



CORPORATE PARTNER PROPOSAL

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Background

The BC Games Society has provided the opportunity for athletes in BC to participate in a provincial Winter and Summer Games since 1978. In addition to the many young people who have had the opportunity to participate and represent their area of the province, each and every BC Games is supported by a network of volunteers and support individuals across the province and in the Host Communities themselves.

It is this province-wide impact affecting the lives of participating youth and supportive volunteers that make the BC Games a truly unique and inspirational organization for communities throughout the province.

As a Crown Agency, it is also an operational mandate that the Society seeks out complimentary sponsorship opportunities to help the organization deliver the best experience possible for all participants and the Host Communities where the Games take place every two years.

Corporate Partners have included many national and provincial companies representing a wide variety of businesses. Although there are many different industries involved with the BC Games, they all share the same belief that the Games are a positive contribution to BC's youth and communities throughout the province. In turn, these are companies that recognize that this affiliation reflects positively to their respective shareholders and customers and meets their corporate mandate for support to the communities in which they serve.

As a company that serves the majority of communities throughout British Columbia, you have been involved with the BC Games in an indirect way for many years. Based on the synergies that are apparent between these two organizations this document discusses possible relationship opportunities that would be complementary for both parties.

The BC Games Society is excited to be entering this phase of discussions with the ultimate goal of a long-term, mutually beneficial partnership.

Creating Valuable Relationships

The common principle of each BC Games Society Corporate Partner, is a belief in the value that the BC Games brings to youth and communities throughout the province. From that basic principle, the sponsor relationships that exist today have been built by reviewing the requirements of the Games and the potential for partners to meet those needs either through financial investment or in-kind services that help to defray operational costs or assist in building awareness. Examples that demonstrate how this has worked successfully in the past include the partnership with Air Canada and their regional air carrier, Jazz Air. In this case, the airline is able to help to offset a major transportation cost to the Games. Global BC, another long-term supporter has been instrumental in assisting the all important awareness effort with a commitment to public service announcement commercials leading up to the Games, and specific Games time coverage on their award winning news broadcasts.

Another key criterion that has formed the basis of successful partnerships with the BC Games has been the mandate of partner companies to support a wide area of the province. Whether this is Jazz Air and its province wide air service, Global BC and its network of television viewers, all of these companies are reaching out to the majority of British Columbians. As an organization that touches every corner of the province, the BC Games Society is able to deliver messaging for these and other partners in a highly complementary fashion.

A Good Partnership

A critical component of the BC Games mandate is to raise awareness of the opportunity for participation for participants and volunteers alike. This awareness is achieved through a variety of messaging that takes place in the periods in between the biennial BC Winter and BC Summer Games and during the Games themselves. The greater the awareness and subsequent enthusiasm generated in each community, the stronger the response the Games have received from participants and volunteers.

Partnership Objectives

As with all of the BC Games Corporate Partnerships, it is the intention to ensure that each party is able to take advantage of their collective strengths to support the objectives of the Games and deliver a complementary benefit for the partner.

As a media group, a key deliverable is to provide relevant local coverage in community newspapers. Citizens of individual communities look to their local paper to provide news, events, and other stories of interest that are relevant to the communities in which they live. This content provides the papers readership and in turn encourages advertisers to reach their buyers through purchasing ad space.

The BC Games offers an opportunity for newspapers to increase their local content as it applies to BC's largest ongoing amateur sport events, their thousands of participants and volunteers, and their families. Ideally this content will both serve to further involve their papers, and companion websites with their regions and communities while providing opportunities to increase advertising revenues from local businesses.

In turn, the BC Games Society will benefit as an organization that seeks to maintain awareness throughout the province, encourage athlete and volunteer participation, and celebrate the involvement of these individuals for their Games effort.

Contributions

Summary

Your company has significant assets to offer that would be beneficial for building awareness and promotion of the BC Games. The proposed contribution would combine print campaigns, news coverage and photography, online and social media awareness, and print production. Greater detail on activation and operations of these assets will come from further discussions.

Following is an overview of potential campaigns and timelines for each Games cycle.

Between Games

Presenting BC Games Champions

As the BC Games are biennial events, there is a desire to build awareness for participants and volunteers over a period of time prior to the months leading directly up to these Games.

Based on an agreed schedule, a series of features could be run beginning with the *One Year to Go* launch, through to the six month Games lead-up period. These features could include a variety of stories of alumni, many of whom have gone on to perform at a higher level, to unique volunteer stories, to highlights of local sport development, reflecting on the preparation of coaches, officials, and athletes headed to the Games.

