

# Sponsorship and Special Program Funding

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The following is a projected summary of the sponsorship and special program funding for Association Programs for the 2012/13 fiscal year with comparisons.

Programs	Cash				Prizing and In-kind			
	2012/13	2011/12	2010/11	2009/10	2012/13	2011/12	2010/11	2009/10
In-Prov. Comp								
BC Timex Rd Rg Series (Note 1)	\$6,720	\$6,720	\$6,000	\$6,000	\$13,500	\$13,500	\$13,450	\$14,250
Regional Rd Rg Series - Timex					\$7,000	\$6,840	\$6,480	\$6,480
Whistler 50 / H2H - SBC Ins.	\$2,000	\$2,000	\$2,000	\$2,000				
Whistler 50 / H2H - (Note 2)					\$27,000	\$23,950	\$8,100	\$8,100
Van Sun Run (Note 3)	\$5,000	\$5,000	\$5,000	\$5,000	\$90,000	\$90,000	\$80,670	\$55,350
Times Colonist (Note 4)					\$40,000	\$40,000	\$40,000	\$40,000
BC Championships (Note 5)	\$10,000	\$10,000	\$10,000	\$10,000				
BC Team Program								
Nat'l T&F BC/YK Cmd Note 6)	\$15,000	\$15,000	\$15,000	\$15,000	\$6,200	\$6,590	\$7,500	\$7,500
Dom Cmd RCL (Note 5)					\$35,652	\$28,706	\$29,590	\$46,900
Big Kahuna - uniforms (Note 6)	\$1,200	\$1,200	\$1,000	\$1,000	\$13,000	\$16,365	\$13,600	\$47,812
Leadership								
Run Jump Throw (Note 7)	\$83,000	\$67,500	\$58,000	\$27,500		00.00	00.00	00.00
Hosting								
Cdn Championships	00.00	00.00	00.00	00.00		00.00	00.00	00.00
Totals	\$122,920	\$107,420	\$97,000	\$66,500	\$232,352	\$222,951	\$199,390	\$226,752
Total 12/13: Cash + In-kind projected to yr end								\$355,272
Total 11/12: Cash + In-kind								\$333,371
Total 10/11: Cash + In-kind								\$296,390
Total 09/10: Cash + In-kind								\$293,252

**Notes:**

1. BC Road Running Series

- Timex cash \$ 6,720
- Timex \$ 13,500

• Regional Rd Running Series – Timex support	\$ 7,000
2. Whistler 50 Relay and Ultra	
• Timex / Running Room / Whistler Question / Mountain FM / Clif Bar / Tourism Whistler / RMOW / Big Kahuna /	\$ 27,050
3. The Vancouver Sun Run	
• In-kind includes Logo in/on: general event ads in event material and advertising (4 months); signage; and promotional material Silver Sponsor designation; corporate promotion rights; race package insert; and category exclusivity (\$600,559 value	\$ 80,000
• ¼ page supplement ad	\$ 5,000
• Fee for service – support services provided to the Sun Run (Value provided by the Van Sun Run \$600,559)	\$ 5,000
 <b>Note:</b> included as a component of the Post Event Reconciliation	
4. Times Colonist 10k	
• 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 <b>Note:</b> not included in the BC Athletics financial statements	\$40,000
5. BC Championships	
• BC Youth Cross Country and Track & Field Championships support from the BC/Yukon Command RCL	\$10,000
6. BC Team Program	
• BC/Yukon Command: Cash and In-kind: Team Sweat Suits and Backpacks	\$21,220
• Dominion Command Royal Cdn Legion - 70% of travel, meals & accommodation	\$35,652
○ Not recorded as income nor expense in BCA accounts	
• Big Kahuna – 45% discount on retail pricing for uniforms (not reflected in financial statements)	\$13,000
• Big Kahuna – AGM sponsorship	\$ 1,200

### 7. Leadership

- a) Run Jump Throw Program – Fed/Prov Government Bilateral Grant,  
AC support, Gov't Sport Br – After School Program \$83,000

### **Sponsorship Opportunities Looking Forward:**

- BC Athletics program(s) sponsorship continues to evolve. The development of the BC Athletics Marketing and Communications Plan (logo and website redevelopment underway) will assist in brand and quality recognition – with a value to the BC Athletics Sponsors.
- Regional events/series sponsorship opportunities – expanded for 2012-13 and growth expected for 2013-14
- Marketing, Communications and Sponsorship will be critical for continued growth of BC Athletics Services and Programs for the membership.
- Whistler 50 Relay and Ultra – Whistler location has and will provide increased opportunities for sponsorship (cash and product).
- Food Bank Charity partnership – continue with this initiative with the potential to leverage increased sponsorship