

Playing for \$\$\$\$\$\$\$

By Geoff Stone

"An advertising buy" is why businesses get involved in Dal Tiger sponsorship, according to Wayne MacDonald, co-ordinator of Dal sport sponsorship.

MacDonald, who works on getting the business community to put money toward Tiger events projects, says sponsorship may reach 50 per cent of the sports budget as a result of university cutbacks.

"It's not 50 per cent now, but five years from now it may be,"

he says.

Because of federal and provincial cutbacks in funding to universities, Dalhousie's budget for the sports department is decreasing.

Some sport programs, like the Dal Tigers women's field hockey, have been cut due to lack of funds.

At present, the University is expanding its involvement with the private sector in order to maintain programs.

"We can't do it without a sponsor," says MacDonald, referring

to the activities Dal sports is able to offer. "The economic base at Dalhousie is shrinking. (Sponsorship) is increasing every year," he says.

There are presently four sponsors who contribute around \$2,000 each and another 30 who contribute under \$1,000 each to the sports programs. Money is spent on banners, free products, special events, and equipment. "Coca Cola has purchased all the timing equipment in the rink and pool," says MacDonald.

MacDonald says they try to spread out the sponsorship equally, so all teams get the same benefits.

Dalhousie hopes to expand its sponsorship both in the Halifax business community and nationally. A new project of selling advertising space in Dalplex is now underway. "We have tried to go at a broader scope," says MacDonald.

MacDonald says Dalhousie tries to avoid sponsorship with cigarette and alcohol companies. The sport department also tries to relate its sponsorship to the development office fundraising, in order for the two to complement each other.

Sponsorship at Dalhousie sports began six years ago with Oland's breweries sponsoring printed material. The first event sponsored was the Air Canada Volleyball Classic.

The program has since expanded to the Volleyball Classic, the Lobsterpot hockey tournament, and other national and regional tournaments.

The Dal sponsorship was the first of its kind in North America.



Dalplex will now have sponsors on the walls.

PHOTO: IAN MARDON

Tiger's Soccer

The Dalhousie men's soccer Tigers came through the weekend with yet another tie — this time with Cape Breton — to extend their record to 0-2-2.

Mark Moffatt scored the lone Tiger goal, while Gerald Aucoin replied for the Capers. The Tigers had led 1-0 at the half.

In women's soccer action, the Tigers suffered two losses, the first coming Saturday at the hands of the Saint Francis Xavier X-Ettes 2-1 and Sunday 6-0 to the

Mount Allison Mounties. The Tigers' record is now 0-1-4.

The men's Tigers play next Tuesday, September 29, at 4 p.m.

when they host the Saint Francis Xavier X-Men. The women Tigers visit St. Mary's at 4 p.m. Wednesday.



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