These stories, particularly in the initial stages of the partnership, will serve to strongly form the foundation of the commitment to support the BC Games.

Games Lead-up

Preparing for the Games

In conjunction with the main period leading up to both the BC Winter and BC Summer Games, approximately eight months before each Games period, develop a print and electronic advertising campaign to encourage readers to get involved as participants and volunteers. Supporting editorial content could highlight stories that include how local individuals and teams are building towards the Games and how volunteer coaches and others are helping this effort

Games Time

Stories and Results

There are numerous specific initiatives that could be included with the support of the local paper(s) that cover the hosting city or region. Historically this includes ongoing coverage and profile during the Games including stories and results.

Human resources permitting, editorial staff and writers could become involved as mentors to News Service volunteers in the community. Past News Service volunteers have included journalism students from area colleges and schools. The News Service area of responsibility is to feed hometown publications with stories and photos of their athletes.

As a major media partner of the BC Games, a *Live from the Games* series of print and electronic updates could be part of the commitment. Considering that many of the newspapers publish weekly or biweekly, a provincial wrap-up of the Games specific to each region or community would be a good fit.

Online Extensions

Realizing the continued importance and expectation by advertisers and readers alike that their community news can be accessed online, utilizing videographers to capture images to be posted online is one way to access new media. Recognizing the demographics of BC Games participants, the use of social media will also play a significant role.

BC Games Society Contributions

In addition to working closely with your company to provide editorial content to support the coverage of the Games stories and assist in building awareness, as a Corporate Partner the BC Games Society would offer the following sponsor recognition opportunities.

Corporate Partnership Details

Exclusivity

- Exclusive industry rights for the term of Agreement.

Signage

- Exclusive industry signage rights at all available BC Games venues and events including:
Office Opening Key Volunteer Rally Torchlighting Ceremony

Opening Ceremony Provincial Government Reception

Civic Luncheon Sport Venues (20-25 venues per Games depending on season)

Closing Ceremony Legacy Event

Signs and banners are a standard size and shape for all Corporate Partners. Costs for production and maintenance will be borne by the BC Games Society.

Promotions

Print:

- Prominent visibility and ongoing recognition in all BC Winter and BC Summer Games print materials and publications leading up to and during the Games.
- Exclusive industry rights to use BC Games Society's logo in any promotional program.

Television:

- Logo recognition in BC Games promotional campaigns aired on Global BC during promotional campaigns in the 12 months preceding the Games. Campaigns reach an average of 57,000 people per minute.

Internet:

- Access to company website from the home page of the BC Games website.

Hospitality:

- Games Host and car for company representatives during the Games.
- Medal presentation opportunities for company representatives.
- Invitations to selected profile sport events throughout the year.
- Invitations and introductions at the following BC Summer and BC Winter Games events and venues:

Office Opening	Key Volunteer Rally	Torchlighting Ceremony
Opening Ceremony	Provincial Government Reception	
Civic Luncheon	Sport Venues	Closing Ceremony
Legacy Event		

Specific Partnership Opportunity

Providing each Corporate Partner with a specific property or entitlement, makes each partnership unique and provides additional profile to the respective business. The BC Games Society would like to offer both the *Guide to the Games*, and our G2G Informational Sessions as additional branding opportunities.

The *Guide to the Games* is a 24-page booklet, detailing information on what a participant can expect at their Games visit. The inside front cover would be an obvious choice to place a designed advertisement, encouraging readers to follow the Games through their various mediums.

The *G2G Informational Session* is a popular 90 minute session run in approximately 12 communities across BC three weeks prior to the Games. Targeted at athletes, coaches, and parents, the volunteer run sessions outline areas related to sport nutrition, travel to the Games, Games preparation, and the BC sport system. Attended by roughly 80 – 120 attendees per session, they are another opportunity to feature your company in their community, and what they may expect in the way of coverage pre Games and during Games.

Summary – A great opportunity for a long-term relationship

Although there are many details that would need to be formalized to ensure that a partnership is as beneficial as possible, both organizations share a mutual objective to reach out and communicate to communities throughout the province.

Based on that premise, the BC Games Society would welcome the opportunity to form a partnership with designed in such a way as to form the foundation for a long-term successful relationship. Each and every period of Games awareness will have value for both parties but BC Games has found that organizations who are identified as long-term supporters have seen tremendous benefit from their association, both from the public perspective and throughout their organizations.