



Team Registration Package 2024

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What are the Back Yard Games?

The *Backyard Games (BYG)* is a unique and fun annual fundraising event in support of the important services provided by People for Animal Wellbeing (PAW) in the Greater Moncton Area. In a competitive fundraising marketplace full of golf tournaments, curling events and bowl-a-thons, *BYG* will be the place to be. This friendly and fully accessible event is open to participants of all fitness and skill levels. Registered teams of four will compete in a series of backyard games as they strive to be crowned the Backyard Champions.



Teams are encouraged to raise additional funds to support the charity.

BYG will be held on **June 7, 2024**, at St. Anselme Park, 505 Melanson Rd., Dieppe. The BYG event site will be action-packed with the back yard games competition zone, side games for spectators, food vendors, and a beer garden. The BYG will be split into two sessions. From Noon – 4:00 p.m. the first session will be for our corporate team challenge and then from 6:00 p.m. – 9:00 p.m. the second session will be for friends and family groups from the general community.

In addition to raising much needed funds for PAW, the corporate side of 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 48 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 from both the competition day and any pre-event fundraising activities their team undertakes together. The friends and family session is open to 48 groups who like to have fun and support the great work that PAW provides our community. If you don't have a team of four we can help find you teammates.

THE GAMES

We have selected several fun and exciting games that anyone can play, including the following:

- Washer Toss
- Shuffleboard
- Ladder Ball
- Ring Toss
- Horseshoes
- Bucket Pong
- Corn Hole
- Baci Ball

An Introduction to *People for Animal Wellbeing (PAW)*



PAW (formerly the Greater Moncton SPCA) is one of Atlantic Canada's largest non-profit animal rescue shelters, taking in over a thousand animals a year. PAW is committed to encouraging and delivering a positive impact on animal care by continuously improving high-quality services, resources, education, and community programs. PAW seeks to represent the interests and the wellbeing of all animals in the community by educating and delivering resources that standardize compassion, animal care, sustainability, leadership and integrity.

PAW has been serving the community since 1955 providing a wide variety of important [community services](#) such as; Animal Control, Roxy's Pet Pantry, Dog Licences, PAW Pals Academy, Foster Program, Barn Buddies, Cat Traps, Cremations, Pet Safe Keeping and Healthy Moms - Healthy Litters. In addition to the tireless work of their small, dedicated staff, PAW's generous volunteers provide the organization with upwards of 300 hours of hands-on support each month to help offer these important services.

Over the past year PAW has seen a huge increase in the use of their community services with requests doubling since 2022. In 2023 PAW sheltered over 1,500 animals and successfully placed over 1,200 pets into forever homes with loving families. Fundraising is a critical part of how PAW can continue their important charitable work to protect animals in our community.

Revenues and awareness from fundraising events like the *Back Yard Games* goes a long way to help build sustainability into their daily operations. PAW's success and achievements are a direct reflection of our community. Your financial support is so important, now more than ever.

Registration Details

You will find the registration form with the details you will need to officially enter your team on the [Registration Page](#) of our website (www.backyardgames.ca).

Registration Cost & Fundraising

Corporate Teams: **\$500**

Friends & Family Teams: **\$400**

In addition to the base registration fee, teams are encouraged to raise additional funds in order to help us meet our event fundraising goals. Below we have listed some fun incentives for teams that hit certain milestones in their fundraising. On the following pages we have also provided some tools and ideas to help you with your fundraising goals. Our event team is also happy to speak with your team about fundraising ideas and how to best roll them out.

Using the following [link](#) your supporters can select your team from the list and apply their donation directly to your team and receive a charity tax receipt for any donations **\$25** or over.

Fundraising Incentive Levels

Teams can earn some great reward incentives based on hitting the fundraising targets listed below.

