



SPONSORSHIP OPPORTUNITIES & BENEFITS



YMCA



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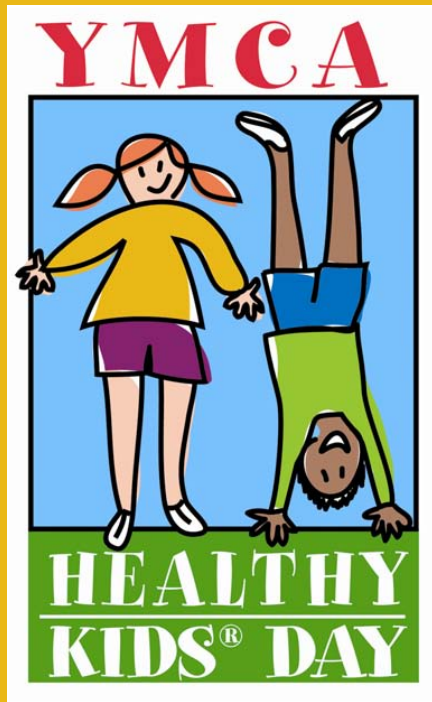


June 6, 2010

From 12 - 4pm inside and out of the Kelowna Family Y



5th Annual



June 6, 2010

12 - 4pm inside and out of
the Kelowna Family Y

Last year's SUCCESS!

- Over 4,000 children and families participate in healthy activities
- 50 local health organization and business to connect with these community's families.

see last page for complete 2009 Report

Join us in a
no risk, only returns investment –

our children's health!

In celebration of serving the health and wellness needs of our communities for almost 30 years, we are thrilled to host the 5th annual **YMCA Healthy Kids Day** on **Sunday June 6, 2010** to address a very important cause – our children's health.

The Y's long term goal is to develop solutions and opportunities to improve the health and wellness of the community it serves. The YMCA-YWCA, along with generous sponsors and partner organizations, will come together with our community on June 6th to get kids and families moving with fun forms of activity and entertainment, energized with nutritious snacks and set with helpful, everyday ideas and resources to help raise healthy kids.

Please make the choice for healthy kids!

Sincerely,



Sharon Peterson
Chief Executive Officer
YMCA-YWCA of the Central Okanagan



YMCA-YWCA
of the Central Okanagan

*We build strong kids,
strong families,
strong communities.*

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**Being healthy means a lot
of things...**

- Growing up fit and strong
- Making connections and developing positive relationships
- Learning to be responsible
- Using best practices for personal safety
- Being able to make good, educated decisions

WHY NOW?

Because at no time in history has the state of our children's health been so alarming!

- The percentage of young people who are **overweight has TRIPLED** over the past 25 years.
- Today **3 in 10 Canadian** children are overweight and obesity levels are considered "epidemic."
- Overweight children are **more prone to medical diseases** (such as type II diabetes), low self-esteem, depression and rejection by their peers.
- Canada ranks 22nd out of 29 OECD nations for preventable **childhood injury and death**.
- **50% of children** are not active enough for optimal growth and basic healthy development.

As might be expected, the likelihood of being overweight is related to exercise and diet. There's no denying that families are under increased stress and struggle to balance work, family and health, let alone trying to fit in exercise and watching what their children eat.

However, it is well researched that physical activity through play helps children better manage stress, succeed in school, reduce frustration, build energy, and most of all, learn skills that encourage a lifetime of activity.



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RUN!

JUMP!

SWIM!

PLAY

WHAT is HKD?

YMCA Healthy Kids Day is a nationally recognized event of YMCA Canada and YMCA-USA and is held annually at over 1,700 Ys in North America.

In Kelowna, this is the 5th annual event that combines fun, healthy living and community on one special day – **Sunday June 6th, 2010.**

Healthy Kids **Activities**

- Aquatics Wild & Wet Obstacle Course
- Fitness Frenzy
- Sports Challenges
- Tiny Tot Playtime
- Giant Inflatables & Games
- Martial Arts

Healthy Kids **Nutrition**

- Free BBQ, Snacks & Refreshments
- Healthy Kids Kitchen - Healthy Parfaits

Healthy Kids **Entertainment**

- Local Entertainers & Mascots
- Local Media Personalities
- Music, Magic and Movement

Healthy Kids **Community**

- Community & Outdoor Recreation
- Sports Groups
- Health & Wellness Association

Healthy Kids **Education**

- Reading
- Career Exploration
- Arts & Crafts

Healthy Kids **Environment**

- Transportation Alternatives
- Recycling and Pesticides



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We are proud to partner with the YMCA-YWCA for this event. We recognize the positive impact both the organization as a whole, and the Healthy Kids Day event have on encouraging and developing active, healthy families in our community. We see the tremendous value in their work, and we are eager to support their efforts in every way that we can.
~ Interior Savings

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Media sponsors



Benefits

Positive Public Corporate Image

- Awareness of your organization's commitment to a very important cause – our children's health.
- Fostering community spirit and networking while supporting healthy living initiatives.
- Encouraging family participation in over 50 activity stations sponsored by the Y, community & sports groups, and health & wellness associations.
- Key employee volunteer opportunities at the event.
- Alignment with the largest child and youth serving charity in Canada – the YMCA.

