



Marketing, Sponsorship and Event Advisory Committee (MSE Advisory Committee)

1. Organizational Objectives – Mandate & Intent

The mandate MSE Advisory Committee to provide assistance, expertise and active leadership where necessary, in the generation of revenue through sponsorships, marketing initiatives and the creation of events to bring awareness and financial viability to BCS.

a. Sponsorship and Advancement

Revenue generated through donations, sponsorship of competitive events, promotional events (fund and friend raising), advertising assets and programs as designated by BCS and aligned with strategic objectives of BCS.

This revenue generation plan would be developed in coordination with the Director of Business Development

b. Media

Media Partnerships:

In conjunction with BCS marketing/communications develop partnerships with local and national media outlets to maximize exposure of BCS events and athletes. The partnerships would consist of promotional lines and airtime dedicated to promote specific events, World Cup as well as athlete profiles. Sponsor logos could also be included for value as well. Offer advice and insight on marketing opportunities. Communicate as necessary with people of influence.

Advise and assist, as necessary, with the promotional media tour planning strategies with athletes prior to events and or races. This tour plan would be developed in coordination with the Communication Director and be of a promotional nature.

2. Committee Structure

The committee shall consist of a minimum of five (5) members appointed by the President in consultation with CEO of BCS. Two of these members must be: an athletes’ representative and a BCS Director. The Chair of the Committee shall be the Director. The additional members should be external experts or targeted influential persons. Each member shall agree to remain for a minimum term of one (1) year.

It may be advantageous to create several sub committee of the MES Advisory Committee to direct specific projects. The creation and terms of reference of these sub committees will be at the discretion of the Chair

3. Duties

Duties of the committee will include the following:

- Establishing contacts with decision makers in Canadian business in effort to secure sponsorships revenue
- Corporate tickets sale for BCS events
- Research and make recommendations for revenue streams

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- Assist with the execution of BCS events
- Meet as directed by the committee chair
- Provide feedback to CEO and other key staff with recommendations on strategies pertaining to marketing, sponsorship and events
- Proactive assistance in targeting and building relationships with key decision makers in the corporate community

4. Structure

The committee will act in an advisory role to the CEO and/or his designates. The recommendations may be accepted, rejected or modified by the CEO

5. Measurement, Evaluation & Reporting

Each initiative will be evaluated in respect to targets and objectives on annual basis with direct reporting to the CEO with recommendation to continue or cancellation of a program. The Director will provide regular reports at each meeting of the Board.

6. Meetings

Meetings will be held as directed by the chair with ongoing communication via email and telephone as required

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