



Altius
SPORT MARKETING

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Contacts

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Who We Are

Altius Sport Marketing is committed to developing and implementing smart solutions that maximize clients' ability to achieve business objectives through sponsorship.

Established in 2004 and based in Vancouver, British Columbia, Altius Sport Marketing was launched with the primary goal of delivering or enhancing opportunities for corporate clients through a sport marketing platform – including the Vancouver 2010 Olympic and Paralympic Winter Games.

In a short time, Altius has developed into one of Canada's leading sport marketing agencies with an offering that ranges from assessing and negotiating sport marketing opportunities to developing and implementing integrated marketing plans and strategic brand/communications programs. A results-oriented company, Altius believes that every sponsorship should be built on the foundation of a client's business objectives and should be aligned to help achieve these objectives through strategic and creative solutions.

The Altius team is made up of dynamic marketers with expertise that extends from local and national events to international games and bids for high-profile sport properties such as the Olympics, Commonwealth Games and Pan American Games.

With a great track-record for success, Altius is proud to have played a key role with Bell Canada and Petro-Canada in their successful campaigns to secure partnership rights with the Organizing Committee for the Vancouver 2010 Olympic and Paralympic Winter Games (VANOC). Altius continues to work with these clients to develop marketing plans that leverage their sponsorship investments and support their business objectives.

Altius also works with a host of other clients, including McDonald's Restaurants of Canada, British Columbia Lottery Corporation, 3M, Yellow Pages and Sport BC, to develop opportunities related to the Vancouver 2010 Games and other major sport and community properties and events.

Altius complements Cossette's considerable Olympic and sport marketing experience and leverages the wide range of assets within the Cossette family on behalf of our clients. Also included under the Cossette umbrella are Altius' sister companies specializing in advertising (Cossette), public relations and corporate communications (Optimum PR), direct marketing and promotion (Blitz), graphic design (Identica), sponsorship and alliance marketing (Fusion), Asian marketing (Koo Creative), online marketing (Fjord), youth and urban marketing (alias), trademarks and branding (Nucleus) and market/social research (Impact).

Altius is also a wholly-owned subsidiary of the Cossette Communication Group, Canada's largest integrated communications firm. The Cossette Communication Group is a public company listed on the Toronto Stock Exchange (TSE: KOS). The Canadian entrepreneurs who founded Cossette in 1972 remain active in its management today, and a majority of the company's ownership remains in Canadian hands.

What We Do

Altius Sport Marketing's extensive offering ranges from assessing and negotiating sponsorship opportunities to developing and implementing integrated marketing plans.

Sponsorship is an increasingly important element of sophisticated corporate and brand marketing strategies. With an offering that ranges from assessing and negotiating sponsorship marketing opportunities to developing integrated marketing plans and strategic brand/communications programs, Altius focuses on leveraging sponsorship opportunities to best serve our clients' business objectives.

Services provided by Altius Sport Marketing include:

Sponsorship Assessment & Negotiation:

We audit and evaluate clients' sponsorship portfolios and develop selection criteria and guidelines for future acquisitions. We then work with our clients to consolidate, identify and evaluate new sponsorship opportunities, develop business cases for candidate properties and negotiate favourable sponsorship agreements.

Sponsorship Valuation:

SponsorScope, a proprietary sponsorship evaluation tool, gives us the ability to measure the real value of a sponsorship property for our clients based on the tangible and intangible value drivers. Such valuation allows us to help our clients optimize their sponsorship negotiations and activations to maximize their ROI.

Sponsorship & Alliance Marketing:

Through the development and implementation of strategic sponsorship and alliance leveraging plans, we help clients maximize return on their sponsorship investments. All of our programs, from identifying existing properties or developing new ones to designing integrated marketing plans and leveraging them, are built on the foundation of a thorough understanding of our clients' business objectives.

Program Implementation & Management:

Once a sponsorship/alliance marketing program or event is developed, we will bring the program to life through diligent execution. We also manage ongoing programs for our clients, ensuring smooth and successful implementation.

