



# **KidSport Calgary & Area 2018 Corporate Partnership Opportunities**

***Healthy kids = Happy kids; Happy kids = Healthy Community***

# Mission and Community Impact

## Mission

KidSport Calgary believes that no kid should be left on the sidelines and all should be given the opportunity to experience the positive benefits of organized sports. KidSport provides support to families in order to remove financial barriers that prevent some kids from playing organized sport.

We do this by:

- Raising funds to provide sport opportunities for kids facing financial barriers.
- Promoting the KidSport mission to other community agencies with a view to creating strategic alliances to support sport participation and physical activity opportunities for kids.
- Advocating the importance of all kids having access to sport programs and advocating the value and benefit of kids playing sport in the pursuit of lifelong health and wellness.

## Impact Kids & the Community

We believe that through participation in organized sport activities, amongst many others, kids learn the values of:

- Co-operation
- Team play and friendship
- Commitment to goals
- Respect
- Healthy competition
- Self-esteem
- Personal health benefits

In 2017, KidSport Calgary will fund the registration fees of **over 4,500** children and enable another **9,000** children to participate in sports through various other KidSport activities. In 2018, KidSport Calgary will see a demand from over 4,600 qualified kids and influence another 10,000 kids to become involved in adopting a healthy, active lifestyle.

# Join our team in 2018!

*Together we will get more local kids off the sidelines and into the game.*

We are looking for some like minded corporations to partner up and join us in making 2018 our biggest and best year ever. We want to celebrate these partnerships across our amazing list of cornerstone properties, giving our partners the opportunity to fly their brand alongside KidSport Calgary as we work together to make sport a reality for thousands of deserving local kids.

These partnerships are focused on providing great brand exposure, client hosting opportunities, employee recognition opportunities, team building and community investment directed specifically at Calgary and Area youth. As well as raising combined \$200,000+ for KidSport Calgary!

# 2018 Partnership Opportunities

## Partnership success

- Include your brand within KidSport Calgary & Area's largest fundraising events and properties
- Get your brand in front of over 1600 local business leaders and KidSport supporters
- Host clients, employees and partners showcasing your investment in local kids through sport
- Know you are making a difference in thousands of local kids lives through your investment in them and their families through KidSport
- Become part of the KidSport Calgary & Area family as we continue to grow and meet the demand we see in our community

# 2018 Partnership Opportunities

## Partnership Assets

- Event tickets
- Exclusive access to KidSport Calgary events
- Website and social media recognition
- Golf foursomes
- Employee engagement through event volunteer opportunities
- Event sponsorship rights
- Ability to customize the package based on your interests

# The What's what of our 2018 Events

**3<sup>rd</sup> Annual Brian Burke's Targets for Kids – June** – A one of a kind event. Teams of 4, enjoy an afternoon of trap shooting with some of Calgary's greatest sport celebrities – over 150 people participate in this very unique and impactful event for KidSport Calgary

**Big Hearted Cowboys – June** – a pre-stampede, cocktail reception, fundraiser that has been giving back to the Calgary community for 22 year. KidSport Calgary is very excited to be a charity partner again in 2018 – over 400 people are involved in making this event a huge success.

**PepsiCo Foundation (July), Longball Open (TBD) and TransCanada Turbines (TBD) Golf Tournaments** – All amazing golf tournaments supporting KidSport Calgary, great for client hosting, employee recognition and incentives. Hole sponsorships, foursomes and product donations are all a big part of these events.

**1<sup>st</sup> Friday VIP Stampede Party – July 6** – Yeehaw! Join us as we celebrate the kick off of the Stampede at Cowboys with an amazing group of supporters and friends. Make this your companies Annual Stampede party – without any of the work!

# The What's what of our 2018 Events

16<sup>th</sup> Annual Eric Francis Pizza Pigout – October – Carb-loading for a cause. 50+ local pizzerias donate their best pizza, as over 600 ticket holders, guests and celebs rub elbows and chow down. Great branding and client hosting opportunities

ICONIC Electric and Controls Turkey Bowl – Nov 22 – 3 NFL Games, great food, interactive games, golf simulator, raffle, auction and more. Great for client hosting and brand affiliation with a great local charity. Over 250 guests in attendance

## Other Available Assets

- YYC Charity Hot Stove – hosted by Eric Francis
- Alberta Hockey Show – 3<sup>rd</sup> Annual in support of KidSport Calgary
- Calgary Corporate Challenge – Human Bonspiel
- Long-term investment – contribute a portion to the KidSport Calgary sustainability fund
- Product placement and give away opportunities to event attendees and supporters

*\* If these options interest you we will customize a package within your budget and areas of interest. 2017 Packages ranged from \$5,000 - \$25,000*

# Why KidSport Calgary?

## A Growing Impact on the Community

KidSport Calgary can proudly say that over the past 22 years, the Charity *has distributed over \$9 million and has supported over 40,000 kids* in more than 50 different types of sporting programs.

The demand for our service continues to grow. There are more families who need our help and we will continue to work hard to ensure under-resourced kids in the communities we service have the opportunity to not only participate in organized sport but to also learn and benefit from all the great things sport provides.

In our twenty (22) years servicing low income families in Calgary area, KidSport has NEVER denied a qualified applicant of support. We will continue this great track record, and that only happens with the amazing support from individual and corporate donors, event partners, volunteers and community partners.

## Breadth of Sports and Activities Funded

KidSport Calgary does not differentiate between sports and funds children in a multitude of different activities. Over the years we have funded children to play over 50 different sports!

