



bc athlete  
**VOICE**

**MEDIA &  
SPONSORSHIP**

# MEDIA PROFILE...

## PERSONAL BLURB:

My name is Joe Bloggs and I live for basketball. I grew up in a small town in BC always wanted to be the best. I was short and didn't have too many skills when I younger, but through hard work and dedication I got better and better until people started to notice. First I beat my brothers, then I beat the other kids at my school and then I reached my goal of playing for BC. Playing for Canada is my next goal.

## KEY ACHIEVEMENTS:

High School Leading Scorer 2004  
BC U14, U16 and U18 Teams  
Canada U16 and U18 trialist  
Canada U18 Team Member

## INTERESTING FACTS:

Grew up in a small town of only 400 people  
Have six brothers  
Did not start playing basketball until I was 12 years old  
Diagnosed with diabetes when I was 8 years old  
Have not suffered any injuries  
Did not make my high school team

## PERSONAL FAVOURITES:

Favourite Food:	Mexican
Favourite Colour:	Black
Favourite TV Program:	Scrubs
Favourite Music Artist:	Jack Johnson
Favourite Place to Visit:	Whistler
Favourite Movie:	Coach Carter
Favourite Hobby:	Hanging out with Friends
Favourite Book:	Sports Illustrated

It's a good idea to have a one page profile that includes this information

This gives you something to give to media contacts & allows them to see more about you

Having this info may lead to the media picking up your story

# MEDIA PROFILE...

**PERSONAL BLURB:**



**KEY ACHIEVEMENTS:**

**INTERESTING FACTS:**



**PERSONAL FAVOURITES:**

**Favourite Food:**

**Favourite Colour:**

**Favourite TV Program:**

**Favourite Music Artist:**

**Favourite Place to Visit:**

**Favourite Movie:**

**Favourite Hobby:**

**Favourite Book:**

# HOW TO WRITE A MEDIA RELEASE...

**Make sure you have an attention grabbing headline**

## **MEDIA RELEASE: FOR IMMEDIATE RELEASE**

**Headline Here!!**

**Date / City**

Paragraph 1:

Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here

Paragraph 2:

Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here

Paragraph 3:

Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here

**About You**

(Insert a short paragraphs)

**For Further Media Information Contact :**

(insert the name and phone numbers for relevant contacts here)

**Media releases can be for immediate release or you can embargo the information until a specific date**

**Your first paragraph needs to have the most important, newsworthy information, it needs to be interesting!**

**Then consider the 5 W's – Who, What, When, Where, Why; This is an easy formula to remember when writing your release.**

**Don't forget your contact details**

# MEDIA RELEASE EXAMPLE...

**MEDIA RELEASE:  
FOR IMMEDIATE RELEASE**

## **CANADIAN INSPECTORS' REPORT REAFFIRMS SUPPLEMENT RISK**

Ottawa, Ontario – May 6, 2005

Most sport nutrition products break federal regulations. The CCES would like to take this important opportunity to remind athletes and the sport community to seek professional advice before consuming supplements and sports foods. This is essential for the well being of Canada's high performance athletes.

A national blitz conducted last fall by the Canadian Food Inspection Agency (CFIA) revealed that, out of a sample of 165 meal replacements and nutritional supplements purchased at retail locations across the country, 71% did not comply with Canadian laws regarding labelling and contents. Some products' labels were lacking nutritional information or expiry dates, or made claims about the product that are not permitted. Some products contained prohibited ingredients and broke government rules around product composition. "Most nutrition products break federal regulations," Paul Waldie, the Globe and Mail, May 2, 2005.

This latest report reaffirms the CCES' long-held assertion that the content and labeling of many supplements and sports foods is questionable at best. As a result, it is very difficult for athletes and athlete support personnel to distinguish doping-free, safe and effective supplements. Until efforts are put into place by regulators to assure proper labelling and reporting of ingredients, the CCES must continue to advise athletes about the risks of using supplements. Athletes use supplements at their own risk of providing a sample which leads to an adverse analytical finding and committing an anti-doping rule violation.

### **CCES**

Responsibility for fair and ethical sport in Canada is shared by athletes, coaches, sport organizations, governments and the general public. The CCES assists Canada's amateur sport community to fulfil this responsibility in a way that is effective and publicly accountable.

### **FOR FURTHER MEDIA INFORMATION CONTACT:**

Rosemary Pitfield  
(613) 521-3340 x3236  
[rpitfield@cces.ca](mailto:rpitfield@cces.ca)

# SPONSORSHIP TEMPLATE...

**Name / Contact Details / Brief Personal Bio / Achievements and Goals:**

**Reasons for seeking Sponsorship:**

**Sponsorship Option 1 (usually the highest value sponsorship):**

**Include –**

- **Cost of Sponsorship Investment**
- **Brief Description of sponsorship level**
- **List of benefits to sponsor at this level**

**Sponsorship Option 2 (usually second highest value sponsorship):**

**Include –**

- **Cost of Sponsorship Investment**
- **Brief Description of sponsorship level**
- **List of benefits to sponsor at this level**

**Sponsorship Option 3 (usually the lowest value sponsorship):**

**Include –**

- **Cost of Sponsorship Investment**
- **Brief Description of sponsorship level**
- **List of benefits to sponsor at this level**

**Final Pitch to Sponsor, remember to include –**

- **Why the sponsor should invest in you**
- **What makes you unique**
- **How you can add value to the sponsor**

**Try to keep your sponsorship proposal to one page or a double sided page.**

**Most business people don't have a lot of time & your proposal should be short and sharp.**

**Your proposal needs to be professional and look good. It is the first impression to your potential sponsor and should reflect you.**

**Include photos or a dvd, you need to make an emotional connection to the sponsor and link directly with their values and image**

# SPONSORSHIP TEMPLATE...

**Name / Contact Details / Brief Personal Bio / Achievements and Goals:**

**Reasons for seeking Sponsorship:**

**Sponsorship Option 1 (usually the highest value sponsorship):**

**Sponsorship Option 2 (usually second highest value sponsorship):**

**Sponsorship Option 3 (usually the lowest value sponsorship):**

**Final Pitch to Sponsor, remember to include –**