

## aclaro softworks inc.

Supporting athletes and the community

**Objective:** To raise awareness in the local community, especially corporate Calgary, about the lack of funding for elite Canadian athletes

### Achievements:

- Increased name recognition for *aclaro* among athlete community as a corporate supporter
- Helped *aclaro* strengthen their relationship with the Canadian Sport Institute (CSI Calgary)
- Gained media coverage and social media awareness for *aclaro* about their elite athlete program

[aclaro softworks inc.](#) is a successful enterprise software company that services the oil and gas sector. In operation since 1999, they launched a new community program sponsoring local elite athletes in 2013 during the lead-up to the 2014 Olympics. The Agency has been working alongside the *aclaro* team to help drive this worthwhile program forward.

*aclaro* created the program after noticing a need for sponsorship and funding among Canada's elite athlete community. In the first season of the initiative, *aclaro* sponsored three athletes, who became the first members of #teamaclaro: [Scott Gow – Biathlon](#), [Gilmore Junio – Speed Skating](#), and [Sarah Reid – Skeleton](#). All three athletes had a good chance of representing Canada at the Olympic Games. Both Junio and Reid secured spots to compete in Sochi.

We followed the Games closely as we cheered for #teamaclaro and watched a picture [about Sarah Reid's helmet go viral](#). When Gilmore Junio famously gave up his spot to teammate Denny Morrison in the 1000m race, we also saw the community not only in Calgary, but throughout Canada, rally around Gilmore's gesture.

Local sports radio station Sportsnet 960 The Fan began the Twitter campaign #GiveItUpForGilmore, where they asked listeners what they would give up for Gilmore Junio as a 'Thank You' for his generosity. This initiative presented us with a great opportunity for *aclaro* to reach-out to corporate Calgary and ask them to consider sponsoring athletes like Gilmore. We contacted Sportsnet 960 and arranged an interview with *aclaro*'s CEO Christoph Faig. In his conversation with Dean Molberg, Christoph spoke not only about how proud *aclaro* was of Gilmore, but also how athletes like Gilmore bring a sense of pride to the community. Christoph challenged companies in Calgary to support athletes, and also pledged to donate \$5,000 to the Canadian Sport Institute Calgary in Gilmore's name to help jumpstart the donations from corporate Calgary. Christoph and members of the *aclaro* team attended Sportsnet's #GilmoreGivesBack fundraiser in June 2014 where they presented the cheque to CSI Calgary's president Dale Henwood. Christoph and Dale were also interviewed by Rob Kerr at the event.

The #teamaclaro sponsorship program has brought recognition to *aclaro* as a supporter of local sports and they have garnered a following from other athletes as well. *aclaro* now supports six athletes. Learn more about their program here: [www.aclaro.com/about-us/sponsorship/](http://www.aclaro.com/about-us/sponsorship/)



## Outcomes

- The [Calgary Herald](#) published an article about *aclaro*'s Elite Athlete Sponsorship Program right before the Sochi Olympics
- [Global Calgary](#) interviewed Gilmore Junio on their Morning News program
- [Sportsnet 960 The Fan](#) interviewed *aclaro* CEO Christoph Faig twice and invited *aclaro* to their #GilmoreGivesBack fundraiser
- Helped *aclaro* and CSI Calgary host breakfast session to educate corporate Calgary on how to support elite athletes through employment and sponsorship



Christoph Faig, *aclaro* softworks CEO, with Gilmore Junio, presents a donation of \$5,000 to Dale Henwood, President of the Canadian Sport Institute