



May 2022

Marketing Committee Terms of Reference

The purpose of the Marketing Committee is to attract sponsors, generate revenue, and promote Biathlon BC and the development of biathlon in the British Columbia.

Committee Structure

The Marketing Committee shall consist of the Treasurer and two to four additional members appointed by the Board of Directors, one of which shall serve as Chair. The members shall be appointed for a one-year term, which expires on March 31.

Responsibilities of the Committee

The Marketing Committee shall be responsible for the following:

- Sponsorship of Biathlon BC programs, events, and teams, with sponsors to be approved by the Board;
- Managing the Sport BC donation program;
- Pursuing other revenue generation activities;
- Creating content to promote Biathlon BC and its athletes;
- Reporting to the Board on its activities; and
- Other duties as assigned by the Board.