

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

10(F)

**To the
2008 BC Athletics Annual General Meeting - January 25, 26, 27
Submitted by: Brian McCalder**

The following is a summary of the sponsorship and special program funding for Association Programs for the 2007/08 fiscal year with comparisons.

Programs	Cash			Prizing and In-kind		
	2007/08	2006/07	2005/06	2007/08	2006/07	2005/06
In-Prov. Comp						
BC Timex Rd Rg Series (Note 1)	\$11,360	\$11,390	\$12,420	\$40,260	\$25,200	\$23,110
Haney-Harrison	\$1,500	\$1,500	\$5,500	\$11,440	\$13,700	\$16,145
Van Sun Run (Note 2)	\$5,000	\$5,000	\$5,000	\$60,780	\$131,580	\$95,660
Times Colonist (Note 3)	00.00	00.00	00.00	\$40,000	\$40,000	\$37,000
BC Championships (Note 4)	\$5985	\$5,985	\$5,985	00.00	00.00	00.00
BC Team Program						
Nat'l T&F – BC Cmd (Note 5)	\$12,515	\$13,400	\$13,400	\$7,500	\$6,960	\$4000
Dom Cmd RCL (Note 5)				\$38,715		
Leadership						
Run Jump Throw (Note 6)	\$40,000	\$46,720	\$82,125	00.00	00.00	00.00
Hosting						
Cdn Champs	00.00	\$3,930	\$20,720	00.00	\$5,200	00.00
Totals	\$76,360	\$88,645	\$145,150	\$275,055	\$279,640	\$175,915
Total 07/08: Cash + In-kind						\$351,415
Total 06/07: Cash + In-kind						\$368,285
Total 05/06: Cash + In-kind						\$321,065

Notes to:

1. BC Road Running Series
 - Timex and Vancouver Sun cash \$ 11,360
 - Timex, Vancouver Sun, Rackets & Runners product and in-kind \$ 40,260

2. The Vancouver Sun Run
 - In-kind 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. \$ 50,740
 - ¼ page supplement ad \$ 5,040
 - Fee for service – support services provided to the Sun Run \$ 5,000

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

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3. 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
4. BC Championships
 - BC Juvenile Cross Country and Track & Field Championships support from the BC/Yukon Command RCL \$5,985
5. BC Team Program
 - BC/Yukon Command: Cash amount varies with the location of the Championships in Canada. In-kind: Team Sweat Suits and Backpacks \$20,015
 - Dominion Command Royal Cdn Legion - 70% of travel, meals & accom. \$38,715
6. Leadership
 - a. Run Jump Throw Program – Fed/Prov Government Bilateral Grant through LegaciesNow Participation initiative \$20,000
 - Telus Community Investment Gant \$20,000

Sponsorship Opportunities Looking Forward:

- 2009-10 Cdn Cross Country Championships – considering a bid as part of the 2010 Olympic and Paralympic Games lead-in
- Web hosting company – site redevelopment for Brand and Image Development
- BC Athletics program(s) sponsorship leveraged off of major events (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 the success of the 2012 BC Athletics Strategic Plan – building capacity through sponsorship & event services
- H2H – charity partnership – continue with this initiative