



Greater Moncton Progress Club

Club Progrès du Grand Moncton



## Sponsor Package 2017

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## **EVENT OVERVIEW**

Produced by the Greater Moncton Progress Club (GMPC), the *Backyard Games (BYG)* is a unique, fun and exciting annual fundraising event in support of local Children's and Youth Charities.

In a competitive fundraising market place full of golf tournaments, curling events and bowl-a-thons, *BYG* is going to be the place to be. This friendly and fully accessible event is open to participants of all fitness and skill levels. Participants will register their team of four contestants at a cost of \$400 per team. Teams will then compete in ten backyard games as they try to make it to the finals. Sure there will be prizes, but most importantly you will win bragging rights as Back Yard Champions! Teams are also encouraged to raise additional funds to support the Club's charities; or they can select a charity of their choice where 60% of every dollar over their initial entry fee will be donated. The GMPC will use the other funds raised to support the numerous children's charities that they work with each year.

BYG will be held on June 17, 2017, from 11 a.m. – 8 p.m. at St. Anselme Park, 505 Melanson Rd., Dieppe. The BYG event site will be action-packed with the back yard decathlon competition zone, side games for spectators, food vendors, entertainment and a beer garden.

In addition to raising much needed funds for local charities, this event is also designed to be a networking and team building event for the participants. Meaningful networking opportunities will be accomplished by having up to 100 companies together in a controlled environment where preliminary rounds of the competition will place corporate entities into the round-robin pools. Teambuilding will be fostered through camaraderie building opportunities both from the pre-event fundraising activities each team undertakes to compete together in the event itself.

Corporate sponsors like your organization are being solicited to provide financial resources to help cover off event logistics, marketing and prizing expenses allowing all funds raised to go directly to the charities. All sponsors and partners will be recognized in the event marketing campaign as outlined in the sponsor category section below.

## **THE GAMES**

Tentative games selected are:

- Washer Toss
- Shuffle Board
- Ladder Ball
- Ring Toss
- Horse Shoes
- Lawn Bowling
- Bucket Pong
- Zappo (Coin Toss)
- Croquet
- Corn Hole (Bean Bag Toss)

## **REGISTRATION**

### **Pricing**

Teams will be asked to contribute \$400 for a team of four.

### **Capacity**

Maximum of 60 teams can register for the event. Once capacity is reached a waiting list will be maintained should any teams drop out. If the event sells out additional team spots may be allocated in the following year.

## **MARKETING PLAN**

### **Target & Value**

Our main demographic target is the corporate community, with a secondary target of the government office community and finally the non-profit sector. We estimate our marketing campaign will have a value of \$10,000 in purchases and in-kind media.

### **Marketing Mediums**

The event will be marketed throughout Southeast New Brunswick, utilizing a variety of mediums including radio, newsprint, internet, social media and informal media (e-blasts, posters and brochures).

### **Sponsorship Opportunities**

The Greater Moncton Progress Club would not be able to meet our charitable obligations and social action mandate without the community's generous support, especially, from the corporate community. For this event we have designed the sponsorship categories listed below. As you can see, our various sponsorship levels include special incentives that will give your company both marketing exposure in our traditional and social media campaigns as well as community goodwill recognition at the event. The recognition outlined in these packages are a suggested starting point; we remain open to customizing your specific recognition exposure to meet your company's unique marketing ideas and goals.

We ask that you please take the time to review these marketing sponsorship opportunities and decide where your company could best benefit from a relationship with the GMPC's Back Yard Games fundraising event. We understand that you are approached by multiple, worthy causes and charities, and we appreciate your time in considering in supporting our event. We look forward to exploring how we can work together to make our community stronger. Should you have any questions, please email our Event Manager Robert Gallant at [info@backyardgames.ca](mailto:info@backyardgames.ca) or call (506) 855-8525.

