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# Easter Seals™ Saskatchewan



## **SPONSORSHIP OPPORTUNITIES**

*Building Partnerships, Changing Lives*

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**SASKATOON** *Innovation Place*  
**May 12, 2012**



**YOU CAN MAKE A  
DIFFERENCE...  
With Your Support!**



**You are invited to make a difference for Saskatchewan's children with disabilities.**

The **Easter Seals™ Saskatchewan Walk & Roll** is an Easter Seals™ Saskatchewan event that will be hosted in Saskatoon on May 12, 2012.

The Easter Seals™ Walk & Roll attracts individuals of all ages and athletic ability who share the same goal - **to make a difference in the lives of children with disabilities in our province.** The funds raised from this event support Easter Seals™ Saskatchewan programs.

## *What is the Easter Seals™ Walk & Roll?*

The Easter Seals™ Walk & Roll challenges individuals, families and teams to raise funds to run, walk, or wheel around a course in support of children living with disabilities in Saskatchewan. Individuals are encouraged to raise \$250.00 to send a child to camp for one day and teams are encouraged to raise \$1,500.00 to send a child to camp for a week. Individuals and teams are encouraged to send as many children to camp as possible.

The Easter Seals™ Walk & Roll consists of three distinct routes for participants to choose from - 1.5 kms, 4.5 kms and a 8.5 km route especially for runners. There will be children's activities and a delicious BBQ to wrap up the event. There is something for everyone!

The Easter Seals™ Walk & Roll is a great opportunity for participants to celebrate Camp Easter Seal. This event is a chance for campers, counsellors, sponsors, and supporters, both past and present, to celebrate Camp as well as their significance to Camp Easter Seal.



## *Objectives*

- To raise funds in support of the Easter Seals™ Saskatchewan programs.
- To deliver effective communications which promote awareness of Easter Seals™ and the benefit of its programs to children with disabilities.
- To encourage team building and foster a spirit of well-being, camaraderie, and fun.
- To give organizations an opportunity to make a contribution to the community while creating a significant amount of corporate goodwill.
- To create a marketing opportunity for our event partners.

# Easter Seals™ Saskatchewan Programs

Easter Seals™ Saskatchewan works to ensure that no child with a disability is left behind. Every year hundreds of Saskatchewan children and their families benefit from Easter Seals™ programs offered and operated by the Saskatchewan Abilities Council.

**CAMP EASTER SEAL:** Camp Easter Seal is a completely wheelchair accessible facility at Manitou Beach near Watrous. With barriers removed, a true camping experience is created for kids with disabilities. Many campers go horseback riding, canoeing, or swimming for the first time at Camp Easter Seal. **Through corporate and public donations and the time and effort of countless volunteers, we are able to fully subsidize the children's camps, allowing children to attend free of charge.**

**SUMMER FUN:** Summer Fun is a specialized day camp program for children, youth and young adults with disabilities. The program enables participants to fully engage in a variety of recreational activities that help to develop skills, increase independence, and socialize with their peers. It is offered at our branches in Regina, Saskatoon, Swift Current, and Yorkton.

**ADAPTIVE TECHNOLOGY SERVICES:** This program offers assistive technology, adaptive computers, and other specialized electronic tools to help children with disabilities participate more effectively and independently within their environment. A device to communicate with family and friends, electronic controls, and computer software packages are examples of the specialized equipment available through this program.

## Send a kid to Camp!



## What we can offer you...

Through your partnership with the Saskatchewan Abilities Council and Easter Seals™ Saskatchewan, we will offer an array of brand-building benefits and opportunities for your company to increase its community profile. The Easter Seals™ Walk & Roll is an exceptional vehicle for corporate publicity and promotion.

- Align your company with a nationally recognizable charitable organization
- Build corporate morale, self-image, and competitiveness within your niche market
- Opportunity to be involved/consulted in regards to the integration of your company into event content
- Information booths to promote your products/services at the event
- Volunteer opportunities

# Easter Seals™ Saskatchewan

## Sponsorship Opportunities



| Sponsor Status<br>Sponsorship Level                            | Platinum           | Gold             | Silver          | Bronze        |
|--|--------------------|------------------|-----------------|---------------|
| <b>Cash, in-kind, or combination</b>                           | \$5,000            | \$2,500          | \$1,500         | Up to \$1,500 |
| The right to use the Walk & Roll logo in corporate advertising | ✓                  | ✓                |                 |               |
| <b>Name or Logo Placement - Promotional Materials</b>          |                    |                  |                 |               |
| • Walk & Roll website  | Logo with Web Link | Logo Only        |                 |               |
| • Event Posters (250)  | Primary            | Secondary        |                 |               |
| • Event Brochures (1000)                                       | Primary            | Secondary        |                 |               |
| • Participant T-shirts   | Primary            | Secondary        |                 |               |
| • E-newsletters  | Primary            | Secondary        |                 |               |
| • Pre-Event Print Advertisements                               | Primary            | Secondary        |                 |               |
| • Thank You Advertisement in local newspaper (1/4 page)        | Primary            | Secondary        | Name            | Name          |
| <b>Name or Logo Placement - Event Signage</b>                  |                    |                  |                 |               |
| • Venue Signage  | Primary            | Secondary        | Secondary       | Tertiary      |
| • Start/Finish Line Signage (produced by Walk & Roll office)   | Primary            | Secondary        |                 |               |
| • Sponsor Thank You Boards (produced by Walk & Roll office)    | Logo               | Logo             | Name            | Name          |
| <b>On-site Promotion</b>                                       |                    |                  |                 |               |
| • Opportunity for on-site display, sampling and/or coupon      | All                | Display & Coupon | Sampling/Coupon |               |
| • Opportunity to volunteer and/or wear corporate attire        | ✓                  | ✓                | ✓               | ✓             |
| • Corporate mascot and/or on-site vehicle                      | ✓                  | ✓                |                 |               |
| • PA System Announcements                                      | Minimum 10         | Minimum 5        | Minimum 2       | Minimum 1     |

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**BE A WALK & ROLL STAR FOR  
 EASTER SEALS™ SASKATCHEWAN!**