Cross-Promotion & Partnerships:

Often the best path to a successful program is not through sponsorship but through a strategic partnership with another organization with similar or complementary objectives. We will identify and develop creative solutions to maximize the benefits for all parties involved and then broker and implement these programs to ensure that our clients' opportunities are protected and maximized.

Hospitality Programming:

Leveraging the unique nature of sponsorship properties, we develop and implement customized hospitality programming that allows our clients to enhance their relationships with key corporate clients, partners and stakeholders.

Employee Engagement:

People are the life blood of a company and sponsorships offer an excellent springboard to engage and inspire employees. We work with our clients to develop creative employee engagement programs that bring the spirit and ideals of their events and properties into their organization.

Program Evaluation:

As an organization driven by results, we believe strongly in the value of program assessment. We work with our clients to develop tangible evaluation criteria and methodology in order to gather information and learning that can be applied to both current and future programs.

The Team

A group of passionate and creative individuals with diverse skills, experience and expertise in the areas of marketing, sponsorship and program activation.

Garnet Nelson
Managing Partner

Garnet Nelson is a marketing professional with an extensive background in sport administration and major event sponsorship marketing. Garnet brings knowledge to clients in a range of specialized areas including sponsorship activation, marketing communications, rights negotiations, project-planning, budget administration, event management and sponsor-services. Prior to joining Altius, Garnet was Marketing Manager at the Vancouver 2010 Bid Corporation.

Jonathan Longworth
Managing Partner

A marketing professional with more than 10 years of experience, Jonathan has led the planning, strategic development and creative execution of multi-disciplinary campaigns for clients such as Bell Canada, BC Hydro, McDonald's Restaurants of Canada and General Motors. He now combines two of his passions; sport and building business results through brand development and enhancement, with a focus on developing insightful and innovative communications solutions that maximize his client's opportunities and drive positive business results.

Kelly Lynge
Account Director

With more than five years experience in event and sponsorship marketing, Kelly has a proven track record of implementing corporate sponsorship initiatives that generate positive return on investment and contribute to shareholder value. She has executed successful programs in the areas of event activation, client hosting, sales incentive, and employee recognition. In addition to her event and sponsorship knowledge, Kelly also has experience in communications and community investment.

Bianca Knop
Account Executive

Having successfully developed and executed programs for clients such as Nintendo of Canada and CanWest Global Communications, Bianca brings more than four years of event marketing and promotions experience to Altius. She has been involved with such high profile events as the Calgary Stampede, Whistler Crankworx, Wakestock and Caribana in Toronto and La Ronde in Montreal. She has also worked with companies such as Best Buy, Wal-Mart and Future Shop to develop cross-promotional opportunities to build her clients' business.

Laura Balsor
Account Coordinator

Laura brings three years of related marketing and promotional experience to the Altius team. She has hands-on experience in field sales execution marketing and previously worked on promotional programs for Labatt Breweries of Canada, Mattel Inc., and Coke. Laura has most recently played an important role in the development and execution of several Bell Canada sponsorship programs, including the Calgary Stampede and Bell Goldrush.

What People Are Saying

We believe that fostering true partnerships with our clients, built on trust and commitment, is essential to developing successful sponsorship programs that achieve objectives.

The Altius team plays a key role in the planning, development and execution of Bell's Olympic marketing program. Their marketplace knowledge, coupled with creativity, is an ideal fit for our Olympic needs

Loring Phinney, VP Corporate and Olympic Marketing
Bell Canada

Petro-Canada turned to Altius Sport Marketing for assessment, strategy and negotiation counsel during the lead-up to securing our Vancouver 2010 Games sponsorship. They were an integral part of our Olympic team.

Steven Keith, Director, Olympic and Community Partnerships
Petro-Canada

Altius has done a tremendous job of developing an effective strategic event plan working in conjunction with our team and our other agencies. The team excelled at flawless execution and managing expectations.

Trish McLean, Senior Manager - Marketing Communications
Yellow Pages Group