1. \$500 over registration fee: Free food vouchers for on-site food service.
2. \$750 over registration fee: Get free food & 1 round of beverages for team
3. \$1,000 over registration fee: Get free food & 2 rounds of beverages for team
4. Top Fundraiser – Team: Prizing TBD
5. Top Fundraiser – Individual: Prizing TBD

Team Composition

1. Four players per team.
2. Each team must appoint a Team Captain and if desired a Fundraising Coordinator (position descriptions below). This can be the same person, but strongly suggested that you share the load if you are planning on doing any fundraising activities.
3. Player substitutions can be made up until the games officially begin.
4. As this is a licensed event, team members must be 19 years of age or over.

Team Leader Roles

Team Captain:

1. Responsible to coordinate team recruitment and motivation.
2. The captain will be the main communication contact with the event office on behalf of all their teammates.
3. Submit completed registration form.
4. Attend (or delegate a team representative) any required information meetings (including the team check in meeting).
5. To give and receive information on fundraising updates, challenges, game assignments etc.
6. Assist in coordinating group fundraising efforts.

Fundraising Coordinator:

1. Encourages team members to raise pledge money and keep their pledge sheets up-to-date.
2. Providing the event office with team and individual fundraising updates via the fundraising record sheets.
3. Passes on group fundraising ideas from the event office.
4. Attend (or delegate a team representative) any required information meetings (including the team check in meeting).
5. Collects all pledges raised by each team member prior to the event.
6. Remits all pledges raised to the event office prior to the event start.

Fundraising Tips & Ideas

Asking people for donations can be difficult if you aren't prepared. Following are some basic ideas which will help you be more confident in making your fundraising asks. If you are struggling please reach out to your Fundraising Coordinator for help and encouragement. If you are not sure where to start then ask some close friends and colleagues first, allowing you to work on your technique (ask them close to pay day). Below you will find an email template you can use to help with your email asks, and also individual pledge sheets and group fundraising tracking sheets.

Individual Fundraising Requests:

1. Personalize your request

Mass emails and Facebook posts for support only go so far. You will see a significant increase in your support requests if you send them a personal email or Facebook request. This means a little more time on your part, but the personal touch is proven to yield much larger results since it is much harder to say "Oh, I didn't see your post / email". If you receive an email directed just at you, you are much more likely to reply. Ask them for a specific amount you think they can afford.

Personal asks work. They are more effective every time.

2. Tell me a story

There are hundreds of charities with great causes asking for people's money. People are more likely to give to yours if they understand why it is near and dear to your heart. Give them clear concise points about the charities. Never apologize for asking them, this isn't for you it is for a community charity. If you tell the story of why you are asking, they will respect you even if they don't give.

People give to people, rarely to causes.

3. Reminders

We all get a hundred emails a day, a few dozen Facebook, Twitter and LinkedIn messages. If your contact didn't get back to you, they may have simply missed or forgot your message. SEND A REMINDER OR CALL. Unless they have already said NO to you, then reach out to them by phone to see if they had a chance to look over what you sent them and ask for their commitment.

You never want to hear, "I feel so bad, I wanted to give but forgot about it"

4. Appreciation & Event Recap

"Thank You", these two simple words can go a long way to getting a sponsor back for next year. It makes next year so much easier when you can spend more time finding new sponsors, because your past ones didn't go anywhere. A Thank You doesn't need to be anything elaborate, even a quick (personalized, not mass "Thanks everyone") email will work. In the same message give them a quick update on how the event went, including details like: did you meet your goal, how was the event experience and how your team did.

Think of this like a business relationship. Your sponsors are your customers, so take care of them.

Sponsorship Support Email Request Template

Subject Line: **Support my Team at the Backyard Games PAW Fundraiser**

Email Body:

Dear **John**,

I've registered to participate in the People for Animal Wellbeing's (PAW) Back Yard Games charity fundraiser on June 7, 2024. Our team will be competing in a bunch of fun back yard games and raising much needed funds to support their charity programs. In addition to our registration fee our team is also raising extra funds to support PAW, and I am asking for your commitment to help them support the hundreds of animals they care for each year.

How can you help?

