



Fundraising Event

Sponsor Package 2024

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EVENT OVERVIEW



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 teams 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.

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

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

REGISTRATION

Pricing

Teams will be asked to contribute a minimum donation of \$500 to register a corporate team of four and a minimum \$400 for a friends and family team of four.

Capacity

Maximum of 48 teams can register per session 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 agencies, and the general community of PAW supporters. We estimate our marketing campaign will have a minimum value of \$25,000 in purchased and in-kind media.

Marketing Mediums

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

Sponsorship Opportunities

People for Animal Wellbeing would not be able to meet our service and animal care mission 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 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 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 *PAW'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 contact our Event Manager Robert Gallant at info@backyardgames.ca or (506) 855-8525.





Presenting Sponsor \$10,000: One Opportunity

Corporate Logo Placements

- Corporate brand tied to the event logo as “presented by” in all forms of promotions
- Exclusive sponsor on the event site welcome signage
- Top position on event site leader board / sponsor wall
- Event site signage
- Event poster
- Registration packages

Marketing Recognition

- Event website link to your corporate page
- Radio commercial tags
- Promotional and participant communication e-blasts
- Opportunity to provide a promotional offer to be inserted into event e-blast messages
- Social Media sponsor shout-out post and linked in general promotion posts
- Digital advertisements
- Sponsor provided 15 second promotional commercial broadcast over P.A. system during event
- Sponsor provided additional on-site signage (e.g. hanging banner for fence line)
- Opportunity to install a fun and interactive on-site activation booth to connect with registrants (e.g. fundraising support activities such as a carnival style game with prizes, a canteen, etc.)
- Sponsor recognition by the Master of Ceremonies during each on-site announcement break

Complimentary

- Two free team registrations to participate in the event

Additional Benefits

- Cross-Promotional advertising rights to mention your support of PAW and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts, team prizes, skill contest prizes, and raffle prizes
- Opportunity to provide corporately branded event volunteers to assist organizers on game day
- Opportunity to help present event awards
- Exclusivity rights as a Sponsor from your business category
- First right of renewal as “Presenting Sponsor” for next year’s BYG event (November Deadline).



Event Zone Sponsor (6 opportunities) - \$5,000

Corporate Logo Placements

- Primary level placement in event promotions
- Assigned event zone signage
 - Food Zone
 - Beer Garden
 - Volunteer Zone
 - Admin Zone
 - CC Radio
 - Pop-up Store
- Event site leader board / sponsor wall
- Event poster
- Registration packages

Marketing Recognition

- Event website link to your corporate page
- Named in 75% of all radio commercial tags
- Promotional and participant communication e-blasts
- Opportunity to provide a promotional offer to be inserted into event e-blast messages
- Social Media sponsor shout-out post and linked in select posts
- Sponsor provided 10 second promotional commercial broadcast over P.A. system during event
- Sponsor provided additional on-site signage in your assigned event zone (e.g. banners)
- Opportunity to install a fun and interactive on-site activation booth to connect with registrants (e.g. fundraising support activities such as a carnival style game with prizes, a canteen, etc.)
- Sponsor recognition by the Master of Ceremonies during each on-site announcement break

Complimentary

- One free team registration to participate in the event

Additional Benefits

- Cross-Promotional advertising rights to mention your support of PAW and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts, team prizes, skill contest prizes, and raffle prizes
- Opportunity to provide corporately branded event volunteers to assist organizers on game day
- First right of renewal as an "Event Zone Sponsor" for next year's BYG event (November Deadline).



Game Zone Sponsor (8 Opportunities) - \$2,500

Corporate Logo Placements

- Secondary level placement in select event promotions
- Assigned game zone signage
- Event site leader board / sponsor wall
- Event poster

Marketing Recognition

- Event website link to your corporate page
- Named in 50% of all radio commercial tags
- Promotional and participant communication e-blasts
- Social Media sponsor shout-out post and linked in select posts
- Sponsor provided 5 second promotional commercial broadcast over P.A. system during event
- Sponsor provided additional on-site signage in your assigned event zone (e.g. banners)
- Opportunity to install an activation booth, provide corporate branded decorations and staff volunteers in your assigned game zone.
- Sponsor recognition by the Master of Ceremonies during select on-site announcement breaks

Complimentary

- 50% discount on one team registration to participate in the event

Additional Benefits

- Cross-Promotional advertising rights to mention your support of PAW and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts, team prizes, skill contest prizes, and raffle prizes
- First right of renewal as an "Game Zone Sponsor" for next year's BYG event (November Deadline).



Champion of PAW Sponsor (10 Opportunities) - \$1,000

Corporate Logo Placements

- Third level placement in select event promotions
- Event site leader board / sponsor wall

Marketing Recognition

- Event website link to your corporate page
- Promotional and participant communication e-blasts
- Social Media sponsor shout-out post and linked in select posts
- Sponsor recognition by the Master of Ceremonies during select on-site announcement breaks

Complimentary

- 25% discount on one team registration to participate in the event

Additional Benefits

- Cross-Promotional advertising rights to mention your support of PAW and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts, team prizes, skill contest prizes, and raffle prizes
- Opportunity to provide corporately branded event volunteers to assist organizers on game day



Friend of PAW Sponsor - \$500

Corporate Logo Placements

- Fourth level placement on event site leader board / sponsor wall

Marketing Recognition

- Event website link to your corporate page
- Promotional and participant communication e-blasts
- Social Media sponsor shout-out post
- Sponsor recognition by the Master of Ceremonies during select on-site announcement breaks

Additional Benefits

- Cross-Promotional advertising rights to mention your support of PAW and the event in your corporate marketing (e.g. website, social media, commercials)
- Opportunity to provide welcome bag gifts, team prizes, skill contest prizes, and raffle prizes
- Opportunity to provide corporately branded event volunteers to assist organizers on game day

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.