

2018 BC Athletics Annual General Meeting – September 8, 2018 - Submitted by: Brian McCalder

Projected summary of the sponsorship and special program funding for BC Athletics Programs for the 2018/19 fiscal year with prior yr comparisons.

Programs	Cash		In-Kind / Prizing
	2018/19		2018/19
In-Prov. Comp			
W50 – SBC/All-Sport Ins.	\$ 3,000		
Whistler 50 – (Note 2)	\$ 13,000		\$ 20,450
Van Sun Run (Note 3)	\$ 5,000		\$ 180,000
Times Colonist (Note 4)			\$ 40,000
BC Championships (Note 5)	\$ 10,000		
BC Team Program			
Nat'l TF BC/YK Cmd Note 6	\$ 15,000		\$ 7,670
Dom Cmd RCL (Note 6)	\$ -		\$ 37,000
Big Kahuna - uniforms Note 6	\$ 1,200		\$ 19,000
Big Kahuna Partnership contra			
adidas Partnership rebate	\$ 3,500		
adidas Partnership contra			\$ -
Leadership			
Run Jump Throw (Note 7)	\$ 15,000		
Hosting			
Cdn Championships	\$ -		
Other			
Athlete Services-IPS (note 8)*			\$ 136,000
Infigo Imaging	\$ 750		
JumpStart Athletics - Throws Proj	\$ 5,000		
Reg/Prov Coach support	\$ 80,000		
BC End. Proj - sponsorship	\$ 10,000		
AMEX Cash Rebate	\$ 2,500		
Totals	\$ 163,950		\$ 440,120
Total Projections to Yr End - Cash and In-Kind			\$ 603,120

Notes:

2. Whistler 50 Relay and Ultra

Resort Municipality of Whistler + various sponsors

3. The Vancouver Sun Run

In-kind includes Logo in/on: general event ads in event material and advertising (4 months); signage; promotional material; Sun Run E-blasts B Silver Sponsor designation; corporate promotion rights; race pac and category exclusivity

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 pac

Note: not included in the BC Athletics financial st

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 – 42% discount on retail pricing of 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 Wheel - Athletics Canada Introductory Programs 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 - 184

Number of Athletes registered to use the services - 136/73.9%

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

Membership and Program benefits

4. Membership benefits - review and enhance

5. Review human resources needs and work

6. Focus on identifying Fund Raising initiatives