



**LUMENCY**

**Smarter Sponsorship.**



## **Property Analysis: Montreal Canadiens**

**Sample**

A vibrant concert scene with a crowd of people and blue stage lighting. The text 'PROPERTY ANALYSIS' is overlaid in the center. 'PROPERTY' is in yellow and 'ANALYSIS' is in white with a yellow outline.

# PROPERTY ANALYSIS

# Methodology

Our proprietary dataset helps to unlock sponsorship insights about your partners and 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 Ford's position within the Montreal Canadiens' partner ecosystem.

## What This Report Delivers



### Property Revenue Analysis

A highlight of the overall partner stack of the Montreal Canadiens, including number of partners and total estimated sponsorship revenue.



### Property Ecosystem Overview

Portfolio overview featuring a breakdown of partners and the owned categories of each.



### Comparable Partner Benchmarking

Analyzing estimated rights fees, key assets, and notable activation executions across five pre-selected Canadiens partners relevant to your brand.



### Considerations

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

# Property Revenue Analysis

Breaking down the sponsorship economy of the Montreal Canadiens.



**40+**

Total Number  
of Major Partners



**\$70M - \$80M**

Projected Annual  
Sponsorship Revenue



**\$1.54M**

Average  
Sponsorship Fee



# Property Ecosystem Overview

Montreal Canadiens – List of Major Sponsors

Partner	Category
Bell Communications Inc.	Telecom Services
Royal Bank of Canada (RBC)	Banking
Molson Coors	Beer
Air Canada	Airlines
Coca-Cola	Carbonated Soft Drinks
Loto-Quebec; Mise-o-jeu	Gaming

Partner	Category
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— Selected brand

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

# Comparable Partner Benchmarking

Key partnership characteristics and estimated rights fees across selected Canadiens partners.



Partner	Loto-Québec				
Category	Gaming				
Tenure (years)	10				
Partnership Assets	<ul style="list-style-type: none"> <li>Centre Ice Logo</li> <li>Digitally Enhanced Dasherboards (DEDs)</li> <li>Rinkboard</li> <li>Sponsor Game Nights</li> <li>Themed Fan Zones</li> </ul>				
Est. Rights Fee	\$1.9M				

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

# Notable Executions

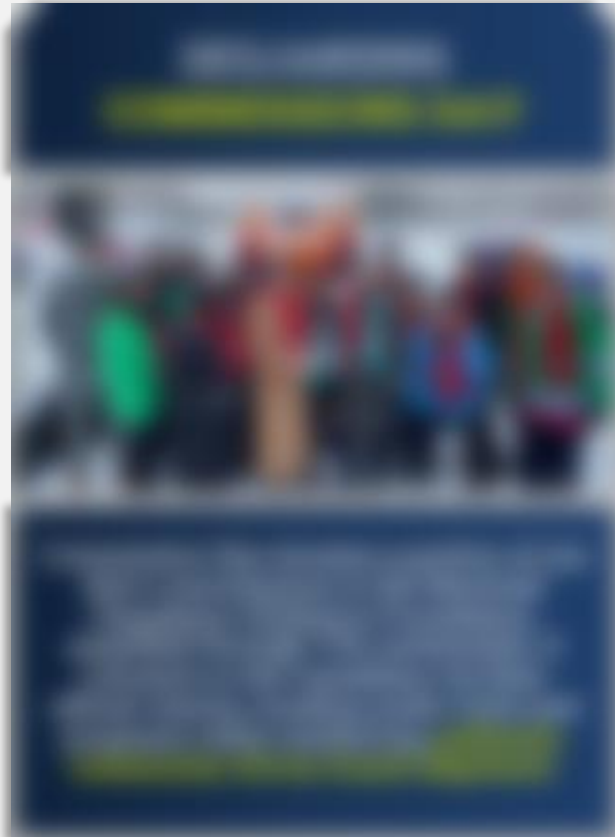
Highlighting notable assets & executions - both within the agreement and through activation - by selected partners.

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ESSO  
**MINOR HOCKEY FESTIVAL**



Esso Minor Hockey Festival is a youth tournament hosted in partnership with the Montreal Canadiens, bringing together teams from across Quebec for a Bell Centre experience. It's effective by connecting grassroots hockey to the NHL stage, reinforcing Esso's long-standing commitment to **developing future players and 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.

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**SECURITY AND PROTECTION**  
Ensuring that all assets and activations are protected and secure, maintaining brand integrity and preventing unauthorized use or distribution of content.



**GLOBAL REACH AND INTERNATIONAL FOCUS**  
Ensuring that the sponsorship marketing strategy is designed to reach and resonate with audiences across different geographical regions and cultures.



# **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.

