



2009

Sponsorship Kit

15 Wing Moose Jaw



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15 WING MOOSE JAW COMMUNITY PROGRAMS SPONSORSHIP OPPORTUNITIES

SPONSORING THOSE WHO SERVE

Nothing builds brand association and loyalty like becoming directly involved in military community events and programs. The 15 Wing Personnel Support Programs and Military Family Resource Centre organize and run a number of community and sports programming events and activities to promote the quality of life and well-being of the military community. Our special events and sporting activities represents a great opportunity for your company to connect with the military community and what better way to show your support for military families than through sponsorship!

Whether you are a large or small business, we have a number of cost effective sponsorship packages for you to choose from. Our packages are very affordable and your investment in the military community will not only have a positive affect on military families, it will maximize your corporate position within the military market.

When you “sponsor those who serve” your sponsorship agreement will be for a one year period. Should you wish to negotiate a longer agreement we would be pleased to accommodate you in any way we can.

If you are interested in “*sponsoring those who serve*”, I encourage you to contact me at your earliest opportunity. You can reach me at 694-2276 at anytime.

I look forward to hearing from you soon about one of our exciting sponsorship opportunities.

Yours in serving those who serve,

D.A.J. (Dave) Lyons
Manager
Personnel Support Programs
15 Wing Moose Jaw
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Partners For A Better Community



The 15 Wing Community

Come Join our team by sponsoring those who serve! Your sponsorship investment helps us to enhance and promote the quality of life of military families.



DEMOGRAPHICS — Canadian Forces Community Profile

Percentage of Married members	63%
Average number of children	2.5
Average member income	\$55,000
Average Canadian income	\$35,714
Number of paid vacation days	20-25 days/year

DEMOGRAPHICS — 15 Wing Community Profile

Regular Force	437
Reserve Forces	40
DND civilian employees	31
Average number of children	2.5



SPONSORING THOSE WHO SERVE!

SPONSORSHIP OVERVIEW

By “*Sponsoring those who Serve*” you will be contributing to the quality of life and well-being of the military community. There are only a small number of sponsorship opportunities available on a first come, first serve basis, which will no doubt enhance your organization’s image, increase your visibility, and expand your customer base within the military market. We expect that these opportunities will not last long, so you will need to act quickly to take advantage of our unique sponsorship program.

The key components of our sponsorship program include support to Special Events, Youth Programs, and high profile Canadian Forces Regional Sports events.

Special Events

The PSP and MFRC organize and host a large variety of military family events each year. We rely on sponsorship to enhance the delivery of these programs which also serve as an invaluable resource in the promotion of their quality of life. Our events bring military families together:



- ◆ Family Day and Open House - This event is held in August of each year and includes a carnival theme, access to community services organizations, clowns, kids games and much, much more.
- ◆ Kids Christmas Party - Children of military families face unique challenges that most kids do not . This event not only celebrates peace and joy, it also brings children from military families together in a fun filled, safe setting where they can make new friends and celebrate family.
- ◆ Volunteer Appreciation and Sports Award Banquet - The PSP and MFRC also rely on a number of volunteers to succeed in their mission. This event celebrates and recognizes the efforts and contributions of both adults and youth. As well, our athletes play an important role in the greater community. Their contributions and success are also recognized.

Youth Programs

- ◆ Summer Active Program - A specially designed program to keep kids active, this program offers a number of fun-filled activities throughout the summer for kids aged 5 to 17 years old. Some of the activities include field trips, fitness classes and sporting activities, canoeing and kayaking, scuba diving and snorkeling and much more.
- ◆ Youth and Teen Adventure Leadership Program - Our youth leadership program challenges kids from military families by exposing them to one of two military style adventure training camps. The program focuses on developing social skills, physical endurance, and learning how to have fun responsibly.



CF Prairie Region Sports Program

The Canadian Forces conducts a highly competitive sports program whereby military sports teams and individual athletes compete to be the best in Canada. Sports Championship venues are conducted across Canada, including 15 Wing Moose Jaw. We host up to two sports region events each year some of which have included hockey, soccer, volleyball, basketball, squash and badminton. 15 Wing has a reputation for excellence as many of our teams and individuals have gone on to win national and international championships.





SPONSORING THOSE WHO SERVE!

All our programs and events are hosted jointly by the Personnel Support Programs, and the Military Family Services organizations using 15 Wing Facilities — Messes, Community Centre, Arena and outdoor sports fields. There are numerous community events and activities throughout the year where your sponsorship will serve to promote the quality of life of military personnel and their families. What better way to show your support for the military community than through ***“sponsoring those who serve.”***

MARKETING OPPORTUNITY HIGHLIGHTS

- ◆ Your sponsorship investment will provide your organization with a full years of unique sponsor ad benefits!
- ◆ Your company's logo is associated with all events for the entire year.
- ◆ Gold and Silver sponsors have an opportunity to place an on-site Banner in high visibility areas. (Sponsor provided)
- ◆ Websites—Event information is posted on the 15 Wing website, the MFRC website and the PSP website. Your logo and sponsor information will also be posted along side any material that we post on these sites for all events.
- ◆ Sponsoring those who Serve Sponsor Board. Depending on the package you choose, you will be provided with a complimentary 11' x 17' space on one of our 2 sponsorship boards to promote your business free of charge for one year (Community and Fitness Centre Complex and the Red Knight Arena).
- ◆ Advertising Space. All sponsors will also be provided with complimentary advertising space in our Program Guide and 15 Wing Welcome Book. Your business information will also be added to our “sponsoring those who Serve” directory.
- ◆ Arena Board and Score Clock Ad Space. Gold and Silver Sponsors will be provided with complimentary advertising space on one of six arena advertising boards or our arena score clock for a period of one year.
- ◆ Event Tickets. Depending on the sponsorship level you choose, your organization will be provided with free tickets to two of our most highly sought after events - the 15 Wing Volunteer Appreciation and Sports Awards Banquet and Canadian Forces Prairie Region Sports Championships.





