

**Sponsorship and Special Program Funding - 5 Year Overview**

2014 BC Athletics Annual General Meeting – December 5, 6

Submitted by: Brian McCalder

Projected summary of the sponsorship and special program funding for BC Athletics Programs for the 2014/15 fiscal year with prior yr comparisons.

Programs	Cash					Prizing and In-kind				
	2014/15	2013/14	2012/13	2011/12	2010/11	2014/15	2013/14	2012/13	2011/12	2010/11
<b>In-Prov. Comp</b>										
BC Timex Rd Rg Series-Note 1	\$ 6,720	\$ 6,720	\$ 6,720	\$ 6,720	\$ 6,000	\$ 13,875	\$ 15,150	\$ 13,500	\$ 13,500	\$ 13,450
Reg Rd Rg Series – Timex						\$ 6,300	\$ 6,480	\$ 7,000	\$ 6,840	\$ 6,480
W50 – SBC/All-Sport Ins.	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000					
Whistler 50 – (Note 2)						\$ 25,962	\$ 26,809	\$ 27,000	\$ 23,950	\$ 8,100
Van Sun Run (Note 3)	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 150,000	\$ 100,000	\$ 90,000	\$ 90,000	\$ 80,670
Times Colonist (Note 4)						\$ 43,000	\$ 40,000	\$ 40,000	\$ 40,000	\$ 40,000
BC Championships (Note 5)	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000					
<b>BC Team Program</b>										
Nat'l TF BC/YK Cmd Note 6	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 6,717	\$ 6,597	\$ 6,200	\$ 6,590	\$ 7,500
Dom Cmd RCL (Note 6)	\$ -	\$ 3,051				\$ 22,883	\$ 26,680	\$ 35,652	\$ 28,706	\$ 29,590
Big Kahuna - uniforms Note 6	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,200	\$ 1,000	\$ 24,570	\$ 32,852	\$ 13,000	\$ 16,365	\$ 13,600
Big Kahuna Partnership contra						\$ 1,000	\$ 1,000			
adidas Partnership rebate	\$ 1,400	\$ 1,000								
adidas Partnership contra						\$ 1,795	\$ 4,200			
<b>Leadership</b>										
Run Jump Throw (Note 7)	\$ 52,550	\$ 86,708	\$ 83,000	\$ 67,500	\$ 58,000	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Hosting</b>										
Cdn Championships	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Other</b>										
Marathon Surfaces - AGM	\$ 600	\$ 500								
Reg/Prov Coach support	\$ 80,000	\$ 80,000	\$ 20,000	\$ 20,000	\$ 20,000					
BC End. Proj - sponsorship	\$ 5,000									
<b>Totals</b>	<b>\$ 179,470</b>	<b>\$ 211,179</b>	<b>\$ 142,920</b>	<b>\$ 127,420</b>	<b>\$ 117,000</b>	<b>\$ 296,102</b>	<b>\$ 259,768</b>	<b>\$ 232,352</b>	<b>\$ 225,951</b>	<b>\$ 199,390</b>
<b>Total Projections to Yr End - Cash and In-kind</b>										
Total 14/15: Cash + In-kind			\$ 475,572							
Total 13/14: Cash + In-kind			\$ 470,947							
Total 12/13: Cash + In-kind			\$ 375,272							
Total 11/12: Cash + In-kind			\$ 353,371							
Total 10/11: Cash + In-kind			\$ 316,390							

**Notes:**

**1. BC Road Running Series**

Timex cash

Timex product

Regional Rd Running Series – Timex support

**2. Whistler 50 Relay and Ultra**

(Timex / Kintec / Purebread / Clif Bar / Elete / Mountain FM / Whistler Question / Tourism Whistler / Whistler Brewhouse/Big Kahuna)

**3. The Vancouver Sun Run**

In-kind includes Logo in/on: general event ads in event material & advertising (4 mos.)

signage; promotional material; Sun Run E-blasts BCA link

Silver Sponsor designation; corporate promotion rights; electronic coupon to entrants and category exclusivity (\$926,983 value)

¼ page supplement ad

Fee for service – support services provided to the Sun Run

(Value provided by the Van Sun Run \$926,983)

**Note:** included as a component of the Post Event Reconciliation

**4. TC 10k Road Race**

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

**5. BC Championships**

BC Youth Cross Country and Track & Field Championships support - BC/YK Cmd RCL

**6. BC Team Program**

BC/Yukon Command: Cash and In-kind: Team Sweat Suits and Backpacks

Dominion Command RCL - 70% of travel, meals, accommodation

**Not recorded as income nor expense in BCA accounts**

Big Kahuna – 45% discount on retail pricing ( for uniforms

**(not reflected in financial statements)**

Big Kahuna – AGM sponsorship

**Big Kahuna Partbership Contra - adidas product**

**adidas Partnership rebate**

**adidas Partnership Contra - adidas product**

## **7. Leadership**

Run Jump Throw - Feb/Prov Bilateral grant; ViaSport Northern BC, BC Govt Sport Br (After School)

RBC Learn to Play Grant

### **Marketing, Communicatioins and Sponsorship Review and Opportunities Going Forward:**

1. Review of our current programs sponsorships.
2. Review of our currrent marketing initiatives, what is being done, what is the return on investment.
3. Enhancing materials for Brand Awareness, Membership and Program benefits
4. Membership benefits - review and enhance
5. Review human resources needs and work initiate a Marketing and Communications staff position