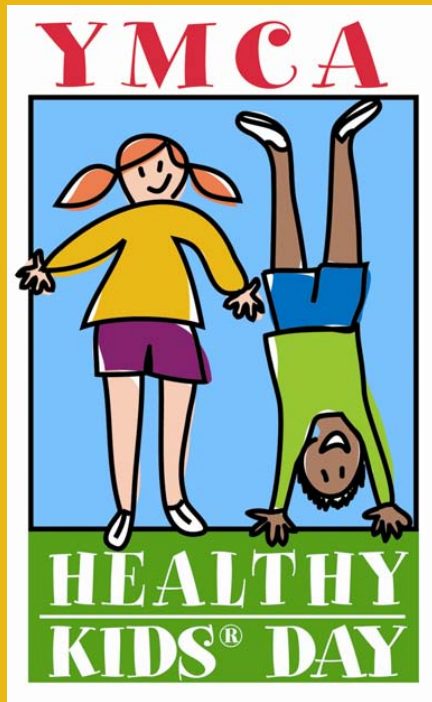
Sponsorship Benefits

Attendance: Over **3,500** participants at YMCA Healthy Kids Day.

Timeline: Three-month promotional campaign leading up to the event, plus post-event coverage worth over \$20,000, including:

- Print promotion via the Capital Newspaper and radio promotion via Sun FM.
- 23,000 event flyers printed and distributed to all elementary school children of School District 23, as well as in the shopping bags of London Drugs and Rutland Coopers Foods customers.
- Poster distribution via Rutland May Days, Sponsor and Activity Station Partner locations.
- Pre-event signs and banners both inside and outside the Y.

5th Annual



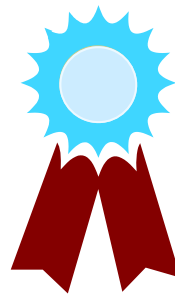
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Title Sponsor - PLATNUM
Value: **\$10,000**
Sponsorships Available: **One**

We are pleased to announce Interior Savings
Credit Union as the 2010 YMCA Healthy Kids
Day Title Sponsor:

Interior Savings

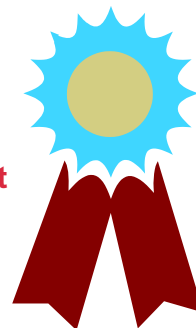


Venue Sponsor - GOLD
Value: **\$5,000**
Sponsorships Available: **Two**

Sponsor a Major Venue:
Entertainment Stage or the Healthy Kids **Food Tent**

Premium LOGO/NAME recognition on all event
publicity and print advertising including:

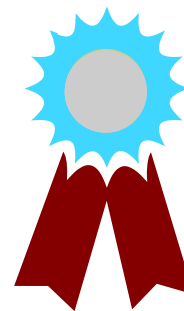
- Y Summer Guide and Healthy Kids Day program
(distribution of 54,000)
- 23,000 flyers and posters
- YMCA-YWCA website with link to corporate website
- Priority placement of corporate banners & signage
at main tents and Y activity stations
- Post-event thanks and acknowledgement in Y 2010



SILVER
Value: **\$1,000**
Sponsorships Available: **Unlimited**

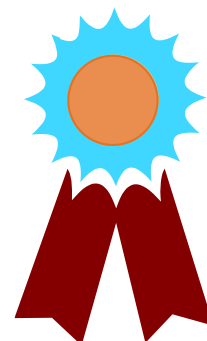
NAME recognition on event publicity and print
advertising including:

- 22,000 event flyers
- Y Summer Guide and Healthy Kids Day program
(distribution- 54,000)
- YMCA-YWCA website
- Post-event thanks and acknowledgement in Y 2009
Annual Report



BRONZE
Value: **\$500**
Sponsorships Available: **Unlimited**

- NAME recognition in over 54,000 event programs
distributed before and during event
- Name recognition on YMCA-YWCA website
www.ymca-ywca.com
- On-site recognition from local media
- Post-event thanks



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The YMCA-YWCA of the
Central Okanagan centres
includes:

- Kelowna Family Y
- H2O Adventure + Fitness Centre
- Career Contact Centre for Youth
- Little Scholars – Playing to Learn
Preschool & Childcare Centre
- Out of School Care centres

Thank You!

The YMCA-YWCA of the Central Okanagan is a trusted charity committed to building strong kids, strong families and strong communities.

Today we serve the needs of over 100,000 people in our community and for almost 30 years, Central Okanagan families and individuals of all ages have relied on Y programs like:

- Health, Fitness & Recreation
- Child Care & Day Camps
- Youth Leadership
- Employment, Education & Training
- Community Outreach
- International Development

Please direct all *Healthy Kids Day* event inquiries to:

Rhonda Zakala, Manager of Marketing and Communications
250.764.9621 ext 304 or rzakala@ymca-ywca.com

Kelly Howard, Marketing and Special Events Director
250.764.9621 ext 305 or khoward@ymca-ywca.com

Mail: 205-2000 Enterprise Way Kelowna, BC V1Y 9S9 • 250.764.9621

Event local: Kelowna Family Y, 375 Hartman Rd. Kelowna, BC V1X 2M9 •
250.491.9622



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