

Partnership Opportunity Map

Phase 1 Deliverable #13

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Prepared for: Dan Edwards, Chocolat on James

Status: Complete

Executive Summary

This document maps strategic partnership opportunities for Chocolat on James across four key segments: Ti-Cats (sports), McMaster University (education), Hotels (hospitality), and Tourism (visitor economy). Each segment includes opportunity assessment, approach strategies, and implementation timelines.

Total Partnership Potential: \$150K-400K annually by Year 2

Partnership Strategy Overview

Strategic Objectives

1. **Expand Distribution:** Reach new customers through partner channels
2. **Build Brand Authority:** Strengthen “Hamilton’s Chocolate” positioning
3. **Generate Revenue:** Create recurring revenue streams
4. **Community Connection:** Deepen local ties and relationships

Partnership Types

1. **Distribution Partnerships** - Retail presence (hotels, gift shops) - Co-branded products - Cross-promotional opportunities
 2. **Event Partnerships** - Event sponsorships - Vendor partnerships - Product sampling opportunities
 3. **Corporate Partnerships** - Corporate gifting programs - Employee appreciation programs - Client hospitality programs
 4. **Community Partnerships** - Local business collaborations - Non-profit partnerships - Cultural institution partnerships
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Segment 1: Ti-Cats Partnership

Opportunity Overview

Partner: Hamilton Tiger-Cats (CFL Team)

Market Size: 20,000+ season ticket holders, 200,000+ annual attendees

Revenue Potential: \$30K-80K annually

Timeline: Q1-Q2 2026

Partnership Opportunities

A. Corporate Gifting Program Opportunity: Ti-Cats corporate client gifting

Approach: Pitch corporate gifting to Ti-Cats corporate partners

Revenue Potential: \$15K-30K annually

Timeline: Q4 2025 - Q1 2026

Value Proposition: - Premium, local gift for Ti-Cats corporate clients - Supports Hamilton business (shared values) - Memorable, high-quality experience - Customizable packaging with Ti-Cats branding

B. Event Partnerships Opportunity: Game-day activations, special events

Approach: Vendor partnership at Tim Hortons Field

Revenue Potential: \$10K-20K annually

Timeline: Q2-Q4 2026

Partnership Ideas: - Pop-up shop at select games - Corporate suite chocolate offerings - Season ticket holder exclusive products - Game-day gift shop presence

C. Co-Branded Products Opportunity: Ti-Cats branded chocolate products

Approach: Limited edition Ti-Cats chocolate collection

Revenue Potential: \$5K-15K annually

Timeline: Q2 2026 launch

Product Concepts: - Ti-Cats branded truffle collection - Game-day gift boxes - Season ticket holder exclusives - Corporate hospitality packages

D. Marketing Partnerships Opportunity: Cross-promotional marketing

Approach: Social media collaborations, email partnerships

Revenue Potential: Brand awareness + \$5K-15K annually

Timeline: Ongoing

Marketing Opportunities: - Social media cross-promotion - Email list partnerships - Ti-Cats newsletter features - Game-day promotions

Implementation Plan

Phase 1: Initial Contact (Q4 2025) - Research Ti-Cats partnership opportunities - Identify key contacts (Marketing, Corporate Partnerships) - Prepare partnership pitch deck - Initial outreach email

Phase 2: Relationship Building (Q1 2026) - Schedule meeting with Ti-Cats team - Present partnership proposal - Discuss specific opportunities - Negotiate partnership terms

Phase 3: Pilot Program (Q2 2026) - Launch corporate gifting program - Test event partnership - Gather feedback and data - Refine partnership model

Phase 4: Scale (Q3-Q4 2026) - Expand partnership programs - Launch co-branded products - Increase marketing collaborations - Annual partnership renewal

Success Metrics

Year 1 Targets: - Partnership agreement signed: Q1 2026 - Corporate gifting accounts: 5-10 - Event partnerships: 3-5 games - Revenue: \$15K-30K

Year 2 Targets: - Co-branded products launched - Expanded event presence - Marketing partnerships active - Revenue: \$40K-80K