I'm asking for your support to help my team reach our minimum pledge target of **\$1,000**, but we have set our ideal team goal at **\$2,500**. I hope you can help us reach this goal and help out this great community charity by making a pledge of \$25, \$50, \$100 or more dollars. Charitable tax receipt available upon request.

Let me know what pledge level you are comfortable with and I'll follow up with you soon to arrange for payment. All pledge payments must be submitted by at least two weeks before the event, but if you can get it to me sooner it would be appreciated to minimize last minute running around. You can make a pledge payment online at **backyardgames.ca** (be sure to assign your donation to my team called XYZ Corp from the drop down menu), or you can send me an interac e-transfer to **example@example.ca**, by cash, or by a cheque made out to People for Animal Wellbeing.

Thank you so much in advance for your consideration in supporting this great initiative. Your financial pledge would mean a lot to us. You are also welcome to be our guest on event day and cheer us on down at St. Anselme Park located at 505 Melanson Rd. in Dieppe.

To find out more about the event or register your own team just go to www.backyardgames.ca or call 506-855-8525 for all the details.

Team Fundraising Activities:

Want to take some of the pressure off your teams individual fundraising efforts? Try holding a few team fundraisers in the weeks leading up to the event. In addition to money you raise you will also help raise awareness for the event and PAW.

Not sure what to do? Here are some tried and true ideas listed below. If you come up with some new ideas, feel free to share them with us to pass on to other teams.

All fundraising activities must be registered and approved by the event manager to ensure compliance with brand name usage (generally covered by a simple phone call). We will provide you with marketing tools and logistical support for your event whenever possible.

1. Challenge Your Team Practice Event

Have your co-workers, family or friends pay a fee to challenge you in your own personal back yard competition to give you some practice while raising funds.

2. Prize Raffle (e.g. prize basket, gift certificates, movie tickets)

3. BBQ

4. Yard Sale

5. Car Wash

6. Bake Sale

7. 50/50

8. Auction

9. Office Casual Day Fund

10. Office Coffee Fund

11. Office Swear Jar

12. Poker Night

13. Spaghetti Supper

14. Karaoke Party

15. Trivia Night

16. Wine Tasting

Game Day Details – June 7, 2024

Time Line

- 11:00 a.m. Registration Office opens for Corporate Team Check-in (Team Captain and the Pledge Coordinator).
- 11:45 a.m. Opening Ceremonies
- 12:00 p.m. Shotgun Start
- 3:30 p.m. Tie Breakers (if needed)
- 3:45 p.m. Closing Ceremonies & Awards Celebration
- 4:00 – 5:00 p.m. Reset for Friends & Family Session**
- 5:00 p.m. Registration Office opens for Friends & Family Team Check-in (Team Captain and the Pledge Coordinator).
- 5:45 p.m. Opening Ceremonies
- 6:00 p.m. Shotgun Start
- 8:30 p.m. Tie Breakers (if needed)
- 8:45 p.m. Closing Ceremonies & Awards Celebration

Game Zone

The game zone will be laid out to accommodate the backyard game zones. Teams will be assigned their game schedule and time slots when they check in at the registration area. [Site Map](#)

Team Attire

Dress as plain or crazy as you like to represent your team. Team coordination is fun for some and some like to make fun of coordinated teams, so wear what you like but please at least wear pants.

Opening and Closing Ceremonies

We couldn't hold a sporting event of this size and importance without showcasing and recognizing our lineup of teams to kick off the day. At the end of the day we will thank you all, celebrate our winners, and announce our charity fundraising totals.

Spectators

Friends, family and well-wishers are welcome to come down and cheer on your team. They will be able to watch the games, enjoy the beer garden and even make a small donation and try their own hand at a few of the back yard games we will have set up just for them. As it is a licensed event, spectators must also be at least 19.

Food and Drink

The site will be a fully licensed facility with beer garden and food vending on site. You will be able to bring in your own food and non-alcoholic beverages which security will check at the gate. The only alcohol allowed on site will be available at the event beer garden(s).

Prizing

Bonus Prizes

Winners of qualification games will have the opportunity to win prizes from our sponsors and / or bonus points for their team.

