



Sponsorship Opportunities

Winter 2015 edition



Football BC, the governing body for amateur football in British Columbia, has a tremendous opportunity for provincial and national businesses to support football at a grassroots level and showcase their products and services to a wide-ranging audience by becoming an official sponsor.

Sponsorship packages can be tailored to allow businesses to get the maximum value out of their investment.

SPONSORSHIP LEVELS

PLATINUM SPONSORSHIP - \$1500

- Complete sponsorship of Football BC Provincial Conference for coaches (includes program ad and/or mention, website mention on dedicated Conference page and exhibitor's booth)
- All items listed under Gold Sponsorship

GOLD SPONSORSHIP - \$1000

- Full page colour ad in 2015 Senior Bowl program
- Full page colour ad in 2016 Football BC playbook
- Website advertisement on main page and sub-pages
- Company mention on Football BC's social media platforms
- Listing on Football BC's "special offers" page and "The Huddle" e-newsletter
- Invitation to all Football BC events including Football BC Combine Series sessions, Senior Bowl camp and game, and Team BC May Long Weekend camp

SILVER SPONSORSHIP - \$600

- Full page colour ad in 2016 Football BC playbook
- Website advertisement on select sub-pages
- Company mention on Football BC's social media platforms
- Listing on Football BC's "special offers" page
- Invitation to all Football BC events including Football BC Combine Series sessions, Senior Bowl camp and game, and Team BC May Long Weekend camp

BRONZE SPONSORSHIP - \$400

- Full page colour ad in 2016 Football BC playbook
- Company mention on Football BC's social media platforms
- Listing on Football BC's "special offers" page

CLASSIFIEDS - \$100/\$200

- Advertising on dedicated "Classifieds" page in 2016 Football BC playbook
- Exact ad sizes to be determined

www.playfootball.bc.ca

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FOOTBALL BC PROPERTIES

1. Football BC Playbook

The Football BC Playbook is a student planner which is created in-house by Football BC's Communication Department and is distributed free-of-charge to Football BC members primarily throughout the Football BC Combine Series session in late January-early February.



The Playbook's calendar runs from February to the following January. The Playbook includes information on Football BC's events and member associations, as well as sections with information that are pertinent to young student-athletes including safety, healthy eating, BC High School graduation requirements, online safety as well as University and College eligibility for those choosing to pursue post-secondary athletics.

The Football BC Playbook has a print run of approximately 1,000.

2. Senior Bowl program

The Senior Bowl program is distributed free-of-charge to all players who attend the annual Senior Bowl camp as well as to all parents, friends and fans who attend the Senior Bowl game which takes place at the conclusion of the camp week.

The Senior Bowl program includes candid photos taken during camp week as well as player profiles on all camp attendees.

The Senior Bowl program has a print run of approximately 200.

3. Football BC Provincial Conference program

The Football BC Provincial Conference program is distributed free-of-charge to all attendees of the annual Football BC Provincial Conference.

The Provincial Conference program includes a schedule of events for the weekend's Conference as well as detailed biographies on the keynote speaker and all presenters.

The Provincial Conference program has a print run of approximately 200.

4. Football BC website

Football BC's website can be found online at www.playfootball.bc.ca.

Football BC's website is the first-stop for news on amateur football in the province of BC. In addition to news stories, features and event listings, Football BC's website has pages dedicated to all of its programs, member associations as well as safety resources.



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5. Football BC Social Media

Football BC is active on several social media channels, most notably Facebook (www.facebook.com/footballbc), Twitter ([@Football_BC](https://twitter.com/Football_BC)) and on YouTube (www.youtube.com/user/OfficialFootballBC).

6. Touchdown BC!

Touchdown BC is Football BC's half-hour program which runs during the Fall in conjunction with the amateur football season. Produced by former CKNW Sports Director and current CIS broadcaster Jim Mullin, Touchdown BC airs on Shaw TV across the province of British Columbia and is also available on demand on YouTube on Jim Mullin's YouTube page (www.youtube.com/user/JimMullinCIS).

For information on how to sponsor or advertise on Touchdown BC, please contact Jim Mullin at mullin980@gmail.com.

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FOOTBALL BC EVENTS

Football BC hosts a number of events each year and are involved in several others, including the championship games/tournaments of its member leagues.

Football BC's major events are listed and described below. Platinum, Gold and Silver sponsors are invited to attend each of these events.



1. Football BC Combine Series

The Football BC Combine Series is actually several "Combine" sessions that take place from late January through February.

Football athletes ranging from Grades 5-12 from across the province are invited to attend one or more of these sessions where they will be put through Combine testing by Football BC's provincial coaches. These events also allow coaches who are working with our provincial teams program and/or Senior Bowl program to evaluate players and extend invitations to those players to compete for a spot on either Team BC or the Senior Bowl team.

The largest Combine session is typically held on Family Day (second Monday of February) at the Richmond Olympic Oval in Richmond, BC. Other sessions are held throughout the province with at least one session each taking place in Northern BC, Interior BC, Vancouver Island and the Fraser Valley.