## Sponsorship Categories

### Presenting Sponsor (one opportunity) - \$5,000

- Corporate brand attached to event name as the presenting sponsor in all forms of promotions (radio, newsprint, social media, website, posters, registration packages and eblasts).
- Dedication of event site to corporate brand (i.e. XYZ inc. Game Zone).
- Company logo to be displayed at the top of on-site event sponsor wall.
- Recognition by the Master of Ceremonies throughout the event announcements.
- Cross-Promotional advertising rights.
- Promotional activation opportunities on the event site to assist in boosting event fundraising amounts using your company logo and/or products as the backdrop (i.e. Carnival booth).
- Opportunity to run customized / pre-recorded commercials over event P.A. system during event.
- Opportunity to provide participant gifts and / or prizing for the event.
- Exclusivity rights as Presenting Sponsor in your business category.
- First right of renewal as Presenter in subsequent years (Six Month Deadline).
- Two free team registrations and 50% discount on up to four additional team registrations.

### Major Event Zone Sponsor - \$2,500

- Secondary group recognition of corporate brand in all forms of promotions (50% of radio, newsprint, social media, website, posters, registration packages and eblasts).
- Dedication of one of site event zones (i.e. the XYZ inc. Food Court):
  - Team Rest Area
  - Food Court
  - Entertainment Stage
  - Beer Garden
  - Public Game Zone
  - Score Board
  - Volunteer Zone
- Company logo to be displayed in second tier level of on-site event sponsor wall.
- Recognition by the Master of Ceremonies throughout the event announcements.
- Cross-Promotional advertising rights.
- Promotional activation opportunities on the event site to assist in boosting event fundraising amounts using your company logo and/or products as the backdrop (i.e. Carnival booth).
- Opportunity to run customized / pre-recorded commercials over event P.A. system during event.
- Opportunity to provide participant gifts and / or prizing for the event.
- One free team registration and 50% discount on up to two additional team registrations.

### **Decathlon Activity Sponsor (10 Opportunities) - \$1,000**

- Tertiary group placement of corporate brand in select forms of promotions (social media, website and eblasts).
- Dedication as sponsor of one of the ten backyard game activity zones.
- Company logo to be displayed on on-site event sponsor wall.
- Cross-Promotional advertising rights.
- Opportunity to run customized / pre-recorded commercials over event P.A. system during event.
- Recognition by the Master of Ceremonies throughout the event announcements.
- Opportunity to provide participant gifts and / or prizing for the event.
- One free team registration.

### **Friend of Progress Sponsor - \$500**

- Placement of corporate brand in select forms of promotions (social media and website).
- Cross-Promotional advertising rights.
- Company logo to be displayed on on-site event sponsor wall.
- Recognition by the Master of Ceremonies throughout the event announcements.
- Opportunity to provide participant gifts and / or prizing for the event.
- 50% discount on one team registration.

## Who is the Greater Moncton Progress Club?



Our Service Club organization is a registered, not-for-profit corporation that has been in operation in Greater Moncton since 2001, and nationally since 1922. Our Club mission, *through the eyes of a child we serve to build a stronger community*, is more than just another tagline, it is our guiding principle. We don't just raise and distribute funds; we often get involved hands-on and invest sweat equity with our charity partners. Whether it is through our charitable donations, helping a family going through a crisis situation, or painting a fence at a local charity, we are driven to help children do what's important for them: grow up healthy, have fun and live life to the fullest.

The common thread between all the causes we support is that they are all children and youth-focused. We are currently strategically-aligned with the following charities and causes: Camp Livingston, Sistema NB, Pro-Kids / MyWrap, Atlantic Wellness Centre, Special Olympics, Moncton Hospital Pediatric Unit, Centre hospitalier universitaire Dr-Georges-L.-Dumont Pediatric Unit, Jon Bassett Memorial Scholarship, as well as children and families in crisis through our Ways & Means Committee.

In our support for children and families we take a unique approach from other important organizations in the community. For example, rather than buy medical equipment for our hospitals, we focus on the small things that often get overlooked, like toys, games and family room furnishings that make a difficult time more bearable for the sick children and their families. We keep many Christmas trees for needy families from being bare on Christmas morning by sending out food, stockings and presents. We buy renovation materials and provide the labour to help some of our local charities keep from falling apart.

