

SPORT BC × THE SPORT BUREAU

**A NEW CHAPTER
FOR SPORT BC**

MORE THAN A WEBSITE.

Sport BC is the voice and connector for amateur sport across British Columbia — advocating for the sector, supporting member organizations, and championing the athletes, coaches, and volunteers who make sport happen.

The opportunity in front of us is more than a website redesign. It is the chance to build a stronger communications ecosystem — one that strengthens Sport BC's position, improves how it connects with members and partners, and amplifies the story of amateur sport across the province.

Before determining what Sport BC's website should look like, we need to understand what Sport BC needs its communications to accomplish.

CLARITY / CONNECTION / CAPACITY



WE KNOW SPORT.

The Sport Bureau was created specifically because of our experience working inside the amateur sport system. We didn't pivot to sport — we were built from it.

Sport BC doesn't need a digital agency to learn amateur sport. It needs a partner that already understands the system and can bring the right communications, marketing, and digital expertise to it.

OUR EXPERIENCE IN SPORT

PSOs & NSOs	Member organizations	Boards & governance
Athletes & coaches	Volunteers	Funding
Sponsorship	Events	Safe Sport
Advocacy	Limited staff capacity	Competing audiences & priorities



BUILT BY SPORT. BUILT FOR SPORT.

**WE DIDN'T PIVOT TO
SPORT. WE WERE
BUILT FROM IT.**

Experience inside provincial and national sport organizations, brought to Sport
BC's communications.

BC ALPINE
LONG-TERM COMMUNICATIONS PARTNER

SENIOR-LED. SPORT-FOCUSED.



Gordie Bowles

PROJECT LEAD

15+ years in communications, marketing and digital strategy, with extensive leadership experience in provincial and national sport organizations.



Anders Hestdalen

STRATEGIC ADVISOR

CEO of BC Alpine, bringing senior executive experience in sport governance, organizational strategy and operations.

COMBINED SPORT EXPERIENCE

BC ALPINE

FREESTYLE ALBERTA

ALPINE ONTARIO ALPIN

BASEBALL BC

TENNIS BC

CANADIAN SKI HALL OF FAME

SENIOR-LED. SPECIALIST-SUPPORTED.

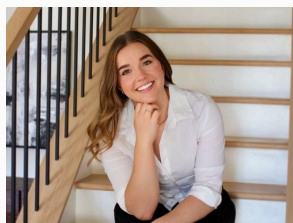
The Sport Bureau builds the team around the work required, rather than forcing every project through a traditional agency structure.



Kat Morgenroth

BRAND & GRAPHIC DESIGN

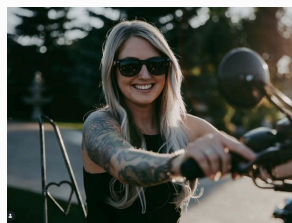
Brand designer with a portfolio spanning sport, lifestyle, and cultural organizations.



Soleil Patterson

COMMUNICATIONS /
CONTENT / SOCIAL

Communications specialist focused on content strategy and social media for mission-driven organizations.



Johanna Poultney

COMMUNICATIONS SYSTEMS

Builds scalable communications workflows and content systems for sport and non-profit teams.



Paul Solovyov

WEB DEVELOPMENT

Full-stack developer specializing in accessible, high-performance web experiences.



Andrew Santos

VIDEO PRODUCTION &
EDITING

Video producer and editor crafting story-driven content for sport campaigns and brand films.

THREE PRINCIPLES. ONE APPROACH.

1

We understand amateur sport

Our experience within the sport system means we understand its audiences, challenges and operating realities.

2

Strategy first, technology second

Communications objectives, audience needs and content priorities guide the website, not the other way around.

3

Build capacity, not dependency

We develop practical tools, systems and processes that Sport BC can confidently manage long after launch.

FIVE PHASES + ONE CONNECTED STRATEGY.

01

Discovery & Strategic Foundation

Establish the communications foundation that guides the project.

- Stakeholder / audience review
- Existing communications & channel audit
- Website / content audit
- Audience priorities & user journeys
- Messaging framework
- Communications objectives
- Content architecture
- Channel roles
- Opportunities & gaps
- Measurement framework

OUTPUT —

A clear strategic communications framework that guides everything that follows.

02

Marketing & Communications Plan

Turn strategic priorities into a practical, sustainable communications plan.

- Annual editorial / content calendar
- Monthly campaign themes
- Member success story pipeline
- Website / news / blog plan
- Newsletter plan
- Social media rhythm
- Event & awards promotion
- Reporting cadence & review process

OUTPUT —

Not simply recommendations — an actionable system Sport BC staff can use.

03

Website Strategy, UX & Content Architecture

Design the website structure around audience needs and communications objectives.

- Information architecture
- Navigation
- User journeys
- Content hierarchy
- Wireframes
- Accessibility considerations
- Calls to action
- Member / resource pathways
- News & storytelling integration
- Mobile experience

OUTPUT —

The website is designed around Sport BC's audiences and communications objectives — not aesthetics first.

04

Design, Development & Content

Bring the approved strategy to life through design, development and content.

- Design
- Development
- Content migration & development
- Integrations
- Accessibility
- Testing
- QA
- Launch

OUTPUT —

Strategy, design, development, and content working as one connected system.

