

- Sport and CSR
- What is sustainable sponsorship?
- Who’s doing it and how is it done?
- Why are they doing it?
- Why isn’t it more widespread?

Together in 2010 Canada
Explanation 1

• Alignment of CSR strategies is a challenge
• CSR should not take a one-size fits all approach
• Finding opportunities that meet business and social goals
• Not an add-on for aesthetic reasons
Explanation 2

• Having good intentions and “doing good”
• Good things done well
• Bottom-up process
• Projects primarily designed to benefit society
• Secondary ‘fit’ for partners
Explanation 3

- Trials & tribulations of event organisation
- Multi-stakeholder participation
- Hublot example at UEFA EURO 2008
What can be done?

• Possible solution: empower local implementing orgs or NGOs
• Awareness & knowledge of issues
• Time + funding = idea and benefits for all partners
• Nurture partnerships
• Potential for positive impact much greater
Conclusion

• Sponsorship must and will adapt
• Holistic approach to sponsorship
• New economic climate: work them hard!
• SS = inc. engagement & activation
• Better connection to a team / event
• Incentive greater than before
Thank you for listening