

Marketing/Sponsorship and Special Program Funding
2010 BC Athletics Annual General Meeting – December 4, 5, 6/09
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The following is a projected summary of the sponsorship and special program funding for Association Programs for the 2009/10 fiscal year with comparisons.

Programs	Cash			Prizing and In-kind		
	2009/10	2008/09	2007/08	2009/10	2008/09	2007/08
In-Prov. Comp						
BC Timex Rd Rg Series (Note 1)	\$6,000	\$6,000	\$11,360	\$14,250	\$28,500	\$40,260
Regional Rd Rg Series (new '09)				\$6,840		
Haney-Harrison	\$2,000	\$2,000	\$1,500	\$8,100	\$11,125	\$11,440
Van Sun Run (Note 2)	\$5,000	\$4,717	\$5,000	\$55,350	\$55,350	\$60,780
Times Colonist (Note 3)	00.00	00.00	00.00	\$40,000	\$40,000	\$40,000
BC Championships (Note 4)	\$10,000	\$10,000	\$5985	00.00	00.00	00.00
BC Team Program						
Nat'l T&F – BC Cmd (Note 5)	\$15,000	\$15,000	\$12,515	\$7,500	\$7,500	\$7,500
Dom Cmd RCL (Note 5)				\$46,900	\$46,900	\$38,715
Big Kahuna - uniforms (Note 5)	\$1,000			\$47,812		
Leadership						
Run Jump Throw (Note 6)	\$27,500	\$31,020	\$40,000	00.00	00.00	00.00
Hosting						
Cdn Champs	00.00	00.00	00.00	00.00	00.00	00.00
Totals	\$66,500	\$68,737	\$76,360	\$226,752	\$189,375	\$198,695
Total 09/10: Cash + In-kind						\$293,252
Total 08/09: Cash + In-kind						\$258,112
Total 07/08: Cash + In-kind						\$274735

Notes to:

1. BC Road Running Series
 - Timex cash \$ 6,000
 - Timex, Vancouver Sun Series Ads in-kind \$ 28,500
 - Regional Rd Running Series – Timex support \$ 6,840
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. \$ 50,350
 - ¼ page supplement ad \$ 5,000
 - Fee for service – support services provided to the Sun Run \$ 5,000

Note: included as a component of the Event Reconciliation

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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
 - Big Kahuna – 45% discount on retail pricing for uniforms (not reflected in financial statements) \$47,812
 - Big Kahuna – AGM sponsorship \$ 1,000
6. Leadership
 - a. Run Jump Throw Program – Fed/Prov Government Bilateral Grant through Legacies Now Participation initiative \$24,000

Sponsorship Opportunities Looking Forward:

- BC Athletics program(s) sponsorship initiatives continued
- Regional events/series sponsorship opportunities – continuing in 2010 (2010/11)
- 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