



ATTACHMENT 'C'
SPONSORSHIP PROGRAM GUIDELINES (FOG)

Sponsorship Program Guidelines

Friends of the Game (FOG)

Revised Feb 2023

Friends of the Games Sponsorship Program Guidelines

The FOG sponsorship program serves three purposes:

1. Provides local businesses the opportunity to become involved in the Games.
2. Reduces expenditures by offsetting budgeted items. This will result in an overall savings and will contribute, in part to the financial legacy following the Games.
3. Provide enhancements to the Games that otherwise may not be financially viable.

The FOG directorate is responsible for:

1. Developing a **FOG recognition package** (also called sponsorship opportunity) to determine the type and level of recognition for cash and in-kind contributions. The Directorate will work in cooperation with the Event Managers to ensure appropriate recognition according to the provincial sponsors and funding partners' contracts.
2. The FOG Directorate is responsible for developing a **FOG contribution form**, which will serve as an agreement between the host society and the FOG. Each FOG will be required to sign a form and include key contact information, details of the amount/type of contribution and the entitlements expected with each contribution. This information is required for the audit process at the conclusion of the Games; originals should be filed at the Games office. Logos should also be obtained once the agreements have been finalized.
3. The FOG Directorate is also responsible for developing a **FOG request form** to be sent out to each Director for tracking requests for budget items to potentially be covered by FOG. The FOG Directorate should liaise with the respective Directorates on how to access the contribution, donation or the equipment that is being loaned. The FOG Directorate should also update Directorates on the status of their requests and keep track of budget items successfully obtained through FOG contributions. Cut off dates to receive FOG requests should be established as well as a cut off date to recruit Friends of the Games prior to the production of printed materials. Late requests and recruitment can still occur but there are no guarantees they will receive all specified recognition.
4. **Provincial sponsor and funding partner signage** to appear at all Games venues. FOG listing signage boards can be placed at each venue at the discretion of the FOG directorate

A FOG contributor cannot be referred to as a 'sponsor or supplier' of the Games, however, FOG can be recognized in the following manner:

- ✓ "This sport/function/publication courtesy of (FOG)"
- ✓ "This sport/function brought to you by (FOG)"
- ✓ "Costs of printing covered by (FOG)"

The term 'official' may only be used when it is tied to the host society. Examples of use:

- ✓ Official provider of cars for the <name of community> 20XX 55+ BC Games
- ✓ Official printing supplier of the <name of community> 20XX 55+ BC Games

FOG signage and logo usage guidelines:

FOG signage may be included at all venues and functions with the following parameters:

- *Maximum of 3 different FOG signs may be placed at one venue*
- *Individual FOG may only have one sign at a venue, even if it is the only FOG that has contributed to the specific venue or function*
- *No FOG will be permitted to have a sign at every venue; however, if the HS believes a particular FOG's contribution warrants more than one sign at one venue, the exact number of venue signs can be determined in conjunction with the Event Managers*
- *The HS can make the decision who is responsible for creating the FOG signs; the FOG business or the HS*
- *The FOG Recognition Chair is responsible for producing, placing and retrieving all PS, FP and FOG signage at venues and functions*

The Event Managers must review all publications and printed materials with logos prior to being printed. The provincial sponsor and funding partner logo bar will receive primary location and FOG logos will receive secondary location. See table below for examples.

Publication Example	PS/FP Exposure in Primary Location	FOG exposure in Secondary Location
Games Event Guide	Logos on table of contents Logos on outside back cover Article with logos	Logos and/or ads throughout the remaining document FOG listing is permitted
Participant Accreditation Badges	Logos on front (as per BCSGS Entitlements sheet)	Not available
Volunteer & Guest Accreditation Badges	Logos on front (as per BCSGS Entitlements sheet)	Logos on back of the badge, however not available if lanyards are sold*
Host Society Games Poster (if part of Promotions plan)	Logos in prominent location	Logos separate from PS/FP logos*
All Host Society printed materials	Logos on front and back cover	Logos throughout the remaining document, inside front or back cover*

**refer to Appendix – Saleable Properties*

Friends of the Games Saleable Properties

The following items are NOT permitted to be sold: Games Torch, Opening Ceremony, Host Society and BCSGS Reception, Passing of the Flag Ceremony, front of Accreditation badges, Games medals or the Games Event Guide.

TIER	SALEABLE PROPERTIES	DESCRIPTION AND COMMENTS	DIRECTORATE LEAD
Tier 1	Lanyards	Approximately: 3600 participant lanyards 1500 volunteer lanyards 300 guest lanyards	Volunteer & Participant Services
	Volunteer t-shirts	For all general volunteers (1400-2000) worn for 5 days of Games. Requires Board approval. One logo, no larger than 120 cm ²	Board (Protocol)
	Key Volunteers and Host t-shirts (with option to be presenting sponsor at Key Volunteer Rally and logo on t-shirts)	For all Directors, Chairs and Host (Protocol) volunteers (200-220) worn for 5 days of Games. Option to combine with sponsorship of Key Volunteer Rally – an internal event to connect all Directors, Chairs and Liaisons, approximately 120 key volunteers.	Board (Protocol)
	Accreditation bags	Each participant and supporter receives and accreditation bag (approximately 3,500 – 4,000)	Volunteer & Participant Services
Tier 2	Torchlighting Ceremony and Reception	Presenting sponsorship of this pre-Games event intended to generate community awareness and volunteer recruitment	Culture & Events and Protocol

	Volunteer Appreciation Event	Presenting sponsorship of the appreciation event intended to recognize all community volunteers. Typically attended by half your volunteer workforce	Culture & Events
	Friday Night Participant Dance	Presenting sponsorship of this participant social event. Typically attended by 75% of total Games participants	Culture & Events
	Accreditation Centre	Presenting sponsorship of the Accreditation Centre. All Games participants and supporters will check into the Games at the Accreditation Centre.	Volunteer & Participant Services
Tier 3	Sport venue	Signage at an individual sport venue. Up to 3 different FOG signs per venue. Can only have 1 sign per FOG at a venue.	Sport
	Community Awareness Event	Presenting sponsorship of this pre-Games event intended to launch the public volunteer recruitment process	Protocol
	Courtesy Cars	Decal signage recognition on all courtesy care (approx.. 30-40 cars)	Transportation
	Marshalling Area	Presenting sponsorship of this staging area for the participant parade in for the Opening Ceremony	Culture & Events
	Host Stations	Presenting sponsorship of the Host Stations which are information tents set up at each sport venue and staffed by volunteer Hosts	Protocol

	Games Poster (if part of Promotions plan)	Logos on Host Society promotional poster used to profile the Games and recruit volunteers	Promotions
	Back of volunteer and guest accreditation badges	Logo recognition available on the back of the badge (not saleable if lanyards are sold)	Volunteer & Participant Services
Tier 4 all print materials	All print materials <i>Examples include: Volunteer Handbook, Communications Directory, Transportation Information Guide, Security Handbook, Medical Handbook, Host Binder)</i>	Opportunity to have logos on the inside front or back cover of various Games print materials. Up to 2 different Friends of the Games logos per print material. Discuss with the respective Directorate to ensure a handbook is being planned and produced.	Volunteer & Participant Services, Transportation, Tech Services, Venue Operations, Medical, Protocol
	Sporting equipment	Opportunity to offset costs for sporting equipment such as soccer balls, hockey pucks, badminton birdies, softballs, etc.	Sport