

Marketing and Communications Report

To the

2005 BC Athletics Annual General Meeting - January 21, 22 & 23

Submitted by: David Polisi, Director and Brian McC Calder, President/CEO

See Communications Report for: Website and BC Athletics Bulletin (BCAB) – Sam Collier

Calendar of Events:

Developed new calendar of events for Clubs, Race Directors and BCA staff – calendar enables race organizers to create their own listing and have it appear on the web in real time. Prior to new calendar – BCA staff manually collected all information and populated the calendar. New Calendar will be live in mid 2005.

Advertising:

The BCA website has become a key resource within the running community. Reviewing the website statistics, showed a high volume of usage, visits, and the all important length of time users read information. Capitalizing on the BCA's favorable statistics, the board was presented with Google – Pay – Per – Click (PPC) advertising as a means to increase revenue and offset website development. Essentially, PPC enables targeted content (running like information) to be displayed on the BCA website. Each time a BCA website visitor clicks on the advertising, BCA receives a share of the revenue.

After careful review of the program and acceptance into the Google PPC program – advertising will appear on the BCA website in early 2005.

Summary of support (sponsorship and non-governmental grants) provided in 2004 for the Associations Programs:

	Cash	Product/Service/ In-Kind/Discount Value
	<u>2004 (2003)</u>	<u>2004 (2003)</u>
1. In Province Competitions		
i. Provincial Road Running Series		
• Timex	\$ 6420 (6420)	\$ 10,800 (10350)
• Rackets and Runners		\$ 3,900 (0000)
• Vancouver Sun – brochure printing	<u>\$ 000 (350)</u>	
Sub total:	\$ 6,420 (6,770)	\$ 14,700 (10,350)
ii. Haney to Harrison		
• The Run Inn	\$ 3,000 (3000)	\$ 3120 (1810)
• CMS Cellular		\$ 500 (375)
• Ryder Truck		\$ 1000 (1000)
• Apex Tent Rentals		\$ 800 (2000)
• Sport BC		\$ 000 (000)
• Sport BC/All Sport Insurance	\$ 1,000 (1000)	\$ 00 (00)
• Tacara Garment Maker		\$ 5625 (5625)
• Timex (watches)	<u>\$ 2,675 (2000)</u>	<u>\$ 5100 (5100)</u>
Sub total:	\$ 6,675 (6,000)	\$16,145 (15,900)
iii. The Vancouver Sun Run		
• Includes Logo in/on: general event ads in event material and advertising (4 months); signage; and promotional material Silver Sponsor designation; corporate promotion rights; race package insert; and category exclusivity.		\$153,720
• ¼ page supplement ad		<u>\$ 4,320</u>
Sub total:		\$158,040 (166,860)
Note: not included in the BC Athletics financial statements		

Over →

Marketing and Communications Report (continued)

Page 2

iv. The Times Colonist 10k		
• Includes Logo in/on: general event ads in event material and advertising (4 months); signage; promotional material; and T-Shirts. Silver Medal Partner designation; corporate promotion rights; race package insert; and category exclusivity.		\$ 37,000
Sub total		<u>\$ 37,000 (20,000)</u>
Note: not included in the BC Athletics financial statements		

2. BC Championships

i. Juvenile T&F, XC – BC/Yukon Cmd RCL	\$ 3500 (3400)	
ii. Alternate Summer Games Yr Event (Midget T&F)		
• Peninsula Runners		\$ 000 (200)
• Flash 5		\$ 000 (180)
• Nintendo		\$ 000 (100)
• CFOX		<u>\$ 000 (50)</u>
Sub total:	<u>\$ 3500 (3400)</u>	<u>\$ 000 (3930)</u>

3. BC Team Program

i. National Legion T&F Championships	\$ 15,000 (12,000)	\$ 3,000 (3000) - track suits
Sub total:	<u>\$ 15,000 (12,000)</u>	<u>\$ 3,000 (3,000)</u>

4. Leadership

i. Run Jump Throw – Hamber Foundation	\$ 5,000 (000)	
Sub total:	<u>\$ 5,000 (000)</u>	

Totals exclusive of the Sun Run & TC 10k In-Kind: \$ 36,595 (28,170) \$ 33,845 (29,780)

Total Value exclusive of the Sun Run & TC 10k In-Kind: \$70,440 (57,950)

Totals inclusive of the Sun Run & TC 10k In-Kind \$ 36,595 (28,170) \$ 228,885 (216,640)

Total Value inclusive of the Sun Run and TC 10 k In-Kind \$265,480 (224,810)

Sponsorship Opportunities Looking Forward 2005 - 2007:

- 2005 and 2006 Cdn Cross Country Championships – Vancouver
- Consider engaging a marketing and communications company to assist in seeking sponsorship
- BC Athletics program(s) sponsorship leveraged off of major events and national and international events and championships
- Regional event(s) sponsorship opportunities – in consultation with regional programs and initiatives
- Enhanced cash and product sponsorship for the 2005 to 2007 BC Road Running Series:
 - \$19,500 total new cash over 3 years – confirmed;
 - \$19,800 total new product value over 3 years – confirmed;
 - In-kind estimated value \$50,000 to be confirmed.
- Marketing, Communications and Sponsorship to be a key component of the 2006-2012 BC Athletics Strategic Plan