

BGC Presents...

over the EDGE

Date: September 23 & 24, 2021

Time: Day 1, 1pm - 4pm; Day 2, 9am - 5pm

Location: Prominent Downtown Vancouver Building (you won't be disappointed with the view!)

Get A New Perspective with BGC





Boys & Girls Clubs
of South Coast BC

BOYS AND GIRLS CLUBS OF SOUTH COAST BC

Whether kids come to a Club from age 6 – 17, or go to Camp Potlatch for a week every summer, our involvement with kids builds their confidence, helps them make friends and find mentors, make healthy food choices a lifelong habit, develop leadership skills, and increases the likelihood that they will finish school.

What is central to our success with kids is that Boys and Girls Clubs is uniquely great at developing meaningful and enduring relationships with kids that help them to know they matter, that we believe in them, and that they should believe in themselves.

Annually, we serve over 10,000 children, youth, and families. **At BGC we believe that every kid who wants to go to the Club should be able to -- Over The Edge** will help to make that possible.





When: Thursday, September 23 & Friday, September 24, 2021

Where: Prominent Downtown Vancouver Building (you won't be disappointed with the view!)

What: Over The Edge is an engaging and innovative peer-to-peer based event giving participants the once-in-a-lifetime opportunity (think: Bucket List!), with a minimum fundraising goal, for the chance to rappel down the side of one of downtown Vancouver's iconic buildings.

Why: BGC is committed to ensuring that the pandemic doesn't limit the potential for children and youth to become the inspiring leaders they were born to be. Help BGC to enhance direct academic and mental health supports to youth across the Lower Mainland. Fundraising revenue during the pandemic will go directly to BGC's efforts to increase the intensity of our efforts to reach and re-engage individual youth and develop personalized academic, mental health, and social recreation programs to support them during this critical period of their development.



Why Sponsor?

- Advance your Corporate Social Responsibility goals (we'll customize based on your goals/needs)
- Get in front of your target audience:
 - Our Over The Edge urban-rappelling fundraiser is a unique event for our community that will attract both traditional and social media coverage
 - We expect this peer-to-peer event to attract 70 participants and donations from approx. 1200 individuals— all of whom you will reach with your sponsorship
 - Individuals looking for a way to get involved with a local cause, make impact locally, and/or care about kids
 - Thrill-seekers and “bucket list” adventurers of all ages and abilities*

**(participants must weigh between 100-300lbs)*

For further information and to discuss opportunities for you to be involved contact

Ileana McKenna at 604.879.6554, ext. 105 or imckenna@bgcbc.ca.

SPONSOR LEVELS

The Fearless Sponsor - \$20,000 Investment:

- **4 VIP spots** included for the once-in-a-lifetime opportunity to rappel down one of downtown Vancouver's prominent buildings
- Fearless (Presenting) sponsorship of the 2022 Over The Edge fundraising event – **1st right of refusal**

Here's how we recognize and promote your brand:

- Prominent **logo placement** on all event collateral and communications (including signage, e-blasts to over 3,500 subscribers a minimum of 2 times, e-blasts to a more targeted audience of over 500 subscribers a minimum of 4 times, and the Over The Edge webpage (www.bgcbc.ca) linked to your site)
- **VIP Photo of rappel**, including royalty-free rights to use image for corporate promotion
- Inclusion in **social media** before, during, and after the Over The Edge event to **over 1,600 Twitter followers @BGCyvr**
- Your Logo/Company name included in **@bgcOverTheEdge Instagram** shout-outs
- **Original framed 'kid art'** version of your logo
- Your Logo/Company name in **press releases** (subject to media)

You can also profile your brand in these ways:

- **Showcase your brand**, e.g. create a fun, interactive activation on site* – we'd be thrilled to collaborate on what works for you!
- Two pop-up **banners** (supplied by you) placed in prominent locations
- Opportunity to **add a giveaway** item into each participant swag bag
- **Exclusive photo opportunities** for your participants (can include with BGC's President & CEO, Carolyn Tuckwell, VIP's in attendance, etc.)

