



March 2024

Sponsorship Proposal



Presented by:
BVI Olympic Committee
BVI Commonwealth Games Association

Intended to ask for sponsorship support
for the **Elite Athlete Scholarship fund**

About us

The BVI Olympic Committee (BVIOC) is a non-government organization, accepted as a member of the International Olympic Committee (IOC) in 1982. It is the sole body responsible for the attendance of athletes and teams at major As the BVI Commonwealth Games Association (BVICGA), it is the body that represents those sports listed in the Commonwealth Games Federation programme. The Executive Committee is made up of volunteers quadrennially elected by its member National Federations.

Purpose of the BVIOC

- To ensure that athletes performing at the qualifying standards attend the following major Games:
 - The Summer, Winter and Youth Olympic Games
 - The PanAm Senior and Junior Games
 - The Commonwealth Games and the Commonwealth Youth Games
 - The Central American and Caribbean Games (CAC)
- To promote and protect the Olympic Movement in the Virgin Islands in accordance with the Olympic Charter.

Executive Committee

Ephraim Penn	President
Sabinah Clement	1st Vice President
Ralston Henry	2nd Vice President
Lloyd Black	Secretary General
Mark Chapman	Treasurer
Gloria Leola Fahie	Member at Large
Ashley Kelly OLY	Athletes' Representative



The Tahesia Harrigan-Scott Elite Athlete Scholarship fund

The BVIOC provides funding through the Tahesia Harrigan-Scott Elite Athlete Scholarship programme established in 2012 for high-performing individuals who are identified and presented by the National Federations as athletes who have proven and consistent performance records nationally, regionally and internationally and who are on track to qualifying for major Games.

The funds are distributed directly to the athletes as a monthly stipend to assist them in their preparations for the Games.

Funding for the Elite Athlete Scholarship programme is sourced through:

- Olympic Solidarity Olympic Scholarship
- Pan Am Sports
- External / Corporate Sponsorships processed through the BVIOC and added to the athletes' monthly stipend.

2024 roster of Elite Athletes

- **Kyron McMaster** 400m hurdles - NR holder. Silver medalist in Budapest OLY 2023 World Championships and world ranked #4
- **Chantel Malone** Long jump - NR holder. Gold medalist at Lima 2019 OLY Panam Games
- **Eldred Henry** Shot put - NR holder. Bronze medalist at Barranquilla OLY 2018 CAC Games
- **Rikkoi Brathwaite** 100m - NR holder. Bronze medalist at San Salvador 2023 CAC Games
- **Adaejah Hodge** 200m & 100m - NR holder.
- **Thad Lettsome** ILCA 7 laser - Panam Games qualifier



Sponsorship Packages

Our ultimate goal is to secure an annual commitment to the Elite Athlete Scholarship fund through the next cycle to include the Los Angeles 2028 Summer Olympic Games.

Sponsors that partner with the BVIOC in support of the Elite Athlete Scholarship programme for the upcoming cycle, including Los Angeles 2028, will be featured as a **gold partner** on the BVIOC's website, social media platforms, press releases, and promotional materials related to the Elite Athlete Scholarship Fund and the road to Paris 2024 Olympics, CAC Games 2026, Commonwealth Games 2026, Pan American Games 2027 and Los Angeles 2028 Olympics.

Silver and **Bronze** packages are available for 2024. Sponsors will be included on the BVIOC's website, social media platforms, press releases, and promotional materials related to the Elite Athlete Scholarship Fund and the road to the Paris 2024 Olympics.

Every sponsor will have

- the right to use the BVIOC trademark across all media platforms.
- an opportunity to interact with the Team when in country.
- the right to an unlimited number of press releases to promote the partnership.
- regular updates and reports on the roster of Elite Athletes

All marketing rights are subject to IOC terms and conditions.



Proposal Sponsorship Packages

Gold Sponsorship Package

- Gold level logo placement on BVIOC website
- One team photo updated per year of sponsorship with co-branded polos for **digital and print use**.

\$10,000 pa for 5 years

Silver Sponsorship Package

- Silver level logo placement on BVIOC website
- One team photo for **digital use**.

\$10,000 for 2024

Bronze Sponsorship Package

- Bronze level logo placement on BVIOC website
- One team photo for **digital use**.

\$5,000 for 2024

Thank You

We hope that you will join us in this excellent opportunity to demonstrate your continued commitment to supporting local sports development and nurturing elite talent. Together, we can create a legacy of success and inspire future generations of athletes!

Contact Us

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