

## **2025 President's AGM Report**

### **2025 Sponsorship Revenue**

**-Gold Sponsor** – Play Store - \$1500 in cash for the season, \$150 worth of Play Gift Cards for each race of the season plus end of season road prize of \$250 gift card.

**-Silver Sponsor** - \$750.00 - Starting Block for Trail Series- plus gives spot prizes for each trail race.

**-Bronze Sponsors** - \$500.00 each – Fresh Air Experience, Peach City Runners, Cool Running, New Leaf Physio plus give draw prizes for the races in their respective community.

**-New Balance**- Gift Certificate for a pair of shoes for each race. To be redeemed at participating Running stores: Runners Sole, Starting Block, Peach City, Fresh Air Experience/Concept.

### **2026 Sponsors**

**The following are continuing with their sponsorship, same as 2025 commitment☺**

**Gold Sponsor – Play Store (Kelowna)**

**Silver Sponsor – Starting Block (Vernon)**

**Bronze Sponsors – Peach City Runners (Penticton), Cool Running (Kamloops), New Leaf Physio (Kelowna), Fresh Air Experience (Kelowna)**

**New Balance**

### **2025 Race Roster Loyalty Rate**

**Race Roster** Loyalty rate of 6.5% and \$1.00 compared to 6.99% + \$1.99/transaction for 2026.

Race Roster has agreed to continue giving IRA the loyalty rate for 2026.

**Note:** All but 3 of the races use Race Roster for registration. The other platforms were Webscorer and Zone 4.

**BCAthletics** – IRA's Athletics Society/Organization Affiliate Club membership will now be "recognized" organizations and although will not have voting members, they will still be able to access BCA benefits including:

- Commercial General Liability Coverage
- Discounted event sanctioning application rates
- Support from BCA staff

"Recognized" Organizations will only be required to have 1 member to be eligible to apply.

**Sandman Hotel** – Sales Manager-Sports, Amandeep Kaur, has agreed to continue offering discount rates for 2026. We are to use PROMO CODE: IRA1983 to book online at Kelowna, Vernon, Penticton and Kamloops locations.

[https://drive.google.com/file/d/1d8hL6wJbjEaB3qsq1zdnYtDFIdTsgISP/view?usp=share\\_link](https://drive.google.com/file/d/1d8hL6wJbjEaB3qsq1zdnYtDFIdTsgISP/view?usp=share_link)

### **IRA support of local events**

- Canadian Tire Bibs and 40<sup>th</sup> Anniversary Bibs, were donated to BC XC Championship Community race in Vernon, as well as Valley XC Championship in Penticton.
- IRA supported Argus Apple Triathlon and Argus Apple Marathon in terms of consultation and volunteering at the events. The IRA also had tent set up at the expo of both events.
- The IRA set tent up at Cherry Blossom Triathlon as well as volunteered at the event.

### **CHALLENGES FOR 2026**

1. Clothing source for Iron Legs and Legs of Steel
2. Need for Awards Director as Janice has been doing two jobs; Secretary and Awards
3. Bib plan for Road, Trail, and supporting non-IRA events

Running Count quote:

500 @ \$0.55 = \$275 (custom tear off bib 7.5"x7.5")

500 @ \$0.09 = \$45 (full colour)

**Subtotal \$320** plus shipping and tax

500 @ \$0.50 = \$250 (custom tear off bib 7.5"x6")

500 @ \$0.09 = \$45 (full colour)

**Subtotal \$295** plus shipping and tax

4. Finding a race director for Canada Day 5K, Summerland