



# BACKGROUND

---

## **What is SportsFunder?**

SportsFunder is a suite of lottery products British Columbia Lottery Corporation (BCLC) developed to benefit amateur sport in B.C. in celebration of the Vancouver 2010 Olympics. The suite of SportsFunder lottery games includes Pull Tab tickets, a province-wide 50/50 game with draws every 30 minutes, and Interactives available through PlayNow at bclc.com. A SportsFunder Instant Win Ticket will be introduced soon.

SportsFunder lottery games will feature Olympic and Paralympic artwork and imagery while the prizing will provide winners with exciting Olympic opportunities, such as travel, merchandise and even tickets to events including the Vancouver 2010 opening ceremony.

## **Where are these products available?**

SportsFunder lottery games are available at B.C.'s Lottery Ticket Centres, many bars and pubs and on PlayNow at bclc.com.

## **Why did BCLC create a special lottery to benefit amateur sport?**

BCLC developed the SportsFunder program to add new excitement to lotteries. Amateur sports are an important part of many people's lives. We're confident that lottery players will make a choice to directly support amateur sport programs.

## **What is BCLC's partnership with Vancouver 2010?**

BCLC is the first local partner with sponsorship rights for the Vancouver 2010 Olympic and Paralympic Winter Games and also includes rights to the Canadian Olympic Team for Torino 2006, Beijing 2008, Vancouver 2010 and London 2012 Games.

As an "Official Supporter", BCLC will leverage the excitement surrounding the 2010 Games and provide players with opportunities to win cash prizes, as well as unique prizes such as event tickets, trips and merchandise.

The marketing agreement with BCLC will see more than \$10 million in royalties go towards the staging of the 2010 Games. Funds generated will flow through Vancouver 2010's operating budget.

## **How much will SportsFunder generate for amateur sports in B.C.?**

Over the next six years, it is estimated that SportsFunder will generate more than \$20 million for amateur sport in B.C. through Government's distribution of funds. This is new money for sport programs that would not be realized without the sale of SportsFunder games.

## **What if SportsFunder sales do not reach revenue projections?**

Like all BCLC products, the success of SportsFunder is contingent on whether players purchase the games. BCLC will monitor SportsFunder's sales performance and report to government to recommend revisions should the games not meet expectations.

Continued...



BCLC Head Office: 74 West Seymour Street  
Kamloops, British Columbia V2C 1E2  
Phone: 250 828 5500  
Fax: 250 828 5631

Marketing Office: 10760 Shellbridge Way  
Richmond, British Columbia V6X 3H1  
Phone: 1 604 270 0649  
Fax: 1 604 276 6424  
www.bclc.com

### **Does SportsFunder affect how BCLC's net income is distributed?**

BCLC annually distributes its net income to Government which returns this money to all British Columbians through programs for health, education, municipal and charitable purposes. This will continue; however, the proceeds generated by SportsFunder sales will go directly to support amateur sport programs.

### **Where will Government direct SportsFunder proceeds?**

The four areas Government has identified includes providing low-income families with more opportunities through KidSport™, regional travel assistance, funding to coaching development and high-performance preparation through the GamePlan/Team BC project.

#### KidSport™

KidSport™, a program managed by Sport B.C., provides sport registration grants to financially disadvantaged children in order to remove the financial barriers that prevent some children from playing sport. Each year, the program helps more than 2,000 kids play a season of sport.

#### Game Plan/Team BC

Game Plan/Team BC is a strategy to improve performance of B.C. athletes striving to represent Canada at the Olympics, Paralympics and other world competitions. Through this program, funding will be directed to athletes, high-performance coaches, sport technology development and equipment.

#### Coaching development

It is recognized that achievement in sport is largely attributable to competent and certified coaches. SportsFunder proceeds dedicated to providing financial assistance for coach training programs will be available to support coaches affiliated with Team B.C., the Canada Games and the North American Indigenous Games.

#### Regional travel assistance

A portion of SportsFunder proceeds will be used to subsidize the cost of travel for athletes to attend competitions and access training facilities as needed. The fund will assist athletes and teams who, by virtue of geographical location, face disproportionately higher costs for training and competition.

### **How do amateur athletes apply for SportFunder funds?**

Amateur athletes contact their local affiliated sport organizations, Sport BC or regional Pacific Sport Centres.

### **Will SportsFunder gaming funds only be applied to winter sports?**

No. Government will be distributing SportsFunder proceeds to a wide variety of sport organizations through the four priority areas identified.