



SportsFunder

SportsFunder is a newly developed lottery program from the British Columbia Lottery Corporation (BCLC) where proceeds directly support amateur sports in B.C. Developed in celebration of the Vancouver 2010 Winter Games; SportsFunder is expected to generate an estimated \$20 million for amateur sports in B.C. by 2012. The SportsFunder suite of lottery games includes Instant Win tickets, a province-wide 50/50 game, Pull Tab tickets and Interactive Games available on bclc.com. SportsFunder will have a tremendous impact on amateur sports in the province with proceeds from the sale of SportsFunder lottery games being directed to the following four amateur sports programs: *KidSport™*, *Team BC*, *Coach and Leadership Development*, and *Youth Sport Travel Assistance*.

Where does the money go?

SportsFunder proceeds, defined as net income after expenses, are directed to amateur sports in B.C. As with all lottery games, funding prizes makes up the largest portion of the expenses. Other expenses include marketing, licensing fees, ticket printing, overhead, retailer commission and taxes.

SportsFunder is expected to generate an estimated \$20 million for amateur sports in B.C. This money is incremental to existing sport funding and will have a great impact on the four programs identified by government:

- **KidSport™** – KidSport™ is an established Sport BC program that provides financial assistance to children who wish to play sports but cannot afford the registration fees. Each year the program helps more than 2,000 kids play a season of sport. SportsFunder proceeds are allocated directly to KidSport™. For more information, or to apply for KidSport™ funding, please visit www.sport.bc.ca.
- **Team BC** - Team BC is an initiative to improve performance of athletes striving to represent British Columbia at Canada's premier multi-sport events. Through this program, funding will be directed to athletes, high-performance coaches, sports technology development and equipment. To access SportsFunder's Team BC Performance Enhancement funding, Provincial Sport Organizations must submit their Performance Plan to the Team BC Performance Director. Funding levels will be determined based on the Provincial Sport Organizations Performance Plan, in consultation with the Sport and Recreation Branch and the Team BC Chef de Mission.
- **Coach and Leadership Development** – Funding for coach and leadership development is allocated to both the Coaches Association of BC and the BC Recreation and Parks

Association's High Five program. The Coaches Association of BC provides educational and certification opportunities (particular focus on coaches in outlying regions, female coaches, aboriginal coaches and coaches of athletes with disabilities) while the BC Recreation and Parks Association's High Five program, provides accreditation for recreation providers working with children. For more information, please contact the Coaches Association of BC at www.coaches.bc.ca or the BC Recreation and Parks Association at www.bcrpa.bc.ca.

- **Youth Sport Travel Assistance** – This program is specifically intended for youth travel and will address the added travel expenses incurred by athletes in outlying regions. Funds from SportsFunder will be directed to BC School Sports and selected Provincial Sport Organizations for sports travel for their youth members (such as BC School Sports provincial championships and select Provincial Sport Organization's regional competitions and training opportunities). Parent Advisory Councils should apply directly through BC School Sports at www.bcschoolsports.ca. Provincial Sport Organizations should apply directly with the Sport and Recreation Branch at www.tsa.gov.bc.ca/sport.

For more information on SportsFunder lottery games and how you can make a difference for amateur sports in BC, visit www.sportsfunder.com.