Segment 2: McMaster University Partnership

Opportunity Overview

Partner: McMaster University

Market Size: 32,000 students, 5,000+ staff, 200,000+ alumni

Revenue Potential: \$40K-100K annually

Timeline: Q4 2025 - Q1 2026 (Initial), Ongoing

Partnership Opportunities

A. Event Partnership (IMMEDIATE - Nov 21-24, 2025) **Opportunity:** McMaster event (already confirmed)

Approach: Direct vendor partnership

Revenue Potential: \$5K-10K (initial event)

Timeline: November 21-24, 2025

Event Strategy: - Pop-up shop at event - Pre-order program (launch 2 weeks before) - Email capture for newsletter - Corporate gifting lead generation

Success Metrics: - Pre-orders: \$5K-8K - On-site sales: \$2K-4K - Email captures: 100-200 - Corporate leads: 10-20

B. Corporate Gifting Program **Opportunity:** McMaster corporate gifts (faculty, staff, clients)

Approach: Pitch to McMaster procurement and departments

Revenue Potential: \$15K-40K annually

Timeline: Q1 2026 launch

Target Departments: - Faculty appreciation gifts - Staff recognition programs - Alumni relations gifts - Donor appreciation gifts - Conference hospitality

C. Student Programs **Opportunity:** Student services and programs

Approach: Student union, residence life, student services

Revenue Potential: \$10K-25K annually

Timeline: Q2 2026 launch

Program Ideas: - Exam care packages - Welcome week programs - Residence life events - Student organization partnerships - Graduation gift programs

D. Alumni Relations Opportunity: Alumni gifts and events

Approach: McMaster Alumni Association

Revenue Potential: \$10K-25K annually

Timeline: Q2-Q3 2026

Opportunities: - Alumni event gifts - Reunion programs - Alumni newsletter partnerships - Graduation gift programs - Regional alumni chapter partnerships

Implementation Plan

Phase 1: Event Execution (Nov 2025) - Execute McMaster event (Nov 21-24) - Capture emails and leads - Build relationship with McMaster contacts - Gather feedback and insights

Phase 2: Corporate Program Launch (Q1 2026) - Follow up with corporate leads from event - Pitch corporate gifting to McMaster departments - Launch initial corporate programs - Establish recurring relationships

Phase 3: Student Programs (Q2 2026) - Approach student union - Launch exam care packages - Partner with residence life - Create student-specific programs

Phase 4: Alumni Relations (Q2-Q3 2026) - Connect with Alumni Association - Launch alumni gift programs - Partner on alumni events - Regional alumni chapter expansion

Success Metrics

Year 1 Targets: - Event partnership: Nov 21-24, 2025 - Corporate accounts: 10-15 - Student programs: 2-3 active - Alumni partnerships: 1-2 - Revenue: \$30K-60K

Year 2 Targets: - Expanded corporate programs - Multiple student programs - Alumni programs scaled - Revenue: \$60K-100K

Segment 3: Hotels & Hospitality

Opportunity Overview

Partners: Hamilton hotels, bed & breakfasts, event venues

Market Size: 20+ hotels, 50+ event venues, 1M+ annual hotel guests

Revenue Potential: \$30K-80K annually

Timeline: Q1-Q2 2026

Partnership Opportunities

A. Hotel Gift Shop Presence Opportunity: Retail presence in hotel gift shops

Approach: Pitch to hotel management companies

Revenue Potential: \$10K-30K annually

Timeline: Q1-Q2 2026

Target Hotels: - Sheraton Hamilton Hotel - Crowne Plaza Hamilton - Holiday Inn Express Hamilton - Homewood Suites by Hilton - Local boutique hotels

Partnership Model: - Consignment arrangement (30-40% margin) - Minimum order requirements - Rotating product selection - Seasonal collections

B. Room Amenities & Welcome Gifts **Opportunity:** Hotel room amenities and welcome gifts

Approach: Pitch to hotel management

Revenue Potential: \$10K-25K annually

Timeline: Q2 2026

Product Concepts: - Welcome truffles for VIP guests - Corporate suite amenities - Conference hospitality packages - Special occasion packages

C. Event Venue Partnerships **Opportunity:** Event venues and catering

Approach: Partner with event venues

Revenue Potential: \$10K-25K annually

Timeline: Q1-Q2 2026

Venue Types: - Wedding venues - Conference centers - Event spaces - Corporate meeting venues

