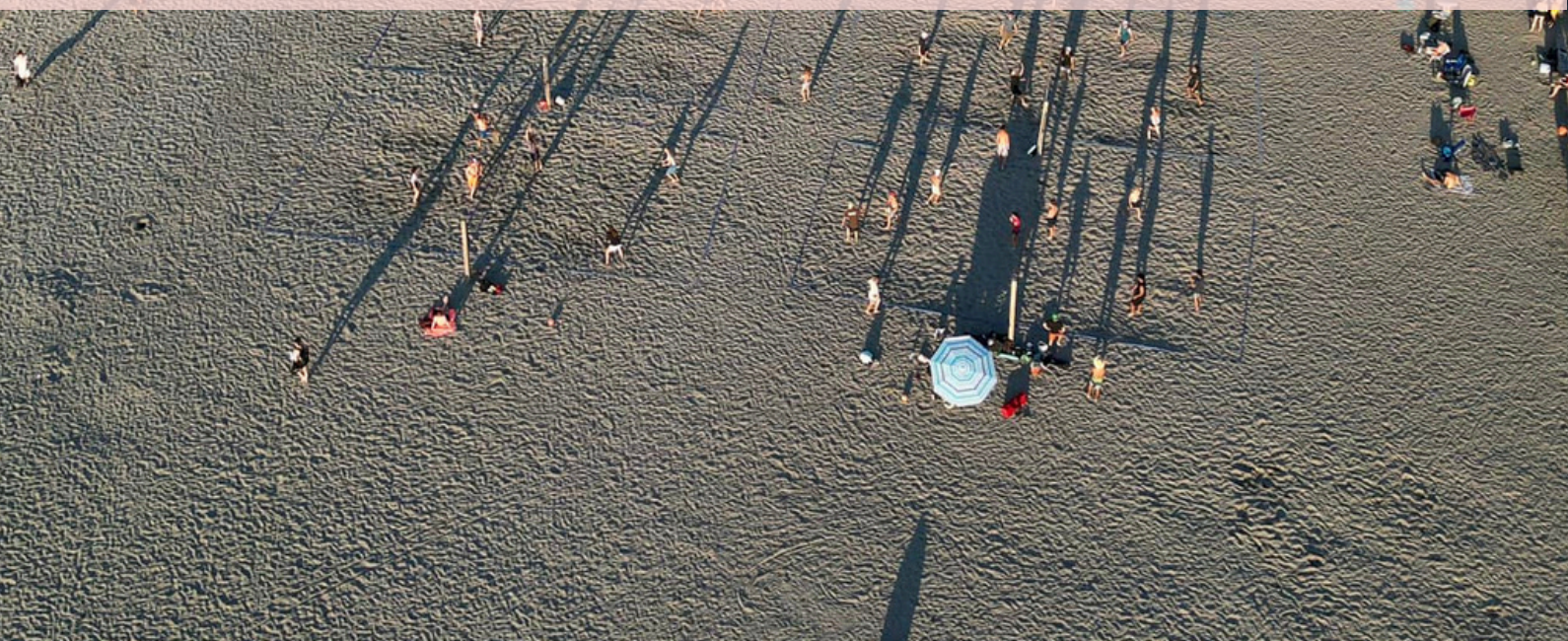




MARKETING ACTIVATION STRATEGY

SPORTS SECTOR



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SPORTS SECTOR



In this guide, we explain **why** and **how** to integrate sports into your marketing strategy.

We share **concrete examples, best practices**, and a fresh perspective on the opportunities this unique world has to offer.

WHY INVEST IN SPORTS?

Sports marketing is much more than a trend.

It's a **high-impact, strategic approach** that allows your brand to **stand out** in a saturated advertising landscape.

Consumers are increasingly resistant to traditional advertising, but sports offer a **rare opportunity to capture attention in a sustained way, with authentic emotion and real engagement.**

DID YOU KNOW?

Sports marketing **is a powerful lever — but still widely underused.**

Whether you're a consumer brand, an emerging business, or an organization looking to boost visibility, **sports can become a true driver to connect with your audience differently.**

3/4

Canadians follow
professional
sports

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Sports marketing is a **powerful strategy** to build a strong, visible, and loved brand. A well-designed activation campaign does much more than shine a spotlight: it creates **real emotional** bridges between your brand and your audience.



Sports events gather **thousands** of spectators on-site, and **millions** online.



76% of Canadians feel welcomed and **included** when engaging in physical activity, sports, or recreational events.



2 out of 3 Canadians consider themselves **fans of women's sports**, equivalent to 17 million Canadians.



