



Regional District Okanagan-Similkameen

Sponsorship Opportunity

January 29th, 2018

Physical Activity Trailer

Program Details

Did you know that about 1.5 million British Columbians are classified as inactive, and many of those who report being active do not get enough physical activity to receive health benefits? A major barrier to participating in physical activity includes the unequal distribution of resources in some geographic locations. The Physical Activity Trailer (PAT) is a solution to reducing barriers to physical activity in areas with limited resources. Focusing on physical literacy, safe play and reduction of sedentary behavior PAT aims to increase access to recreation and PLAY. PAT will be traveling within the RDOS electoral areas visiting rural and urban communities to promote and enhance physical activity.

Sponsorship Opportunities

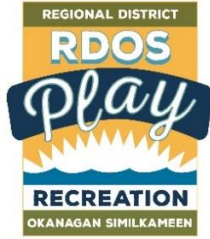
The Regional District of Okanagan-Similkameen (RDOS) invites you to become a sponsor of PAT. The RDOS is seeking sponsorship in monetary and non-monetary forms including but not limited to: sport and physical literacy equipment; registration fees for participants; instructor training or coach fees and; funding towards PAT's operating costs. Sponsorship will be based on a two-year commitment to reaching the sponsorship level by the end of the two-year term. Decals and promotional material will remain in/on the trailer for a two-year span.

Please see attached for Sponsorship Levels.




Thank you for your consideration.

Please contact Amanda Murai with your sponsorship ideas or suggestions.

amurai@rdos.bc.ca or 250-488-0260



2018 Sponsorship Levels

<p>Bronze Sponsor: Minimum \$500 - \$999</p> <ul style="list-style-type: none"> • Organization’s name on the quarterly newsletter, website and other print material. • Organization’s promotional material or item included in PLAY Bag. 	 <p>Bronze</p>
<p>Silver Sponsor: Minimum \$1,000 - \$2,499</p> <ul style="list-style-type: none"> • Organization’s name on the quarterly newsletter, website and other print material. • Organization’s promotional material or item included in PLAY Bag. • Decal on one location of trailer 	 <p>Silver</p>
<p>Gold Sponsor: Minimum \$2,500 +</p> <ul style="list-style-type: none"> • Organization’s name on the quarterly newsletter, website and other print material. • Organization’s promotional material or item included in PLAY Bag. • Decal on two locations of trailer • Social media promotion. 	 <p>GOLD</p>

Please note:

- PAT’s first appearance will be at the Okanagan Similkameen Healthy Living Fair on March 10th, 2018 hosted at Penticton Trades and Convention Center. This Fair attracts 1000’s of attendees annually.
- All promotion material or items must be approved by RDOS PLAY before inclusion in the PLAY Bag.
- RDOS PLAY welcomes input from the sponsor regarding placement and location of decal(s). Final approval of location and placement will be at the discretion of and subject to the approval of the RDOS.