SPONSORSHIP CATEGORIES!

Gold Sponsor - \$1,000 Cash or Value in Kind Investment (2 sponsors only)

- ◆ Logo on all event and program poster material (12 events per year).
- ◆ Complimentary full page colour ad space in the 15 Wing Welcome Book. **Sponsor's are required to provide a jpeg image of their logo.**
- ◆ One complimentary full page colour ad space in the Program Guide. The sponsor will be allocated one page for each of the 4 publications (spring, summer, Fall and Winter Program Guides) **Sponsor's are required to provide their own advertisement.**
- ◆ One complimentary ad space on the PSP/MFRC sponsoring those who serve board consisting of 11" x 17" for a period of one year. **Sponsor's are required to provide their own advertisement.**
- ◆ Sponsor Banner displayed in high traffic areas during all events. **Sponsor required to provide banner.**
- ◆ One complimentary Arena Board **OR** Score clock ad space for a period of one year. Full colour ad permitted. **Sponsor required to provide ad.**
- ◆ Logo placed on invitations to special events (Volunteer Appreciation & sports Awards Banquet)
- ◆ Event Tickets—Sponsors provided with two (2) complimentary tickets to the Volunteer Appreciation banquet and to Canadian Forces Regional Sports Championship events. Tickets include preferred seating, and complimentary meal and beverages.

Silver Sponsor - \$750 Cash or Value in Kind Investment (4 sponsors only)

- ◆ Logo on all event and program poster material (12 events per year).
- ◆ Complimentary 1/2 page colour ad space in the 15 Wing Welcome Book. **Sponsor's are required to provide a jpeg image of their logo.**
- ◆ One Complimentary 1/2 page colour ad space in the Program Guide. The sponsor will be allocated one page for each of the 4 publications (spring, summer, Fall and Winter Program Guides) **Sponsor's are required to provide their own advertisement.**
- ◆ One complimentary ad space on the PSP/MFRC sponsoring those who serve board consisting of 11" x 17" for a period of one year. **Sponsor's are required to provide their own advertisement.**
- ◆ Sponsor Banner displayed in high traffic areas during all events. **Sponsor required to provide banner.**
- ◆ One complimentary Arena Board **OR** Score clock ad space for a period of one year. Full colour ad permitted. **Sponsor required to provide ad.**
- ◆ Logo placed on invitations to special events (Volunteer Appreciation & sports Awards Banquet)
- ◆ Event Tickets—Sponsors provided with one (1) complimentary tickets to the Volunteer Appreciation banquet and to Canadian Forces Regional Sports Championship events. Tickets include preferred seating, and complimentary meal and beverages.



SPONSORSHIP CATEGORIES!

Bronze Sponsor - \$500 Cash or Value in Kind Investment (10 sponsors only)

- ◆ Logo on all event and program poster material (12 events per year).
- ◆ Complimentary 1/4 page colour ad space in the 15 Wing Welcome Book. **Sponsor's are required to provide a jpeg image of their logo.**
- ◆ One complimentary 1/4 page colour ad space in the Program Guide. The sponsor will be allocated one page for each of the 4 publications (spring, summer, Fall and Winter Program Guides) **Sponsor's are required to provide their own advertisement.**
- ◆ One complimentary ad space on the PSP/MFRC sponsoring those who serve board consisting of 11" x 17" for a period of one year. **Sponsor's are required to provide their own advertisement.**



Family Day & Open House Event



Summer Active Program - Youth/Teens

Donation - \$100 Cash investment (no limit)

- ◆ Logo on all event and program poster material (12 events per year).
- ◆ Complimentary business card size colour ad space in the 15 Wing Welcome Book. **Sponsor's are required to provide a jpeg image of their logo.**
- ◆ One complimentary business card size colour ad space in the Program Guide. The sponsor will be allocated one page for each of the 4 publications (spring, summer, Fall and Winter Program Guides) **Sponsor's are required to provide their own advertisement.**



SPONSORING THOSE WHO SERVE!

Allocation of Funds

The funds raised through your sponsorship / donations are invested into PSP and MFRC military community programs to increase the number and quality of activities for Canadian Forces Personnel and families and most importantly to promote their quality of life in these very challenging times.

Our sponsorship program is an excellent opportunity for local businesses to connect to the military community. Sponsorship investments outlined in this package can be customized to meet your specific needs. For more information please contact Mr. Dave Lyons, Personnel Support Programs Manager at 694-2276.

Yours in ***Serving those who Serve,***

D.A.J. (Dave) Lyons
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 Personnel Support Programs
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