6 out of 10 believe brands should do **more** to support women's sports in Canada.



4 out of 10 are more likely to purchase from brands that support women's sports.

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THE BENEFITS OF A SPORTS ACTIVATION CAMPAIGN

Strengthening brand awareness

Associating your brand with a sports discipline or event allows you to position it in a world charged with **positive and healthy values**: performance, self-improvement, teamwork, balance, and diversity.

Sports reach a very broad audience — from **youth to families**, including **passionate fans and athletes** — giving you both massive and targeted exposure.



Creating a strong emotional bond

Sports evoke **powerful emotions**: joy, excitement, pride, hope. By being associated, your brand benefits from this emotional connection.

A well-designed activation — whether through a partnership with an athlete, an exclusive moment on the field, or a community-driven initiative — fosters a **genuine connection** with your audience.

In a world saturated with impersonal advertising messages, this human connection makes all the difference.



Did you know?

Volleyball is one of the **fastest-growing team sports** among young women in Canada and the U.S.

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WHY INVEST IN SPORTS?

- 1 Reach a massive and loyal audience**
Millions of people follow major events, but also local leagues, community tournaments, and regional clubs that bring together targeted and engaged audiences.
- 2 Benefit from high spectator engagement**
They identify, invest emotionally, and interact with the content.
- 3 Maximize measurable results and ROI (return on investment)**
A measurable strategy to:
 - Increase brand awareness
 - Drive social media engagement
 - Boost online conversions
 - Improve public perception
- 4 Adjust campaigns in real time through digital tools**
- 5 Explore innovative forms of activation**
 - Athlete-driven influence on social media
 - Exclusive branded content
 - Immersive experiences
 - Technological innovations
- 6 Strengthen your presence in connected, youth-driven universes**

Investing in sports goes far beyond simple visibility.
It's an **authentic way to create meaningful connections and make an impact.**
In a world where emotion and authenticity matter, sports allow brands to stand out
through **emotion, engagement, and sharing.**

INSPIRING EXAMPLES FROM TWO SUCCESSFUL VANCOUVER-BASED COMPANIES

Lululemon — Much more than just a sports brand

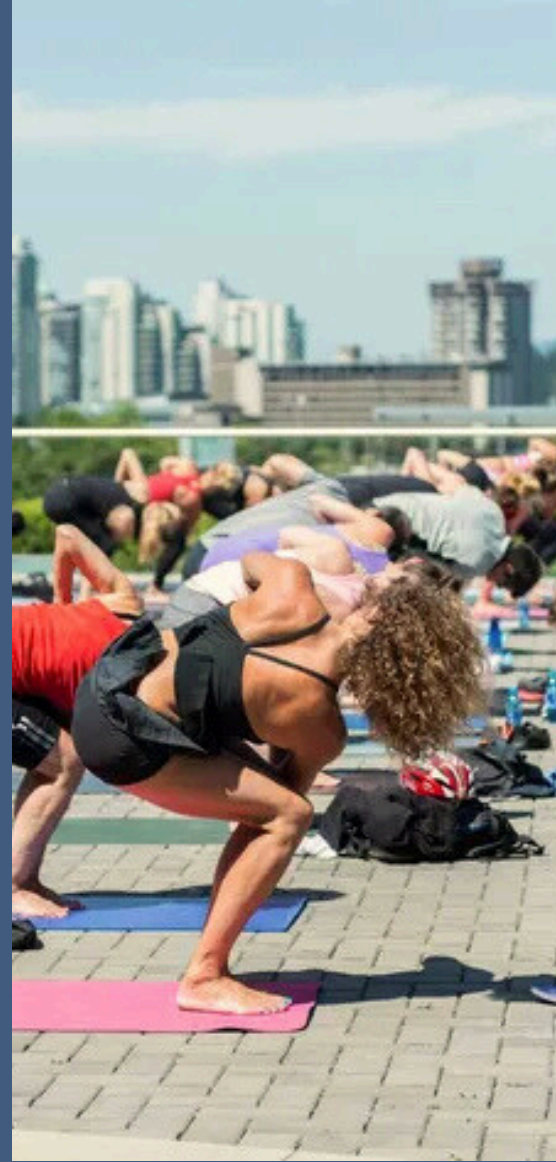
Lululemon is a prime example of successful activation in the sports world. Originally known for its yoga pants, the Canadian brand has built a real community around well-being, self-care, and personal growth.

Beyond its products, Lululemon invests in experiences: outdoor yoga events, fun runs, local ambassadors, and urban studios.

