

Funding the Future: OPBA's Sponsorship Strategy for Modern Education



The Ontario Public Buyers Association represents, connects with, and advocates on behalf of public procurement professionals in Ontario and beyond.

Problem

To support the future of Canada's procurement landscape, OPBA recognized the need to modernize its Principles of Effective Public Procurement certificate program. OPBA had identified an ideal learning management system and go-to-market strategy. However, securing the funding required for these updates was challenging. With no annual education sponsorship revenue, OPBA required a fresh strategy to finance these essential changes.

Approach

OPBA partnered with Halmyre to develop a dynamic sponsorship strategy to align its educational modernization with the values of like-minded corporate partners. The key steps included:

- Conducting a deep-dive analysis of OPBA's competitive landscape, potential sponsors, and value delivery opportunities;
- Building an ambitious pricing and sponsor benefits framework based on the value that OPBA had to offer sponsors;
- Developing tailored sponsorship messaging and pitch decks;
- Coaching OPBA representatives on how to deliver compelling, value-based sponsor pitches; and
- Announcing the program with a press release, celebrating the first partners.

The strategy focused on creating mutual value for both sponsors and OPBA.

Outcome

The sponsorship program resulted in:

- An award-winning approach to sponsorship strategy that will drive OPBA's future success;
- Movement of OPBA from \$0 to \$195,000 in estimated sponsorship value over three years, covering 50% of the program's modernization costs; and
- Establishment of clear sponsorship tiers that helped attract and drive higher-value partnerships.

