

[00:00]

On-screen: All IN 2021 partners
Would you recommend All IN to others?

All IN partner
Allison Sandmeyer-Graves
CEO,
Canadian Women & Sport

Allison: The team was so responsive, so thoughtful in their recommendations, collaborative and truly invested in supporting our organization and our mission to be successful.

[00:14]

On-screen: All IN partner
Marie-Mireille Kamukuny
Development Officer, Marketing
Friends of Ruby

Marie-Mireille: Thank you so much to Rogers and the All IN program, we're also able to grow new donors and new supporters.

On-screen: +800% in donations
Friends of Ruby

[00:20]

On-screen: All IN partner
Beckie Scott
Founder & CEO,
Spirit North

Beckie: We really had a tremendous amount of fun working with Rogers on this campaign and on this project, and we're truly grateful for the opportunity and the amazing experience that it has been.

On-screen: +32% brand familiarity
All IN partners

+137% web traffic and views
Canadian Women & Sport

[00:31]

Allison: So thank you. Absolutely. We would share this opportunity with anyone and recommend that they participate in the Rogers program

[00:39]

On-screen: All IN partner
Leanne Nicolle
President & CEO,
Big Brothers Big Sisters of Toronto

Leanne: Of course, I would recommend this partnership to all organizations that would have the benefit of having it. It has been a wonderful experience for us.

On-screen: +220% in donations
Big Brothers Big Sisters

+612% unique page views
Big Brothers Big Sisters of Canada

+409% in reach
Blacbiblio.com

[00:50]

On-screen: All IN partner
Dr. Dorothy Williams
President & Founder,
blacbiblio.com

Dr. Williams: If you have a story to tell Rogers's place for you. I would say that wholeheartedly

On-screen: All IN
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