Each activation aims to connect emotionally with its audience. The goal isn't just to sell technical apparel, but to promote an inspiring and inclusive lifestyle.

By working with everyday athletes, coaches, and engaged community influencers, the brand creates authentic campaigns rooted in reality.

Its strategy relies on three key pillars: proximity, genuine connections, and alignment with shared values.



Arc'teryx — From technical performance to engaged community

Arc'teryx, a Canadian brand born in the mountains of British Columbia, has transformed its technical expertise into a powerful community activation strategy rooted in experience, education, and inspiration.

What Arc'teryx does:

- Arc'teryx Academies: immersive events held in iconic locations such as Chamonix, Squamish, and Jackson Hole. These academies offer workshops, seminars, and clinics aimed at nurturing mountain sports enthusiasts and strengthening their connection to the brand.
- Local ambassadors: inspiring figures who embody the brand's values and engage with their communities daily.
- Event partnerships: presence at festivals like JACKALOPE Montreal, where Arc'teryx creates a relaxation and climbing initiation zone, attracting over 550 participants and enhancing the brand's accessibility and outreach.

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INTEGRATING SPORTS MARKETING INTO YOUR OVERALL STRATEGY

For maximum effectiveness, sports marketing must be integrated into a well-thought-out **overall strategy**. Here, we provide a step-by-step method to achieve this, emphasizing the importance of a **coherent approach**:

Start with a clear strategic vision

1

- Identify your key objectives: Raise awareness? Build loyalty?
- Define your target audiences: consumers, B2B clients, partners, local communities, etc.
- Clarify your value proposition.

Define clear indicators to measure impact

2

Measure your investment by setting tailored KPIs from the start:

- Visibility: brand awareness rate, spontaneous or assisted recall, impressions.
- Engagement: interactions and metrics on social media, participation in contests, traffic to your site.
- Conversion: sales, requests for information, newsletter signups or participation in a campaign.

Ensure coherence with your brand identity

3

A sports marketing campaign should reflect your brand platform, not contradict it.

Each action must therefore reinforce your values, tone of voice, and positioning.

Orchestrate an activation in multiple phases

4

A successful campaign is prepared before, implemented during, and analyzed after.

- Before: planning, internal communication, teasing, content creation.
- During: presence on the ground, physical and digital visibility, audience engagement.
- After: analysis of results, lessons learned, reactivation of engaged communities.

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TYPES OF POSSIBLE SPORTS ACTIVATIONS

Depending on your objectives — visibility, engagement, conversion, local recognition, or premium positioning — we support you with a **wide variety of tailored activations**.

DIGITAL ACTIVATIONS & EXCLUSIVE CONTENT

Digital campaigns **amplify your actions**, allow for real-time **measurement of outcomes**, and engage your community before, during, and after the event.

Examples of activations:

- Instagram or TikTok contests linked to a sporting event.
- Behind-the-scenes content, athlete training, or exclusive interviews.
- Immersive videos for fans.
- Promotional codes shared during key moments of matches.

This approach multiplies points of contact and allows you to reach wider or more specific audiences (youth, communities, sports fans, etc.).

COMMUNITY & PARTICIPATORY ACTIVATIONS

Some brands choose to go further by directly engaging with local communities. This can involve **supporting local clubs, organizing community tournaments, or inclusive sports initiatives**.

Advantages:

- Strong local impact and community loyalty.
- Opportunity to bring your brand's values to life in the field.
- Closer connection with consumers.

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SPONSORSHIP OF SPORTING EVENTS

Whether it's a **local tournament**, a **university league**, or an **international competition**, sports sponsorship offers direct and repeated visibility to a captive audience.

As a sponsor or partner, your brand gains awareness through:

- Visual media (banners, jerseys, signage),
- Mentions in official communications,
- Presence on the field through activations.

Advantages:

- Local or national visibility depending on the event.
- Association with high-energy and emotional moments.
- Direct contact with the audience (sampling, contests, demos).

PARTNERSHIP WITH ATHLETES

Athletes, whether professionals or engaged amateurs, are **powerful influencers**. By collaborating with them, you can create authentic content, reach niche audiences, and gain credibility.

Advantages:

- Wider reach through athletes' social networks.
- Enhanced credibility thanks to the link between the athlete and your sector (wellness, sports, performance, etc.).
- Storytelling opportunities around their training, competitions, routines, and personal experiences.

We help you identify athlete profiles aligned with your image and goals, and build a sustainable, win-win collaboration.

