



PRESENTS...

over the EDGE

A small orange silhouette of a person rappelling down a rope is positioned to the right of the word "over" in the title.

WHEN: JUNE 14, 2022: 1:00PM – 4:00PM (FOR VIPS ONLY)
JUNE 15, 2022: 9:00AM – 5:00PM

WHERE: HYATT REGENCY VANCOUVER, 655 BURRARD STREET





EVENT OVERVIEW

- WHO:** Individuals, corporate teams, social groups
- WHEN:** Tuesday, June 14th from 1pm – 4pm (VIP/sponsors)
Wednesday, June 15th from 9am – 5pm (participants)
- WHERE:** Hyatt Regency Vancouver, 655 Burrard Street (outdoors)
- WHAT:** **Over the Edge** is an incredible 'bucket list' event, where participants rappel down 36 stories (from rooftop to street level)
- WHY:** **Why not?!** Help raise much-needed funds and awareness for BGC!



HOW DOES IT WORK?

PREPARE TO BE AWESTRUCK

With the support of professional coaches, participants will experience the thrill of a lifetime rappelling 36 stories down the side of the Hyatt Regency Vancouver.

REGISTRATION (opens March 4th)

Participants register [online](#)

Need help registering? Concierge support from the BGC team is available.

FUNDRAISING

Easy-to-use peer-to-peer online fundraising – minimum \$1,000 per participant.



DON'T MISS YOUR CHANCE!

Choose one or all of the following options:

- *Go Over The Edge* – as a team or as a participant
- Offer a corporate match to a participant or team
- Make a corporate donation
- Sponsor one of the most exciting events in the city





WHY SPONSORSHIP?

Over The Edge is a unique, high profile urban fundraiser in the heart of downtown Vancouver that will provide you with **fun, high impact engagement and coverage**.

You'll be supporting a local cause, having an **immediate and lasting impact** on the kids and youth in our community.

In 2021, our very first year, we saw 30 participants raise over \$100,000 ... with your support our **2022 goal is to recruit 50 participants and raise \$200,000**.

This event appeals to thrill-seekers and "bucket list" adventurers of all abilities.

**FOR MORE INFO AND TO DISCUSS OPPORTUNITIES CONTACT:
EMILY FRASER / EFRASER@BGCBC.CA / 604.728.3434**



SPONSORSHIP BENEFITS

THE STRAIGHT GOODS

OTE Sponsorship Level	# of Sponsor Spots available	\$	Number of VIP Rappel Spots	Photos of Your Rappelers	Logo on Event Collateral and Website	BGC E-blasts and Social Media	Promo Item for Swag Bags	Extra Promo on Site	Number of Banners on Site	GC for Cactus Club	Tickets to BGC's Club House Gala	Logo at Chicken Coop	Logo on Helmets	Name Called Out with Each Rappel	Signage in Landing Zone
Fearless Presenting Sponsor	1	\$15,000	4	Y	Y	Y	Y	Y	4						
Chicken Coop Sponsor	1	\$7,000	2	Y	Y	Y	Y	Y	2						
Helmet Sponsor	1	\$5,000	1	Y	Y	Y	Y		1						
Rope Sponsor	2	\$5,000	1	Y	Y	Y	Y		1						
Landing Zone Sponsor	2	\$5,000	1	Y	Y	Y	Y		1						



FEARLESS PRESENTING SPONSOR

\$15,000

Presenting Sponsor of BGC's 2022 Over The Edge (exclusive to you)

Fearless Presenting Sponsor Exclusivity:

- ✂ 4 VIP spots (\$4,000 value) to rappel the Hyatt Regency Vancouver
- ✂ Cactus Club Gift Certificate
- ✂ 2 tickets to BGC's Club House Gala
- ✂ Logo used on photo frame that all participants receive commemorating their big adventure

Benefits and Recognition:

- *Prominent logo placement:* on all event collateral and communications, including Over The Edge landing page linked to your website, event day signage, e-blasts to over 3,500 subscribers (min. of 4 times), e-blasts to a more targeted audience of over 500 subscribers (min. of 4 times), and in press releases
- *Acknowledgement:* inclusion in every element of the event and marketing materials
- *Photos of your VIP rappellers:* royalty-free rights to images for corporate promotion
- *Engagement in BGC's social media:* before, during, and after the event (Twitter @BGCyvr / Facebook & Instagram @BGCbelong)
- *One of a kind gift:* original framed 'kid art' version of your logo

Options to Maximize Your Profile on Event Day:

- Showcase your brand by providing a fun, interactive activity on site (dependent on BC Provincial Health Authority protocols)
- 4 pop-up banners (supplied by you) placed in prominent locations
- Opportunity to add a giveaway item into participant and volunteer swag bags (approximately 75 bags)



CHICKEN COOP SPONSOR

\$7,000

Chicken Coop Sponsor – \$7,000 (provide the fun while everyone has their feet on the ground!)

Chicken Coop Sponsor Exclusivity:

- ✂ 2 VIP spots (\$2,000 value) to rappel the Hyatt Regency Vancouver
- ✂ Official host with signage marking the Chicken Coop (exclusive observation area) – think party vibes! (dependent on BC Provincial Health Authority protocols)

Benefits and Recognition:

- *Prominent logo placement:* on all event collateral and communications, including Over The Edge landing page linked to your website, event day signage, e-blasts to over 3,500 subscribers (min. of 2 times), e-blasts to a more targeted audience of over 500 subscribers (min. of 4 times), and in press releases
- *Photos of your VIP rappellers:* royalty-free rights to images for corporate promotion
- *Engagement in BGC's social media:* before, during, and after the event (Twitter @BGCyvr / Facebook & Instagram @BGCbelong)
- *One of a kind gift:* original framed 'kid art' version of your logo

Options to Maximize Your Profile on Event Day:

- Showcase your brand through a promotional space on site
- 2 pop-up banners (supplied by you) placed in prominent locations
- Opportunity to add a giveaway item into participant and volunteer swag bags (approximately 75 bags)



HELMET SPONSOR

\$5,000

Helmet Sponsor – \$5,000 (gotta protect those noggins!)