While soccer and hockey remain our two most popular sports, KidSport Calgary sponsors children to play/try dance, track and field, cross country running, archery, football, baseball, scuba diving, wrestling, skiing and more. Giving young people the opportunity to choose the sport that carries the most appeal to them allows KidSport Calgary to encourage a greater sense of commitment to the activity which leads to a sense of belonging, and improved self-esteem.



# Staff, Board & Volunteer Commitment



Eric and Sarah Francis receiving a special recognition award at the 2017 Eric Francis Pizza Pigout. 2017 was the 15<sup>th</sup> Anniversary of this event that has raised over \$500,000 in that time. KidSport Calgary is a proud charity partner and is very fortunate to have Eric Francis as an advocate and ambassador.

## Committed To A Great Partnership

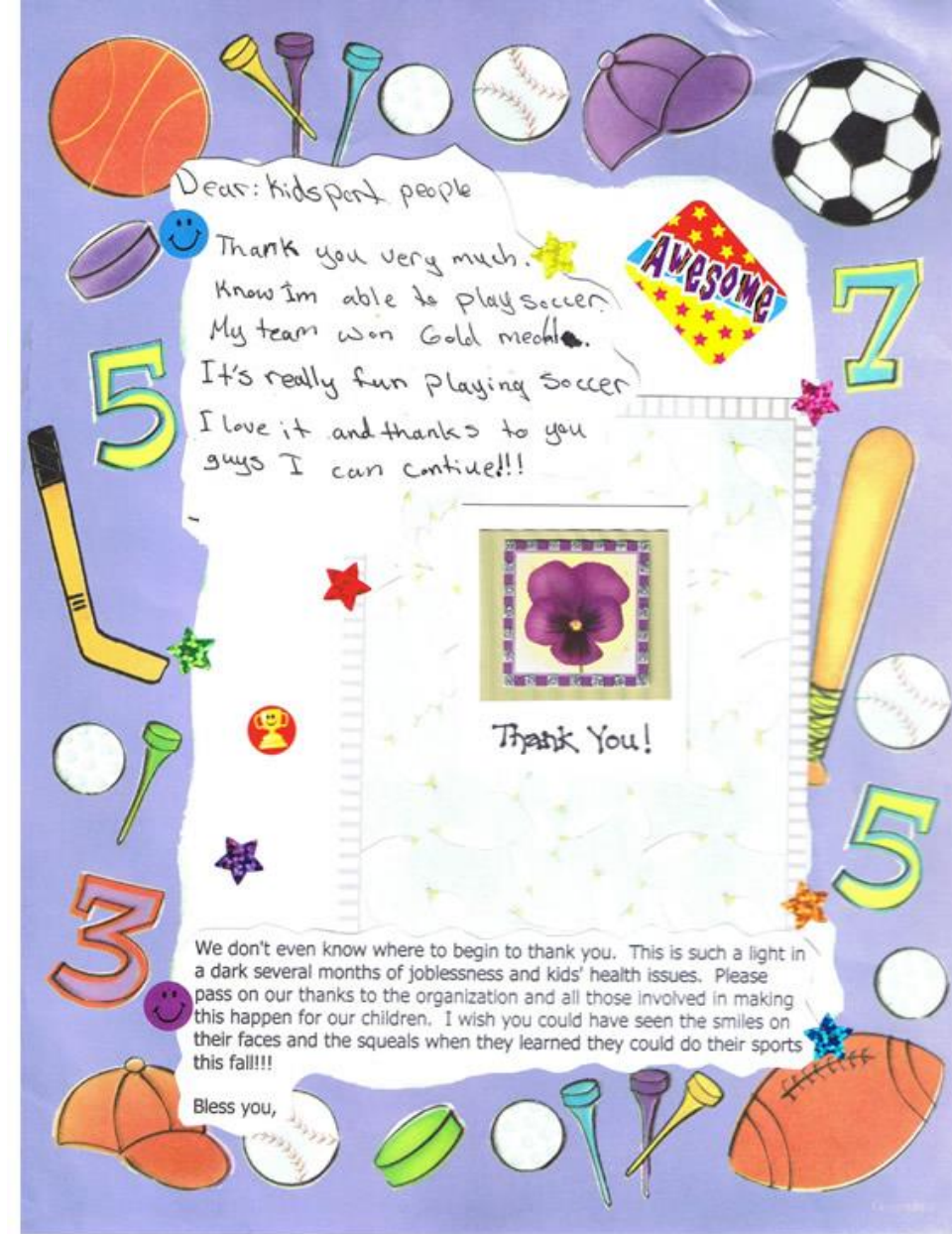
KidSport Calgary has built a strong reputation as a leading charity partner for providing volunteers, marketing, sponsorships, and going above and beyond to ensure that events are a success. KidSport Calgary recognizes the importance of providing whatever resources are required to ensure our partnerships can thrive.

KidSport Calgary will offer the full support of the staff, board of directors and committee members, in addition to our network of volunteers to support and participate in any partnership we are fortunate enough to be a part of.

Our success is built on relationships, we strive to be great partners in all facets of our business and this is a priority that all our staff, board and volunteers live everyday. As the demand for our service grows we are actively seeking new partners and donors to join our team and help us meet this demand in Calgary and Area. We look forward to these new partnerships as we grow our network to get more kids off the sidelines and into the game this year.

# FROM A KIDSPORT PARTICIPANT

*“We don’t even know where to begin to thank you.....I wish you could have seen the smiles on their faces and the squeals when they learned they could do their sports this fall!!!!!!”*



# Contact

Thank you for your interest in partnering  
with KidSport Calgary & Area

Kevin Webster – Executive Director

KidSport Calgary & Area

[kevinw@kidsportcalgary.ca](mailto:kevinw@kidsportcalgary.ca)

403-202-0251 (Office)

403-874-3692 (Cell)