05

Launch, Training & Capacity Building

Launch with confidence and equip Sport BC to manage the website and communications tools independently.

- CMS training
- Communications / content workflows
- Templates
- Editorial tools
- Documentation
- Analytics & reporting
- Post-launch support
- Knowledge transfer

OUTPUT —

Sport BC's team is better equipped to manage its communications after the project than before it.

YOUR PRIORITIES. OUR RESPONSIBILITY.

An experienced team that takes ownership of project delivery while making efficient use of Sport BC's time.

01 ONE LEAD

Gordie oversees the project, coordinating specialists, timelines and deliverables.

02 LESS WORKLOAD

Our team handles research, planning, content and production, minimizing demands on Sport BC staff.

03 CLEAR DECISIONS

Focused check-ins, consolidated feedback and defined approvals keep the project moving.

04 LASTING CAPACITY

Training, templates and documented processes equip staff to manage the completed system independently.



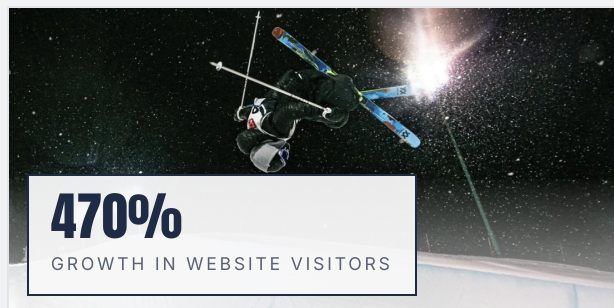
CLARITY / CONNECTION / CAPACITY

A STRONGER VOICE FOR AMATEUR SPORT IN B.C.

Helping Sport BC tell the story, show the impact and connect with members, partners and athletes across the province.

ALPINE ONTARIO ALPIN
WEBSITE REFRESH & COMMUNICATIONS

OUR WORK ACROSS SPORT.



470%

GROWTH IN WEBSITE VISITORS

Freestyle Alberta

Integrated communications, digital strategy and ongoing support.



NATIONAL

MEDIA EXPOSURE + SCREENINGS AT
NAT BAILEY STADIUM

Baseball BC

Creative storytelling, video production and participation campaigns.



640%

GROWTH IN NEWSLETTER
SUBSCRIBERS

BC Alpine

Long-term communications strategy and member engagement.



COMPLETE

COMMUNICATIONS SYSTEM
REBUILD

Alpine Ontario

Website redevelopment and digital communications.



ONGOING

COMMUNICATIONS, CONTENT &
STAKEHOLDER OUTREACH

Canadian Ski Hall of Fame & Museum

Website management, content development, newsletters and stakeholder communications.



MULTI

CHANNEL STRATEGY

Tennis BC

Communications support and digital presence.

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IN THEIR WORDS



**THE SPORT BUREAU PROVIDES
AN EMBEDDED MARKETING
AND COMMS FUNCTION THAT
WOULD BE IMPOSSIBLE FOR
US TO BUILD INTERNALLY.**



Jeremy Cooper

Director of Sport, Freestyle Alberta

**COMMUNICATION WAS TOP-
NOTCH AND THE FINAL
OUTCOME WAS EVEN BETTER
THAN WE IMAGINED. A GREAT
EXPERIENCE ALL AROUND.**



Alpine Ontario Alpin

**THEY TRANSFORMED THE WAY
BC ALPINE COMMUNICATES
WITH MEMBERS, PARTNERS
AND STAKEHOLDERS.**



BC Alpine Ski Association

A CLEAR PATH FROM DISCOVERY TO LAUNCH.

◆ PHASE MILESTONE APPROX. 6 MONTHS · SPORT BC APPROVALS AT EACH PHASE GATE



FROM STRATEGY TO DELIVERY.

01

Discovery and alignment

Agreed priorities, audience needs and measures of success.

02

Marketing and communications plan

A practical strategy, content calendar and tools for consistent delivery.

03

Website strategy and structure

Clear navigation, content priorities and an accessible user experience.

04

Design, development and content

A refreshed website with migrated, refined content and integrated communications tools.

05

Launch, training and capacity building

A tested website, practical training and documentation so staff can manage it confidently.

YOUR QUESTIONS, OUR APPROACH.

Q1 How will you take us from kickoff to launch?

A phased plan connects strategy, website development and content, with clear approvals, testing and training before launch.

Q2 How will the project stay on track?

Gordie leads delivery, supported by our team, biweekly check-ins and a shared production planner tracking progress, budget, timing and risks.

Q3 How will you manage competing priorities?

We prioritize by impact, deadlines and dependencies, making scope or timing tradeoffs clear before proceeding.

Q4 How will you work with a small internal team?

We bring prepared recommendations, consolidate feedback and batch approvals, then provide training and documentation so staff can manage the site and tools independently.

A TRACK RECORD ACROSS AMATEUR SPORT.

BC ALPINE	ALPINE ONTARIO ALPIN	FREESTYLE ALBERTA
TENNIS BC	BASEBALL BC	CANADIAN SKI HALL OF FAME & MUSEUM

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CLOSING

READY TO GET TO WORK.

Gordie Bowles & Anders Hestdalen

The Sport Bureau™

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WEBSITE

thesportbureau.ca ↗