Partnership Models: - Preferred vendor status - Referral partnerships - Co-marketing opportunities - Exclusive product offerings

Implementation Plan

Phase 1: Research & Outreach (Q1 2026) - Identify target hotels and venues - Research decision makers - Prepare partnership proposals - Initial outreach

Phase 2: Pilot Programs (Q2 2026) - Launch 2-3 hotel partnerships - Test gift shop presence - Pilot welcome gift programs - Gather feedback

Phase 3: Scale (Q3-Q4 2026) - Expand hotel partnerships - Add event venue partnerships - Refine partnership models - Annual renewals

Success Metrics

Year 1 Targets: - Hotel partnerships: 3-5 - Gift shop presence: 3-5 locations - Welcome gift programs: 2-3 hotels - Event venue partnerships: 2-3 - Revenue: \$20K-50K

Year 2 Targets: - Expanded hotel network: 8-10 - Additional venue partnerships: 5-7 - Revenue: \$40K-80K

Segment 4: Tourism & Visitor Economy

Opportunity Overview

Partners: Tourism Hamilton, visitor centers, attractions, tour operators

Market Size: 6M+ annual visitors to Hamilton, \$1B+ tourism economy

Revenue Potential: \$50K-140K annually

Timeline: Q1-Q3 2026

Partnership Opportunities

A. Tourism Hamilton Partnership **Opportunity:** Official tourism partnership

Approach: Partner with Tourism Hamilton

Revenue Potential: \$10K-30K annually

Timeline: Q1 2026

Partnership Benefits: - Listing in tourism materials - Visitor center presence - Tourism website features - Co-marketing opportunities - Visitor package inclusion

B. Visitor Center Presence Opportunity: Retail presence at visitor centers

Approach: Pitch to visitor centers

Revenue Potential: \$10K-25K annually

Timeline: Q2 2026

Locations: - Hamilton Visitor Center - Waterfront Visitor Center - Tourism kiosks - Information centers

C. Attraction Partnerships Opportunity: Partnerships with Hamilton attractions

Approach: Partner with major attractions

Revenue Potential: \$15K-40K annually

Timeline: Q2-Q3 2026

Target Attractions: - Canadian Warplane Heritage Museum - Dundurn Castle - Royal Botanical Gardens - Art Gallery of Hamilton - James Street North art galleries

Partnership Models: - Gift shop presence - Co-branded products - Event partnerships - Cross-promotional opportunities

D. Tour Operator Partnerships Opportunity: Include in tour packages

Approach: Partner with tour operators

Revenue Potential: \$15K-45K annually

Timeline: Q2-Q3 2026

Tour Types: - Food tours (James Street North) - Art tours (Art Crawl, galleries) - Cultural tours - Corporate tour packages

Implementation Plan

Phase 1: Tourism Hamilton (Q1 2026) - Contact Tourism Hamilton - Present partnership proposal - Secure tourism partnership - Launch co-marketing

Phase 2: Visitor Centers (Q2 2026) - Approach visitor centers - Launch retail presence - Create visitor-specific products - Monitor performance

Phase 3: Attractions (Q2-Q3 2026) - Target major attractions - Launch gift shop partnerships - Create co-branded products - Event partnerships

Phase 4: Tour Operators (Q2-Q3 2026) - Connect with tour operators - Integrate into tour packages - Create tour-specific offerings - Scale partnerships

Success Metrics

Year 1 Targets: - Tourism Hamilton partnership: Secured - Visitor center presence: 2-3 locations - Attraction partnerships: 3-5 - Tour operator partnerships: 2-3 - Revenue: \$30K-80K

Year 2 Targets: - Expanded tourism network - Additional attraction partnerships - Regional tour operator partnerships - Revenue: \$70K-140K

Partnership Prioritization Matrix

High Priority (Q4 2025 - Q1 2026)

1. **McMaster Event Partnership (Nov 21-24, 2025)** - Already confirmed - Immediate revenue opportunity - Foundation for ongoing relationship - **Action:** Execute event successfully
2. **Corporate Gifting Programs (Q4 2025 - Q1 2026)** - Ti-Cats corporate partners - McMaster departments - High revenue potential - Recurring revenue opportunity
3. **Tourism Hamilton Partnership (Q1 2026)** - Brand visibility - Visitor exposure - Co-marketing opportunities - Foundation for tourism expansion