The “Chicken Coop” Sponsor - \$7,000 Investment:

- **2 Reserved spots** included for the once-in-a-lifetime opportunity to rappel down one of downtown Vancouver’s prominent buildings

Here’s how we recognize and promote your brand:

- **Prominent logo placement in the “Chicken Coop” observation area**, and on all event collateral and communications (including signage, e-blasts to over 3,500 subscribers a minimum of 2 times, e-blasts to a more targeted audience of over 500 subscribers a minimum of 4 times, and the Over The Edge webpage (www.bgcbc.ca) linked to your site)
- **VIP Photo of rappel**, including royalty-free rights to use image for corporate promotion
- **Acknowledgement** during Over The Edge event
- Inclusion in **social media** before, during, and after the Over The Edge event to **over 1,600 Twitter followers @BGCyvr**
- Your Logo/Company name included in **@bgcOverTheEdge Instagram** shout-outs
- **Original framed ‘kid art’** version of your logo

You can also profile your brand in these ways:

- **Showcase your brand**, e.g. create a fun, interactive activation in the “Chicken Coop” observation area* – we’d be thrilled to collaborate on what works for you!
- Two pop-up **banners** (supplied by you) placed in “Chicken Coop” observation area
- Opportunity to **add a giveaway** item into each guest swag bag

The Helmet Sponsor - \$5,000 Investment

- **1 Reserved spot** included for the once-in-a-lifetime opportunity to rappel down one of downtown Vancouver's prominent buildings

Here's how we recognize and promote your brand:

- **Logo placement** on all event collateral and communications (including signage, e-blasts to over 3,500 subscribers a minimum of 2 times, e-blasts to a more targeted audience of over 500 subscribers a minimum of 4 times, and the Over The Edge webpage (www.bgcbbc.ca) linked to your site)
- **Vinyl sticker*** of your company logo (supplied by you) **on every participant helmet**
*(*as per Over The Edge criteria: 3" x 3", placement not covering Over The Edge branding)*
- **VIP Photo of rappel**, including royalty-free rights to use image for corporate promotion
- **Acknowledgement** during Over The Edge event
- Inclusion in **social media** before, during, and after the Over The Edge event to **over 1,600 Twitter followers @BGCyvr**
- Your Logo/Company name included in **@bgcOverTheEdge Instagram** shout-outs
- **Original framed 'kid art'** version of your logo

You can also profile your brand in these ways:

- Opportunity to **add a giveaway** item into each guest swag bag

The Rope Sponsor - \$5,000 Investment (2 available)

- **1 Reserved spot** included for the once-in-a-lifetime opportunity to rappel down one of downtown Vancouver's prominent buildings

Here's how we recognize and promote your brand:

- **Logo placement** on all event collateral and communications (including signage, e-blasts to over 3,500 subscribers a minimum of 2 times, e-blasts to a more targeted audience of over 500 subscribers a minimum of 4 times, and the Over The Edge webpage (www.bgcabc.ca) linked to your site)
- **VIP Photo of rappel**, including royalty-free rights to use image for corporate promotion
- Company name **announced with each rappeller**
- **Acknowledgement** during Over The Edge event
- Inclusion in **social media** before, during, and after the Over The Edge event to **over 1,600 Twitter followers @BGCyvr**
- Your Logo/Company name included in **@bgcOverTheEdge Instagram** shout-outs
- **Original framed 'kid art'** version of your logo

You can also profile your brand in these ways:

- One pop-up **banner** (supplied by you) placed in a prominent location
- Opportunity to **add a giveaway** item into each guest swag bag

The Landing Zone Sponsor - \$2,500 Investment (2 available)

Here's how we recognize and promote your brand:

- **Logo placement** on all event collateral and communications (including signage, e-blasts to over 3,500 subscribers a minimum of 2 times, e-blasts to a more targeted audience of over 500 subscribers a minimum of 4 times, and the Over The Edge webpage (www.bgcbbc.ca) linked to your site)
- **Acknowledgement** during Over The Edge event
- Inclusion in **social media** before, during, and after the Over The Edge event to **over 1,600 Twitter followers @BGCyvr**
- Your Logo/Company name included in **@bgcOverTheEdge Instagram** shout-outs
- **Original framed 'kid art'** version of your logo

You can also profile your brand in these ways:

- One pop-up **banner** (supplied by you) placed in Landing Zone
- Opportunity to **add a giveaway** item into each guest swag bag

Interested in going Over The Edge for BGC?

Here's how:

- **Sign up!** Go to bgcbc.ca and click through to register or go directly from [here](#)
- Fundraise a **minimum \$1,000** by asking your friends, family, and colleagues to help you reach your goal
- If your fundraising meets or exceeds \$2,000 you will be **entered into a draw to win one of 5 GoPro HERO9 Waterproof 5K Sports & Helmet cameras with a Kingston Canvas Go! Plus 128GB memory card** to record your experience and take home!
(approximate retail value: \$600)
- Use the **Over The Edge tools to help you with your fundraising!**
- Get ready for an incredible “bucket list” adventure!



Thank you for your consideration!

**For further information and to discuss opportunities for you to be involved
contact Ileana McKenna at imckenna@bgcbc.ca.**

