

Total Projections to Yr End - Cash and In-kind		
Total 15/16: Cash + In-kind	\$ 647,168	Increase value - IPS Services identified, Van Sun Run value increased, Prog rebates, RCL value increase.
Total 14/15: Cash + In-kind	\$ 476,072	
Total 13/14: Cash + In-kind	\$ 471,447	
Total 12/13: Cash + In-kind	\$ 375,772	
Total 11/12: Cash + In-kind	\$ 353,871	
Total 10/11: Cash + In-kind	\$ 316,890	

Notes:

1. BC Road Running Series

Timex cash

Timex product

Regional Rd Running Series – Timex support

2. Whistler 50 Relay and Ultra

(Resort Municipality of Whistler, 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 ret 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/DASH (After School)

RBC Learn to Play Grant

8. IPS Targeted Athlete Support - GymWorks and Other Services as athletes qualify for

Average value of services through PacificSport Regional Ctres and Cdn Sport Institutes - \$1,000

Number of Athletes nominated for support - 220

Number of Athletes registered to use the services - 136 = 62%

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