

Guidelines for Recognition Package Options

Each host society develops a FOG Recognition Package that outlines the recognition/exposure opportunities available to Friends of the Games at levels below the value of Corporate and Funding Partners. The Recognition Package is developed in conjunction with BC Games staff and then guides the recruitment of Friends of the Games.

Some Friends of the Games may wish to negotiate additional recognition/exposure opportunities in exchange for additional contributed value. Discuss these parameters with BC Games staff prior to soliciting Friends of the Games as well as the specific opportunities being pursued with a specific business, prior to agreements being signed.

Many of the recognition opportunities available to local businesses coming on as Friends of the Games have an impact on a variety of Directorates.

To ensure all of these recognition options are accessible, it is necessary to discuss the details with the specific Directorates responsible.

1. Invitations to Games Events (i.e. Torchlighting Ceremony; Provincial Government Reception; Civic Luncheon)

- (1) Meet with the Director of Protocol and the Receptions Chair (Protocol) to discuss in detail the invitation needs for Friends of the Games to ensure the Protocol budget can accommodate the number of invitations and the facility large enough to expand the guest list.
- (2) Give consideration to the following:
 - (a) maximum # of invitations/tickets available to Friend of the Games for each event
 - (b) does each "ticket"/invitation include the representative from the business and their guest or just the representative from the business?
 - (c) what is the deadline for Friends of the Games to RSVP for each event - after which the tickets will become available to Protocol for others on the guest list?

2. Invitations to Opening Ceremony and Closing Ceremony

- (1) Meet with the Director of Ceremonies to discuss in detail the invitation needs of FOG. Include Protocol in this discussion to ensure adequate space for reserved/guest seating is planned for all Games guests.
- (2) Give consideration to the following:
 - (a) maximum # of invitations/tickets available to Friend of the Games for each Ceremony
 - (b) does each "ticket"/invitation include the representative from the business and their guest or just the representative from the business?
 - (c) where will the representative of the business be seated during the ceremony (does their contribution warrant seating on the dais? If so, where will the guest attending with them be seated?
 - (d) what is the deadline for Friends of the Games to RSVP for each event?
 - (e) what is the plan for distribution of tickets to Friends of the Games representatives?

3. Signboards

- (1) Meet with the Warehouse Chair (Administration) to discuss the idea of FOG signboards and to see if some assistance can be provided from Warehouse volunteers in development, assembly, etc. Sample photo is included in supporting information.
- (2) Give consideration to the following:
 - (a) # and location
 - (b) appropriate construction material
 - (c) ongoing maintenance
 - (d) timing of set-up/take-down

4. Recognition in Souvenir Program

- (1) Meet with the Director of Promotion and the Souvenir Program Chair (Promotions) to discuss the inclusion of advertisement space in the Souvenir Program for the Friends of the Games. This is important so that enough space is allotted and planned for when the overall layout and content are considered. Think about creative ways to include FOG recognition (e.g. company name in the page banner vs. a typical ad). Also discuss the sale of ad space in the program to businesses that are not Friends of the Games.
- (2) Give consideration to the following:
 - (a) proposed layout and locations of the Friends of the Games page in the program
 - (b) deadline dates for submission to ensure inclusion in Program
 - (c) possibility of provision of full/half/quarter page advertising for Friends of the Games and the cost associated
 - (d) think of creative ways to offer this, rather than just typical ads. BC Games staff can provide samples of what was implemented in past Games.
 - (e) amount of funds to be transferred from the FOG budget to the Promotions budget to cover the cost of Friends of the Games ads

5. General Publicity

- (1) Meet with the Public Relations Chair (Promotions) to discuss details of a publicity plan for Friends of the Games. Consider unique ways to acknowledge these businesses.
- (2) Give consideration to the following based on levels of Friend of the Games contributions:
 - (a) press releases
 - (b) Games website story/feature
 - (c) newspaper/radio/cable ad
 - (d) Games newsletter - photos/articles
 - (e) social media photo/updates
 - (f) deadlines for submission of info on businesses
 - (g) frequency of exposure through various mediums
 - (h) how many exposures each Friend of the Games is provided, based on their level of contribution

6. Games Merchandise

- (1) Meet with the Director of Promotions to discuss details of the concept of providing apparel items to Friends of the Games based on their contribution level. Consider whether these pieces will be from the Games Merchandise apparel "line" that is for sale to the general public or items specific for Friends of the Games.
- (2) Give consideration to the following:
 - (a) cost to FOG Directorate for purchase of apparel for Friends of the Games recognition
 - (b) same as Games Merchandise apparel or a unique item(s)? – ensure they are different from Host and Directors' uniforms
 - (c) # of FOG expected to be in receipt of apparel

7. Activations

- (1) Meet with BC Games staff to discuss how activations (i.e. product sampling, "sponsoring an event", etc.). In general activations are only options for Corporate and Funding Partners; however, some exceptions may be considered on a case-by-case basis, depending on the level of contribution, the impact of the contribution on budget, and the type/amount of activation. Refer to the Funding Sources document for an overview and to discuss key points with BC Games staff.
- (2) Give consideration to the following:
 - (a) establish a process for seeking BC Games staff input and approval on activation requests, before the Friend of the Games contribution is confirmed.
 - (b) establish a process to record and track what activations will be implemented (where, by whom, when, how)
 - (c) who will pay the costs (including set-up, infrastructure, etc.) of activations?
 - (d) who will manage and oversee activations, if permitted – to ensure they are implemented as agreed to?
 - (e) establish a process for informing all Directorates of activations agreed to so that they are aware and can incorporate into their planning/set-up, etc.