



Unleash your potential.

BC GAMES CORPORATE PARTNERSHIP PACKAGE





VISION

We strive to inspire exceptional experiences through sport.

MISSION

The BC Games Society is the leadership organization that guides the BC Winter and BC Summer Games and prepares Team BC for national multi-sport Games. We build on the expertise and support of partners to create development opportunities for athletes, coaches, officials, volunteers, and communities.

VALUES

Integrity, trust, and respect are the core of our game plan.

- Dedicated – committed to the goal
- Accountable – embracing responsibility
- Collaborative – fostering dynamic teams
- Evolving – adapting the game plan
- Excellence – achieving personal bests

BC GAMES A TRADITION OF EXCELLENCE

The BC Winter and BC Summer Games are British Columbia's biennial celebration of sport and community. Since 1978, the BC Games have taken place in 38 communities and involved over 350,000 participants and volunteers and thousands more as spectators and supporters.

The BC Games are a milestone event that people count as an **experience of a lifetime** where memories, friendships, spirit, and pride are abundant.

British Columbia's best emerging high performance **athletes**, trained **coaches**, and certified **officials** train throughout the year for the chance to meet for four days of competition at the BC Games. It is an important development opportunity and stepping stone for these athletes toward one day representing Canada at the most elite levels of competition.

Volunteers are the driving force behind the BC Games. They contribute their expertise, energy, and commitment for months to ensure athletes have the best experience possible and a lasting legacy is left in their community.

Numerous **partners** are necessary to stage such a large and complex event. Cooperation from provincial and municipal governments, school districts, corporations, and not-for-profit organizations creates a compelling team to power the BC Games.

The BC Games are more than a four day event. Every day in every corner of the province people are dreaming of, preparing for, and contributing to the BC Games. And long after the event the memories and legacies are evident as individuals and communities benefit from their experience at the BC Games.

While competition is the backbone of the BC Games, at its heart are the spirit of competition, camaraderie and friendship, teamwork, and the setting of goals for individual and community excellence.



THE POTENTIAL TO ENRICH THOUSANDS OF LIVES IS YOURS

1500 - 3000
ATHLETES

AVERAGE AGE
14.5

380 - 590 COACHES
225 - 400 OFFICIALS

2500 - 4000
VOLUNTEERS

AGES
9 TO 90+

\$1.8 - \$2.6 ECONOMIC
MILLION IMPACT

20 **SUMMER**
SPORTS

19 **WINTER**
SPORTS

The BC Games are a unique opportunity to be associated with a winning product. You can make a significant impact in the lives of athletes, coaches, officials, volunteers and their families in every corner of the province.

The athletes at the BC Games are our next generation of Canadian heroes. Each has committed to their sport and trained to qualify for a place at the Games. Representing one of eight geographic zones, they come to test themselves and compete against the best this province has to offer. The Games are a springboard to the next levels of competition and provide a valuable multisport experience where physical and mental strength are challenged in a distracting, but fun environment.

We know that behind every successful athlete is a tremendous support team. Competing at the BC Games is an achievement for athletes and their families alike and we see mothers, fathers, siblings, and grandparents in the stands cheering, celebrating, and experiencing the BC Games.

The BC Games are also an opportunity for coaches and officials to put their systems and skills into practice. As sport leaders, these people are essential to building a strong sport system where every British Columbian has the opportunity to participate in sport.

From 9 to 90+ years old, volunteers give their heart and soul to the BC Games. These dedicated individuals ensure athletes have the opportunity to go to the Games and once there, are treated to an amazing experience. We know that it is volunteers who create the rich fabric of our communities and define who we are. These are the people making a difference and ensuring our youth have opportunities and a bright future.

We are proud to count athletes like Brent Hayden (2012 Olympic Bronze Medalist, Swimming) and Maelle Ricker (2010 Olympic Gold Medalist, Snowboard) as some of our accomplished alumni. These athletes have reached the highest levels of sport but, they each remember that their journey started with a trip to the BC Games.

45 BC Games alumni competed for Team Canada at the 2012 Olympic and Paralympic Winter Games.



GOLD MEDAL PARTNERS

Teamwork is the foundation of sport and by joining the BC Games you will become part of a strong and successful team. Together, we create exceptional experiences through sport.

BC Games Society is a Crown Agency within the Ministry of Community, Sport and Cultural Development. A community based Board of Directors oversees policy and direction of the organization and 10 full time staff work continuously with every host community. With a successful 36-year history, the Society is recognized as a leader for multisport event and volunteer management.

British Columbia communities bid for the rights to host the BC Winter or BC Summer Games. Once the Games are awarded, a team of community volunteer leaders are recruited and form a Host Society to plan and stage the Games with the support of the BC Games Society.

