



LUMENCY

Smarter Sponsorship.



AIR CANADA

Competitor Lens: Air Canada

Sample



COMPETITOR LENS

Methodology

Our proprietary dataset helps to unlock sponsorship insights about your category competitors.

How This Report is Built



Data Scope

Major partnerships of a selected brand are included (based on availability of data).



Multi-Source Integration

Data inputs include Lumency proprietary dataset, public disclosures, broadcast & in-venue observations, property & brand channels.



20,000+
Brands



1,100+
Categories



3,200+
Properties



\$377M+
Annual Spend
(USD)

Note:

Rights fee and deal structure estimates are derived from proprietary research, category data, and global sponsorship intelligence, informed by 30 years of advisory experience. These inputs are triangulated to provide reliable views of deal value and market position.



Objectives

Evaluating Air Canada sponsorship marketing efforts within the Canadian sponsorship landscape.

What This Report Delivers



Investment Economy

Overall partner count and estimated rights fee spend of Air Canada among major partners.



Portfolio Breakdown

Portfolio overview featuring a breakdown of partners and estimated rights fees of each.



Assets & Executions

Identifying how the Air Canada brand shows up in the market through sponsorship.



Considerations

Looking at tactics to separate high-performing sponsorships from passive visibility.

Partner Spend Analysis

Breaking down the sponsorship economy of Air Canada.



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Total Major Partnerships



\$32.4M

Projected Annual Sponsorship Rights Spend



\$2.3M

Average Sponsorship Rights Fee



Major Sponsorship Portfolio

Air Canada Partnership Portfolio Overview – Partners and Estimated Annual Spend

Property	Category	Estimated Rights Fee
Montreal Canadiens	Hockey	€15.0M
Toronto Maple Leafs	Hockey	€7.0M

Property	Category	Estimated Rights Fee

*Data is provided for illustrative purposes only and should not be relied upon as exact or definitive.

Breakthrough Assets & Executions

How the Air Canada brand shows up through sponsorship.



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PWHL
JERSEY PATCH




As part of the overall league agreement, the Air Canada brand is leveraged on the front of the Montreal Victoire Home and Road jerseys, driving association and awareness among fans.

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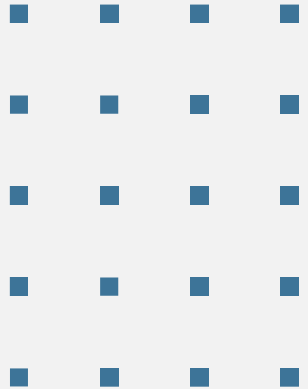
Our Considerations

What separates high-performing sponsorships from passive visibility.



ONE PLATFORM, ONE MESSAGE

A single, consistent platform is critical in sponsorship marketing, acting as the red thread that connects all assets and activations into one clear message, building stronger recall, cohesion, and long-term brand meaning across every consumer touchpoint.



A vibrant concert scene with a large crowd of people in the foreground, many with their hands raised. The background shows a stage with musicians and bright blue stage lights. The overall atmosphere is energetic and celebratory.

ABOUT LUMENCY

311

Tier 1 Properties Supported Globally on behalf of our clients.

3000+

Sponsorship Evaluations in the last 10 years.

LUMENCY

Smarter Sponsorship.

Established in 1996.
21 Countries. Brand-Side Only.

Experience across categories and markets.