Spirit Prizes

1. Best Dressed Team: Based on creativity & team theme tie in
2. Best Spirit – Individual: Person seen exhibiting the most spirit and sportsmanship
3. Best Spirit – Team: Team exhibiting the most spirit and sportsmanship

General Rules

1. Specific games rules will be posted at www.backyardgames.ca
2. Teams will be required to assign and submit their players for their designated games and time slots. Each team member must play in a minimum of two qualification games and one final game.
3. Player substitutions can be made up until the games officially begin. After the competition has started, if anyone drops out your team must compete shorthanded.
4. If anyone drops off your team during the competition, you may make substitutions from within your existing team roster for games in order to avoid forfeiting.

How does my Company become a Sponsor?

If you think your company or someone you know would be interested in discussing sponsorship opportunities with this unique community event, please contact the event office at 855-8525, write to info@backyardgames.ca or [click here](#) for more information. We have a sponsorship package designed to answer most of your questions regarding marketing recognition and on-site activation opportunities and our team would be happy to sit down with you to discuss the best option for your company.



Liability Waiver Form

Release of and Indemnity Agreement

Release of Liability and Indemnity Agreement (hereinafter called the "Release") with People for Animal Wellbeing (hereinafter called "PAW") and the Backyard Games (hereinafter called the "Event")

BY SIGNING THIS RELEASE YOU WILL GIVE UP CERTAIN LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE

Re: Participation in Back Yard Games Fundraising Event.

Team Name:

Registrant Name:

Mailing Address:

Email:

Phone:

ASSUMPTION OF RISKS:

I (and my next-of-kin) am aware and understand that an event of this nature has inherent dangers, hazards and risks (collectively called the "RISKS"). The following is only a partial list of examples of these RISKS:

- ABRUPT WEATHER CHANGES
- EQUIPMENT FAILURE
- IMPROPER USE OF EQUIPMENT
- NEGLIGENCE OF OTHER PARTICIPANTS
- SITE HAZARDS
- PHYSICAL ACTIVITY

I understand that injuries resulting from such RISKS are a possible occurrence while participating in this event. I freely accept and fully assume all RISKS and the possibility of personal injury, death, property damage or loss resulting from participating in any activity offered by the **PAW**.

Initial after reading page _____

RELEASE OF LIABILITY, WAIVER AND INDEMNITY:

I acknowledge that it remains my sole responsibly to act in such a manner as to be responsible for my own safety and participate within my own limits. I understand that the rules are solely for the purpose of regulating the other program participants and myself.

In consideration for receiving permission to participate with this event, I (together with my heirs, next-of-kin, executors, administrators and assignees, collectively called my "Legal Representatives") hereby release, indemnify and forever discharge **PAW** and the City of Dieppe, their respective directors, officers, employees, contractors, representatives, officials, agents, sponsors, vendors and volunteers collectively (hereafter included in the term **PAW**) from any liability whatsoever arising as a result of my participation in this event and agree to the following:

1. TO WAIVE ANY AND ALL CLAIMS that I have against **PAW**;
2. TO AGREE TO HOLD AND SAVE HARMLESS **PAW** from any and all liabilities, claims, injuries, losses, damages, expenses, demands, actions and causes of action of whatsoever kind or nature that I may have or obtain arising out of or related to my participation in the event from any such loss, damage or injury including death tec., that may be sustained by me for whatever reason while so participating in the event or on the premises or grounds supervised or controlled by the PAW for any reason or cause.
3. I agree that any photo or video taken of me or in which I appear may be used by the vent for any purpose, including publicity and commercial exploitation and this shall constitute my consent for such use.
4. I herby certify that I have no physical, mental limitations, nor any other conditions that I have not disclosed that will place me or others at risk by participating in this event.

Upon signing this document I confirm that I have read and understand the terms applicable to the foregoing release and that I voluntarily agree to its terms and conditions. I also confirm that I am 19 years of age or older and that I am sound mind.

Signature of Registrant

Witness' signature

Date Signed

Date Signed