

**Marketing Report  
(Sponsorship and Special Program Funding)**

**To the  
2007 BC Athletics Annual General Meeting - January 19, 20, 21  
Submitted by: Brian McCalder**

The following is a summary of the sponsorship and special program funding for Association Programs for the 2006/07 fiscal year with comparisons.

Programs	Cash			Prizing and In-kind		
	2006/07	2005/06	2004/05	2006/07	2005/06	2004/05
<b>In-Prov. Comp</b>						
BC Timex Rd Rg Series	\$11,390	\$12,420	\$6,420	\$25,200	\$23,110	\$14,700
Haney-Harrison	\$1,500	\$5,500	\$6,675	\$13,700	\$16,145	\$16,148
Van Sun Run (Note 1)	\$5,000	\$5,000	\$00.00	\$131,580	\$95,660	\$158,040
Times Colonist (Note 2)	00.00	00.00	00.00	\$40,000	\$37,000	\$37,000
BC Championships (Note 3)	\$5,985	\$5,985	\$3,500	00.00	00.00	00.00
<b>BC Team Program</b>						
Legion Nat'l T&F (Note 4)	\$13,400	\$13,400	\$15,000	\$6,960	\$4000	\$4000
<b>Leadership</b>						
Run Jump Throw (Note 5)	\$46,720	\$82,125	\$5,000	00.00	00.00	00.00
<b>Hosting</b>						
Cdn XC Champs (Note 6)	\$3,930	\$20,720	n/a	\$5,200	00.00	n/a
<b>Totals</b>	<b>88,645</b>	<b>\$145,150</b>	<b>\$36,595</b>	<b>\$222,640</b>	<b>\$175,915</b>	<b>\$229,888</b>
<b>Total 06/07: Cash + In-kind</b>						<b>\$311,285</b>
<b>Total 05/06: Cash + In-kind</b>						<b>\$321,065</b>
<b>Total 04/05: Cash + In-kind</b>						<b>\$266,483</b>

**Notes to:**

1. The Vancouver Sun Run
  - In-kind includes Logo in/on: general event ads in event material \$ 87,840 and advertising (4 months); signage; and promotional material Silver Sponsor designation; corporate promotion rights; race package insert; and category exclusivity.
  - In Training Division \$ 43,920
  - ¼ page supplement ad \$ 4,320
  - Fee for service – support services provided to the Sun Run \$ 5,000

**Note:** In-kind not included in the BC Athletics financial statements

**Over →**

## Marketing Report (continued)

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2. The Times Colonist 10k
  - In-kind 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.  
**Note:** not included in the BC Athletics financial statements \$40,000
3. BC Championships
  - BC Juvenile Cross Country and Track & Field Championships support from the BC/Yukon Command RCL \$5985
4. BC Team Program
  - BC/Yukon Command: Cash amount varies with the location of the Championships in Canada. In-kind: Team Sweat Suits and Backpacks \$20,360
5. Leadership
  - Run Jump Throw Program – Fed/Prov Government Bilateral Grant through LegaciesNow Participation initiative \$46,720
6. Hosting
  - Canadian Cross Country Championships:
    - i. Hotel rebate per room night (discounted from hotel charges) \$3,670
    - ii. Golf & T-shirt sponsorship (Nike/AC) - product \$5,100
    - iii. Stongs (cash vouchers) \$200
    - iv. Metro Catering – commission \$ 60
    - v. Gatorade – product \$100
    - vi. Hosting BC Grant \$00
    - vii. T-shirt cash sponsorship replaced with product as noted above

### Sponsorship Opportunities Looking Forward:

- 2009-10 Cdn Cross Country Championships – considering a bid as part of the 2010 Olympic and Paralympic Games lead-in
- Consult with marketing and communications company with respect to strategies and product/brand placement
- BC Athletics program(s) sponsorship leveraged off of major events and national and international events and championships
- Regional events/series sponsorship opportunities – in consultation with regional programs and initiatives
- Marketing, Communications and Sponsorship will critical for a successful
- 2006-2012 BC Athletics Strategic Plan
- H2H – charity partnership – continue with this initiative