Medium Priority (Q1-Q2 2026)

4. **Hotel Partnerships (Q1-Q2 2026)** - Gift shop presence - Welcome gift programs - Steady revenue stream - Brand exposure
5. **Student Programs (Q2 2026)** - McMaster student services - Exam care packages - Welcome week programs - Volume potential

Lower Priority (Q2-Q3 2026)

6. **Event Partnerships (Q2-Q4 2026)** - Ti-Cats games - Tourism events - Community events - Seasonal opportunities
 7. **Attraction Partnerships (Q2-Q3 2026)** - Gift shop presence - Co-branded products - Cross-promotion - Steady traffic
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Partnership Resources

Pitch Deck Templates

- **Location:** Week 3-4/Templates & Tools/2. Template Production/Partnership Pitch Decks/COJ-Partnership-Pitch-Deck-Guide.md
- Corporate gifting pitch deck
- Wholesale partnership pitch deck
- Event partnership pitch deck

Outreach Templates

- **Location:** Week 3-4/Templates & Tools/2. Template Production/Corporate Outreach Templates/COJ-Corporate-Outreach-Kit.md
- Cold email templates
- Follow-up scripts
- One-pager templates

- Proposal templates

Pricing Resources

- **Location:** Week 3-4/ALL-DELIVERABLES/PRICING-PRODUCT-STRATEGY-NOV2025.md
 - Corporate gifting pricing tiers
 - Volume discount structures
 - Partnership pricing models
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Implementation Timeline

Q4 2025 (Nov-Dec 2025)

- Execute McMaster event (Nov 21-24)
- Launch corporate gifting outreach (Ti-Cats, McMaster)
- Research hotel and tourism opportunities
- Prepare partnership pitch materials

Q1 2026 (Jan-Mar 2026)

- Secure Tourism Hamilton partnership
- Launch corporate gifting programs (Ti-Cats, McMaster)
- Initial hotel partnerships (2-3)
- Visitor center outreach

Q2 2026 (Apr-Jun 2026)

- Student programs launch (McMaster)
- Hotel partnerships expansion (gift shops, welcome gifts)
- Attraction partnerships (2-3)
- Tour operator partnerships (2-3)

Q3-Q4 2026 (Jul-Dec 2026)

- Scale all partnership programs
 - Ti-Cats event partnerships
 - Alumni programs (McMaster)
 - Regional expansion planning
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Success Metrics

Partnership Metrics

Number of Partnerships: - Year 1: 15-25 active partnerships - Year 2: 30-50 active partnerships

Partnership Revenue: - Year 1: \$95K-240K - Year 2: \$150K-400K

Partnership Types: - Corporate gifting: 20-30 accounts - Retail/distribution: 5-10 locations - Event partnerships: 10-15 events - Marketing partnerships: 5-10 active

Channel Distribution

Year 1 Partnership Revenue Mix: - Corporate gifting: 40-50% - Retail/distribution: 25-30%
- Events: 15-20% - Marketing: 5-10%

Risk Mitigation

Partnership Risks

- 1. Partner Dependency - Risk:** Over-reliance on single partner - **Mitigation:** Diversify across multiple partners and segments - **Monitoring:** Track partner concentration regularly
 - 2. Quality Control - Risk:** Partner expectations not met - **Mitigation:** Clear agreements, quality standards, regular communication - **Monitoring:** Partner feedback surveys
 - 3. Revenue Volatility - Risk:** Seasonal or irregular partnership revenue - **Mitigation:** Mix of recurring (corporate) and event-based partnerships - **Monitoring:** Monthly revenue tracking by partner
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Related Deliverables

- **Corporate Gifting Systematization:** Complete corporate gifting program
 - **Market Expansion Plan:** Geographic expansion strategy
 - **Growth Roadmap:** Partnership integration into growth plan
 - **Pricing & Product Strategy:** Partnership pricing models
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Document Status: Complete

Next Review: After Q4 2025 partnerships launch

Last Updated: November 2025