EXAMPLES OF ATHLETE-INFLUENCER AND RELAY PROFILES

The choice of an athlete, partner, or sports relay is a key stage in the success of an activation. Depending on your positioning and objectives, you can target different audience segments: families, local communities, young athletes, premium consumers... Some profiles are first and foremost qualified clients — others also play a natural influencer role due to their position, engagement, or visibility.

Here are some examples of profiles you can reach through sports:



THE OLYMPIC ATHLETE

Olympic athletes embody excellence, discipline, and prestige — values that immediately enhance your brand image.

A partnership with an Olympian positions your company in a world of high performance and gives you access to a highly qualified, international audience.

Example activation: A range of technical or high-performance products (apparel, sports nutrition, equipment) gains credibility and value through collaboration with an Olympian.

Advantages:

- Strong national or international brand recognition
- Association with values of excellence and rigor
- Engaged public



THE STUDENT-ATHLETE

Student-athletes are a dynamic, influential target anchored in their community, with strong legitimacy among younger generations.

Ideal for beverage, apparel, services, or food brands looking to establish themselves in young, active daily life.

Advantages:

- Local capital and proximity
- Young, aligned audience
- Amplification on social media



THE SUPPORTIVE PARENT

These parents actively support their children in sports.

They look for products and services aligned with a healthy, family-oriented lifestyle. They are decision-makers who value education, wellness, and personal development.

Advantages:

- Direct access to a family segment
- High potential for recurring purchases
- Brand image associated with parenting and educational support



THE ENGAGED FAN

The sports fan loves to share, comment, and experience their passion publicly, online as much as in real life.

They can become a true visibility vector for brands through their posts, network, and enthusiasm.

Advantages:

- User-generated content (UGC)
- Viral amplification
- Creation of a loyal community around your brand



THE COMMUNITY COACH

Coaches — key figures in clubs and schools — inspire trust and influence their community.

They can recommend your brand, energize events, and convey your message at a grassroots level.

Advantages:

- Direct impact on families and youth
- Strong local engagement
- Human and community-driven image

Each profile represents a **strategic entry point** for your brand. By associating yourself with carefully chosen sports personalities or communities, you reach both **engaged consumers** and **natural influencers** — and position your brand within a universe rich in positive values: performance, perseverance, teamwork, education, health, and collective pride.

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HOW DOES A COLLABORATION WITH PACIFIC QUÉBEC WORK?

We believe in **personalized support**.

Each company has its own needs, and we help define the best approach based on your specific goals.

STEP-BY-STEP PROCESS:

1

Needs Assessment

Together, we determine the best options to reach your goals. Through discussions and analysis of your expectations, we make sure we understand your ambitions.

2

Campaign Creation

Based on defined objectives, we develop a tailored strategy, choosing the right activation types and partners. We coordinate and oversee everything, from concept to execution.

3

Monitoring and Adjustment

Once the campaign is launched, we constantly monitor results and make adjustments as needed.

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AVAILABLE SPORTS NETWORK & ECOSYSTEM

We have a **strong network of sports partners**, allowing us to connect companies to the right events, athletes, and influencers. Plus, we have access to key events that draw thousands of participants and spectators, locally and internationally.

STRATEGIC CONNECTIONS WITH SPORTS STAKEHOLDERS

We maintain privileged relationships with **event organizers, sports federations, leagues, clubs, elite athletes, and key figures**. This proximity gives us a head start in integrating your brand at the heart of the most relevant sporting dynamics for your goals.



ACCESS TO HIGH-VISIBILITY MAJOR EVENTS



SHOWCASING THE LOCAL ECOSYSTEM

Beyond major events, we also value **local initiatives** that bring communities to life — sports clubs, schools, amateur leagues, local associations, etc. These places are the foundation of the sports fabric. By connecting with these micro-ecosystems, you create a **relationship of proximity, trust, and relevance** with your target audiences.



WHY IS IT POWERFUL?

Because today's consumers value **authenticity**.

By supporting local events and athletes from their region, you become a brand that **gets involved** and **understands local values**.

A TARGETED APPROACH ALIGNED WITH YOUR GOALS

We don't just offer you event sponsorship.

We develop a **tailor-made strategy** to make each partnership a true driver of **engagement, visibility, and conversion**.


Each collaboration is designed to activate the right lever (emotional, digital, on-site, community) depending on your positioning and business objectives.

If you're ready to take your brand to the next level with sports marketing, contact us today! We offer a **free consultation** to help you define your activation strategy and choose the best partners for your campaigns.

Join us to create unforgettable sports experiences that will make your brand shine!


Contact us

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