



communications  
& event planning



## CASE STUDY:

# Edmonton and Area Corporate Challenge

### BACKGROUND

The Edmonton & Area Corporate Challenge was started in 1992 with 39 companies and about 2800 athletes. The event grew and in 1996 TNT Event Promotions took over the marketing and management of the Games. TNT was charged with growing the Games to make it one of Canada's largest amateur sporting events.

### OBJECTIVES

Provide the opportunity for more businesses in the Edmonton area to be involved. Increase the number of events offered to participating teams. Make Corporate Challenge a more organized, professionally run event. Access the funds necessary to facilitate the growth.

### CHALLENGE

Making Corporate Challenge stand out from the slew of other sporting events in the city. Managing the details involved in planning and implementing a multi-day, multi-sport event involving thousands of participants and volunteers. One of the biggest challenges is to find sponsorship funding in an over-crowded market. With hundreds of organizations and events looking for the same sponsorship dollars, TNT has had to find creative programs to lure and keep sponsors.

### STRATEGY / TACTICS

First and foremost was the introduction of strong organizational processes and practices. Building

seamless plans and timetables allowed TNT to keep all of the key groups on target. These groups included a completely re-vamped Board of Directors, a strong volunteer contingent and all in-house staff. Streamlined communications with the participating companies and sponsors made this process less time-consuming and kept the flow of information more relevant.

Building key partnerships with suppliers allowed TNT to reduce costs and to reduce duplication of services. TNT also built an aggressive sponsorship plan in order to meet the rising costs of running the expanded Games.

### RESULTS

Today the Edmonton & Area Corporate Challenge is one of Canada's largest amateur sporting events. Each year over 19,000 people take part in 22 sporting and recreational events over a 2 ½ week period. In addition to the sporting / recreational events, Kizmet also plans and markets several special events surrounding the Games. These include a 1000+ person Kick Off Luncheon and Opening and Closing Ceremonies that boast crowds of over 7000 people each. Sponsorship revenues have increased over 700% since the first year and the Games consistently achieve a break-even budget or better. There has also been a 650% increase in participation. Committees from other cities wanting to start similar Games seek the guidance and advice of TNT on an ongoing basis. Corporate Challenge is an unparalleled model of an extremely well-run and successfully marketed event.