

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

**To the
2009 BC Athletics Annual General Meeting - January 30, 31, Feb 1
Submitted by: Brian McCaldar**

The following is a summary of the sponsorship and special program funding for Association Programs for the 2008/09 fiscal year with comparisons.

Programs	Cash			Prizing and In-kind		
	2008/09	2007/08	2006/07	2008/09	2007/08	2006/07
In-Prov. Comp						
BC Timex Rd Rg Series (Note 1)	\$6,000	\$11,360	\$11,390	\$28,500	\$40,260	\$25,200
Haney-Harrison	\$2,000	\$1,500	\$1,500	\$11,125	\$11,440	\$13,700
Van Sun Run (Note 2)	\$4,717	\$5,000	\$5,000	\$55,350	\$60,780	\$60,580
Times Colonist (Note 3)	00.00	00.00	00.00	\$40,000	\$40,000	\$40,000
BC Championships (Note 4)	\$10,000	\$5,985	\$5,985	00.00	00.00	00.00
BC Team Program						
Nat'l T&F – BC Cmd (Note 5)	\$15,000	\$12,515	\$13,400	\$7,500	\$7,500	\$6,960
Dom Cmd RCL (Note 5)				\$46,900	\$38,715	
Leadership						
Run Jump Throw (Note 6)	\$31,020	\$40,000	\$46,720	00.00	00.00	00.00
Hosting						
Cdn Champs	00.00	00.00	\$3,930	00.00	00.00	\$5,200
Totals	\$68,737	\$76,360	\$88,645	\$189,375	\$198,695	\$151,640
Total 08/09: Cash + In-kind						\$258,112
Total 07/08: Cash + In-kind						\$274,735
Total 06/07: Cash + In-kind						\$240,285

Notes to:

1. BC Road Running Series
 - Timex cash \$ 6,000
 - Timex, Vancouver Sun Series Ads in-kind \$ 28,500

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 \$ 50,350
 - Silver Sponsor designation; corporate promotion rights; race package insert; and category exclusivity.
 - ¼ page supplement ad \$ 5,000
 - Fee for service – support services provided to the Sun Run \$ 4,717

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 \$10,000
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 \$22,500
 - Dominion Command Royal Cdn Legion - 70% of travel, meals & accom. \$46,900
 - Not recorded as income nor expense in BCA accounts
6. Leadership
 - a. Run Jump Throw Program – Fed/Prov Government Bilateral Grant through LegaciesNow Participation initiative \$20,000
 - Telus Community Investment Gant \$ 7,020

Sponsorship Opportunities Looking Forward:

- BC Athletics program(s) sponsorship initiatives continued
- Regional events/series sponsorship opportunities – going forward in 2009 (2009/10)
- 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 with the potential to leverage increased sponsorship