

Paul Mathias

Resort Municipality of Whistler Sponsorship

The Whistler 50 Relay is projected to generate a surplus in 2015 of \$19,122.61 as compared to a 2014 surplus of \$8,875.56. The growth in surplus was reflected in a 21% increase in the number of relay teams to 144 and similar 21% increase in the number of ultra distance participants to 51.

In 2015 the Resort Municipality of Whistler provided a \$10,000 sponsorship that was used to further promote the Whistler 50 event. The print and radio advertising contributed to the increase in awareness and participants.

Timex Sponsorship

Timex has renewed its series sponsorship in BC for 3 years while cancelling its sponsorships in most other provinces. A BC Super Series has been established to include marquee races at all distances and including races from outside the lower mainland. Timex will be a sponsor of that BC series.

Vancouver Sun Run 2016

During 2015 newsletter communication had been investigated as a way of reaching race event, day of race participants with targeted e-mail communication from BC Athletics. Similar newsletter efforts were discussed with Athletics Canada where BC would contribute content to an Athletics Canada newsletter.

In both circumstances new e-mail privacy laws coupled with ongoing content support with existing funding were seen as barriers that were difficult to overcome.

An agreement is currently being finalized, however, where Vancouver Sun Run participants will be directed via a Vancouver Sun Run newsletter to the BC Athletics web-site and BCA Sun Run website content.

Members Only BC Athletics Web Page

A members' login web page is now available through the main BC Athletics web-site. The members only web-page offers event, sponsor and vendor discounts.

BC School Sport

A value add investment by BC Athletics is being reviewed as a possible way to stimulate membership in BC Athletics by BC School Sport Track & Field and Cross Country Athletes and Coaches. Increased membership by School T&F and XC athletes and coaches would expose those individuals to athlete and coach communication as well as BC Team and National Team opportunities.

Increasing the number of School Clubs and School District Clubs (inclusive of athletes and coaches) will increase our total individual and club membership and could result in benefits in annual Government/viaSport base funding, grants and our pursuit of corporate sponsorship for member programs and services. Increased participant numbers would be good for the athletes, coaches and BC Athletics.

Marketing and Communication Survey

It has been over two years since BC Athletics has rebranded its communication and highlighted each of its individual sports; Track and Field, Running (road, ultra, cross country, trails) and Race Walking.

Feedback on re-branding and on the BC Athletics web-site communication has been anecdotally positive however a 2016 survey is being considered as formal feedback on how well BC athletics is communicating with all stakeholders including athletes, coaches, officials, clubs, schools and the public at large.

BC Athletics Staff and Board Member Support

Throughout 2015 BC Athletics staff and board members have been volunteering time to attend various BCA sanctioned events to promote the sport and to encourage club and individual membership. Additionally, staff and board members have been involved in elite athlete logistics and administrative support to various marquee BC events on behalf of BC Athletics.