

DOC BC Sponsorship Report November 2009

by Les Lukacs

With the financial upheaval that has rippled throughout the world, and the uncertainty facing our own industry here at home, 2009 proved to be a challenging year for sponsorships in general. We started the year at \$6500 and dropped to \$5500 overall. Most sponsors recognized the need to stay involved with DOC BC and recognized the merits of doing so. In addition to most sponsors returning, we also invited Digital Film Central to our list of sponsors.

The tiers of sponsorship have been re-worked so that there is incentive to increase one's sponsorship. Previously the rewards and merits were similar between levels. I think our current as well as our future sponsors will appreciate this breakdown.

During 2009, we were able to purchase two foam core sponsorship posters that are now utilized at every DOC BC sponsored event, and a banner to be used ... wherever we want!

There are no longer any sponsors at the "bronze level" (although it is still being offered) but the focus is primarily on silver and above.

This past year was tough to start up in that I was still learning the ropes of the organization and the portfolio and didn't get a real jump on things until late winter / early spring. My goal for 2010 is that with staying on as chair of the sponsorship portfolio for another year, that I will be even more effective in soliciting new and maintaining current sponsorships. I am already looking to initiate contact throughout December.

I'm really looking forward to continuing on with the sponsorship portfolio, developing the structure of the portfolio, and continued work with many great people that make up the DOC BC board.

All the best,

Les Lukacs