

Marketing

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Tackling hunger gets Purolator top sponsorship prize

Purolator was recognized for having the best sponsorship program in the country yesterday for its "Tackle Hunger" program that generated food bank donations and a great deal of media coverage.

Purolator took The Best of Show award at the 2nd Annual Sponsorship Marketing Awards in Toronto, presented by the Sponsorship Marketing Council of Canada. The national awards program acknowledges sponsorship marketing excellence in four categories: Arts & Entertainment; Sports; Cause; and Special Interest. In addition to winning Best of Show, Purolator won gold in the Cause category. "I just thought it was great how it was a fully integrated program," that didn't require a huge budget, says **Jo-Ann McArthur**, president & COO of Pigeon Branding + Design, and chair of the SMA judging panel.

As part of the "Purolator Tackle Hunger Program," which launched in 2003, Purolator representatives delivered the game ball to the referee at centrefield. "Talk about making a splash. That is the way to bring something to life rather than just buying an ad on the sidelines," she says.

On "Tackle Hunger Days," Purolator ships the Grey Cup to participating cities, where it is the centerpiece for a meet-and-greet photo session with the company's top clients. "The fact that people could actually have their picture taken with the Grey Cup and it is facilitated by Purolator and it is branded with Purolator, that is wonderful," she says.

To raise food for Canada's food banks, every time a quarterback is sacked during a TSN broadcast, Purolator donates his weight in food to the local food bank and during Tackle Hunger Week in November, customers compete to see who will donate the most, with the winner getting a trophy and a trip for two to the Grey Cup. To date, the program has resulted in over 700,000 pounds of food for Canada's food banks and more than \$2 million worth of media exposure for Purolator.

CIBC and the **Canadian Breast Cancer Foundation** were also given an award of distinction in this category for the CIBC Run for the Cure.

These programs helped a lot of people but they also helped the sponsors, and nobody has to apologize for that, says McArthur. "Doing good can also be good for business results."

Other winners included, in the Arts and Entertainment category:

•**Procter & Gamble** was awarded the Marilyn Michener Excellence in Arts & Entertainment Award for its work with Star Académie (The award honours Marilyn Michener, a co-founder of the Sponsorship Marketing Council of Canada);

•**Bell Canada** for its Tout le monde en parle program and the **TDCanada Trust** Music Platform. Both were given awards of distinction.

In the Sports category:

•Gold went to **Degree For Men** for its Degree Poker Championship;

•**Nestlé Häagen-Dazs** was given a distinction for sponsoring the Rogers Cup

And in Special Interest:

•**Saab Canada** and **Chevrolet Truck** initiatives were both given awards of distinction for the Dine & Drive at Deerhurst Resort and ExpoQuébec & St-Tite Western Festival, respectively.

In addition to McArthur (who was non-voting chair), the judging panel was comprised of **Tom Batho**, Rogers Wireless; **Sébastien Fauré**, Bleu Blanc Rouge; **Jim Kirby**, Publicis FFWD; **Lucie Lamoureux**, Loto-Québec; **Derek Mager**, Comperio Research; **Ryan Sandilands**, Cirque du Soleil; **Brenda Simpson**, CIBC; **Dean Stonely**, Ford Motor Company of Canada; and **Rob Wilson-Rogers**, Rogers EventOne. The winning entries will be posted at sponsorshipmarketing.ca.

-David Brown