Our two Societies are supported by the Province of BC, the local municipality, and the school district, each of whom commit significant resources to the BC Games. Sport and community not-for-profit organizations contribute to the team with their expertise and passion for all aspects of the Games planning and staging.

The corporate sector, represented by national, provincial, and local companies, is an essential part of our team. The companies who back the Games are our champions and they share our core values and belief in youth, sport, and community.

The combined commitment of our partners creates a gold medal team and a podium finish at the BC Winter and BC Summer Games.

The Games created important social, economic, and sport legacies for Surrey. Our amazing volunteers and partners helped us host a world-class event that created life-long memories for the athletes and our community. We witnessed tremendous athletic talent and competitive spirit and it was a rewarding experience for everyone involved.

- Dianne Watts, Mayor, City of Surrey
Host of the 2012 BC Summer Games

The BC Games Society's annual \$2.3 million budget is provided through government and corporate contributions. Current Corporate Partners include **Global BC, Black Press, Jazz Air, CN, and Coast Capital Savings.**

Host Societies receive funding from the BC Games Society towards their budgets and then recruit local businesses as *Friends of the Games* to enhance the event.

THE SUPPORT FROM OUR PARTNERS IS MORE THAN JUST A FINANCIAL COMMITMENT.

IS IT IS A PLEDGE TO HELP REALIZE THE DREAMS OF EVERY ATHLETE AND BUILD A LEGACY IN EVERY COMMUNITY.



CORPORATE PARTNER BENEFITS

Corporate Partners of the BC Games Society are our highest level corporate contributors and receive extensive recognition and benefits leading up to and during the BC Winter and BC Summer Games.

As a partner, you will see the value we place on building a relationship of mutual trust and accountability. We commit organizational resources to ensure that our partners receive the maximum benefits and services expected in our agreement.

INDUSTRY EXCLUSIVITY

Protection of the company as the exclusive sponsor in the industry category.

VISIBILITY AND RECOGNITION

- Signage - Logo recognition on signage at every venue and event
- Print – Logo recognition on every print publication including the Guide to the Games (direct mailed to all participants), Souvenir Program, Accreditation Badges, Sport Schedules (estimated circulation 35,000 per Games).
- Online – Logo visibility and hyperlinks on BCGAMES.ORG and social media channels
- Events – verbal recognition at every Games event



EXPOSURE

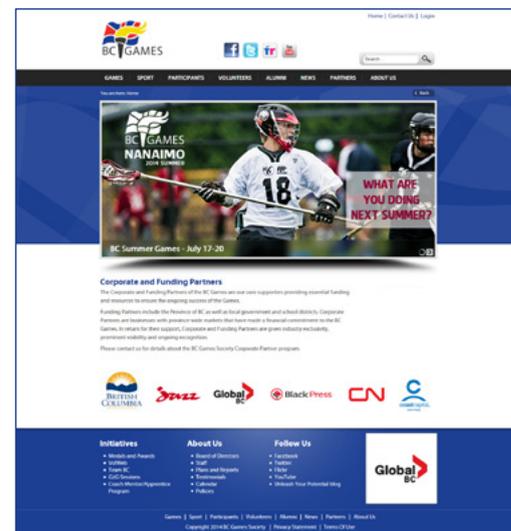
Black Press

The BC Games are widely profiled through print and online editorial in 80+ community newspapers.

Two province-wide (80+ papers) print advertising campaigns feature the logo recognition of Corporate Partners.

Global BC

As the official broadcaster of the BC Games, Global BC provides editorial coverage and live interviews during the Games.



ENGAGEMENT

- Opportunity to involve employees as volunteers
- Invitations for company representatives to attend Games events
 - Torchlighting Ceremony (100 days prior to the Games)
 - Opening and Closing Ceremonies
 - Sport Competitions
- Networking opportunities at events hosted exclusively for funders and sponsors
 - Provincial Government Reception
 - Civic Luncheon
- VIP services including a personal host and driver for company representatives attending the Games
- Presentation of BC Games medals by company representatives

CUSTOMIZED PROPERTY

Customized properties or activations are available to meet your company goals and objectives.

Opportunities include:

- Presenting Partner of a Games event
 - Key Volunteer Rally, Volunteer Appreciation Event
- Logo recognition on Games clothing or lanyards
- Presenting Partner of a Games venue (e.g. Food, Accreditation)

Black Press is deeply connected to our communities including both minor and high-performance sport. It is a natural fit to partner and support the activities of the BC Games and to tell stories that inspire physical activity and community engagement.

- Candy Hodson
Senior Vice President of Sales and Marketing, Black Press



JOIN US!

Penticton 2016 BC Winter Games, February 25-28
Abbotsford 2016 BC Summer Games, July 21-24
Kamloops 2018 BC Winter Games, February 22-25
Cowichan Valley 2018 BC Summer Games, July 19-22

BCGAMES.ORG