Attendance in at least one Combine session that year is required for players who wish to be considered for provincial teams.

2. Team BC May Long Weekend Camp

This three-day camp held over the May long weekend is part of the selection process for U16 Team BC and U18 Team BC.

The camp is not only an opportunity for the coaches to conduct their final evaluation of players for the purposes of formally extending them an invitation to the provincial team but is also a weekend dedicated to player developmental both on and off the field.

Universities from across the country are invited to speak at this event as well as take part in a mix and mingle event with the players. This allows the schools to connect with prospective players for recruiting purposes and encourages players to explore various post-secondary avenues not only for football but for academia as well.



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3. Senior Bowl camp and game

The annual Senior Bowl camp for Grade 12 players who are graduating from high school that year is held over Spring Break week and culminates with a competitive, intrasquad game at the conclusion of the camp.

This camp is one of the major highlights of the partnership between Football BC and the BC Lions.

The camp is typically held at the BC Lions Training Facility in Surrey and the BC Lions have a major presence that week with players typically dropping by and assisting camp staff during the practice sessions. The camp is officially kicked off with an address from a member of the Lions' executive team – we've had the pleasure of hearing from BC Lions President Dennis Skulsky and BC Lions General Manager Wally Buono in the past few years – and there is a strong BC Lions staff presence as well with many members of the organizations assisting in helping make the camp week a memorable experience for the players.

4. Football BC Provincial Conference

The annual Football BC Provincial Conference brings coaches from all across the province together for a weekend of learning and building.

Coaches attending this two-day event have an opportunity to hear from not only football personalities from across the football world – including coaches from the NFL, CFL, NCAA, CIS, Community and High School – but also other professionals including medical personnel or legal experts.

In 2014, legendary CFL quarterback and recently-retired Montreal Alouette Anthony Calvillo served as the keynote speaker for the Conference.

The Conference is typically held during the same weekend as the BC Lions Orange Helmet Awards Dinner. The Orange Helmet Awards Dinner is a fundraising dinner presented by the BC Lions with all proceeds going to support amateur football in British Columbia.

For details on how to purchase tickets or sponsor the Orange Helmet Awards Dinner, please contact Jamie Taras with the BC Lions at jtaras@bclions.com.

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ABOUT FOOTBALL BC'S DEVELOPMENTAL PROGRAMS

Since the relaunch of its provincial teams program in 2010, Football BC has seen a tremendous growth in interest and participation levels of its high performance program – currently known as the “Football BC Developmental Program.”

The Football BC Developmental Program targets players starting in Grade 5 all the way to Grade 12 and provides them with an opportunity to work with top-level provincial coaches, compare and compete with other top players across the province, as well as represent British Columbia at national and international tournaments.



1. Grades 6/7/8 teams

Football BC's youngest and newest program fits into our under-14 high performance category and provides the athletes in these age groups with the opportunity to represent BC, many of them for the first time in their football careers.

This age category was launched in 2013 and saw three teams compete in the FBU National Tournament – a predominantly American playdown style tournament

with regional brackets culminating in a national championship final held in San Antonio, Texas as part of the US Army All American Bowl week.

In 2014, the Grade 8 team competed at the Tanoa Bowl Classic in Auburn, Washington.

2. U16 Team

Launched in 2013, Team BC's U16 squad experienced instant success competing in its very first event by capturing the gold medal at the 2013 Red River Cup hosted by Football Manitoba at Investors Group Field in Winnipeg.

In 2014, Football BC fielded two under-16 teams at the Red River Cup tournament. Each team had a roster limit size of 40 players and were chosen from the group of over 100 under-16 players that attended the Team BC May Long Weekend camp (more details on this camp below).



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3. U18 Team

A long-time staple of Football BC's programs, the "Team BC" provincial program was relaunched in 2010 and experienced instant success under the leadership of former BC Lion Tom Kudaba, who currently teaches and coaches at the high school level with the Terry Fox Ravens.

In 2010 and 2011, the U18 Team BC competed at the Football Canada Cup tournament winning bronze medal in consecutive years.

In 2012 and 2013, U18 Team BC competed at the FBU International Showcase held in conjunction with the US Army All American Bowl in San Antonio, Texas.

In 2014, under the leadership of former record-setting SFU quarterback Jay Prepchuk, U18 Team BC competed at the Tanoa Bowl Classic in Auburn, Washington.

TECHNICAL DETAILS AND CONTACTS

Program ad specifications

All Football BC publications (i.e. Football BC Playbook, Senior Bowl program, Conference program) are sized at 5.5 x 8.5 inches.

Full page ad sizes should be submitted as 5.5 inches width x 8.5 inches height with 1/8" bleed on all sides.

Supplies ad files should be in full colour (including logos, photos and other graphic images) in one of the approved formats listed below:

Press Ready PDF: highest resolution possible

JPEG: 250 DPI at actual print size (i.e. no image size enlargement/reduction)

EPS: vector EPS with all fonts outlined

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