Helmet Sponsor Exclusivity:

- ✂ 1 VIP spot (\$1,000 value) to rappel the Hyatt Regency Vancouver
- ✂ Vinyl sticker of your company logo (supplied by you) on every participant helmet (3" x 3")

Benefits and Recognition:

- *Prominent logo placement:* on all event collateral and communications including, Over The Edge landing page linked to your website, event day signage, e-blasts to over 3,500 subscribers (min. of 2 times), e-blasts to a more targeted audience of over 500 subscribers (min. of 4 times), and in press releases
- *Photos of your VIP rappellers:* royalty-free rights to images for corporate promotion
- *Engagement in BGC's social media:* before, during, and after the event (Twitter @BGCyvr / Facebook & Instagram @BGCbelong)
- *One of a kind gift:* original framed 'kid art' version of your logo

Options to Maximize Your Profile on Event Day:

- 1 pop-up banner (supplied by you) placed in prominent location
- Opportunity to add a giveaway item into participant and volunteer swag bags (approximately 75 bags)



ROPE SPONSOR
\$5,000

Rope Sponsor – \$5,000 (tie yourself to a great cause) – two spots available

Rope Sponsor Exclusivity:

- ✂ 1 VIP spot (\$1,000 value) to rappel the Hyatt Regency Vancouver
- ✂ Rope Sponsor's name: announced with each rappeler

Benefits and Recognition:

- *Prominent logo placement:* on all event collateral and communications, including Over The Edge landing page linked to your website, event day signage, e-blasts to over 3,500 subscribers (min. of 2 times), e-blasts to a more targeted audience of over 500 subscribers (min. of 4 times), and in press releases
- *Photos of your VIP rappellers:* royalty-free rights to images for corporate promotion
- *Engagement in BGC's social media:* before, during, and after the event (Twitter @BGCyvr / Facebook & Instagram @BGCbelong)
- *One of a kind gift:* original framed 'kid art' version of your logo

Options to Maximize Your Profile on Event Day:

- 1 pop-up banner (supplied by you) placed in prominent location
- Opportunity to add a giveaway item into participant and volunteer swag bags (approximately 75 bags)



LANDING ZONE SPONSOR

\$5,000

Landing Zone Sponsor – \$5,000 (be the soft landing) – two spots available

Landing Zone Sponsor Exclusivity:

- ✂ 1 VIP spot (\$1,000 value) to rappel the Hyatt Regency Vancouver
- ✂ Your logo in the Landing Zone

Benefits and Recognition:

- *Prominent logo placement:* on all event collateral and communications, including Over The Edge landing page linked to your website, event day signage, e-blasts to over 3,500 subscribers (min. of 2 times), e-blasts to a more targeted audience of over 500 subscribers (min. of 4 times), and in press releases
- *Photos of your VIP rappellers:* royalty-free rights to images for corporate promotion
- *Engagement in BGC's social media:* before, during, and after the event (Twitter @BGCyvr / Facebook & Instagram @BGCbelong)
- *One of a kind gift:* original framed 'kid art' version of your logo

Options to Maximize Your Profile on Event Day:

- 1 pop-up banner (supplied by you) placed close to the landing zone
- Opportunity to add a giveaway item into participant and volunteer swag bags (approximately 75 bags)



THAT'S IT – I'M IN! NOW WHAT?

The bravery of everyone who participated last year made all of us at BGC feel incredibly special and fortunate to have supporters, friends, and thrill seekers on our side and believing in our work!

In this [link](#), you'll find a ton of amazing photos from the event that showcase all those superstars, and we hope they might even inspire you to join us this year! In another year marked by a global pandemic, it might seem counterintuitive to ask people to dig deep for courage and do something scary. **We say that our amazing kids and youth deserve our bravest and boldest efforts and are grateful to everyone who will join us and cheer us on!**

Register as an Individual – Fundraise a minimum of \$1,000.

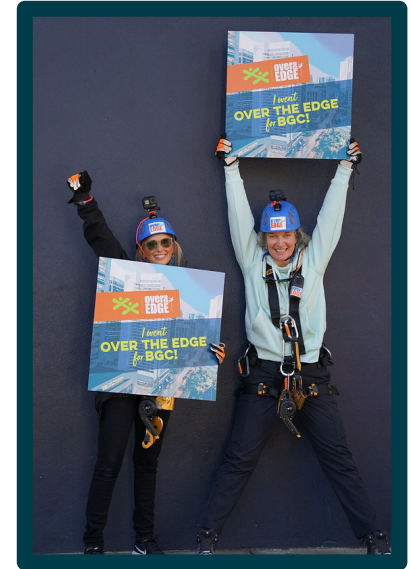
Register as part of a Corporate Team – Each team member must fundraise a minimum of \$1,000. You'll have the opportunity to rappel together (2 at a time).

Consider some of these Corporate Team fundraising options:

- Corporate match for employee fundraising
- Challenges across departments
- Internal fundraising events/campaigns to support participants (think bake sales, ugly sweater day, games nights, etc.)
- Invite vendor partners to sponsor employee participation – engage with each other for a great local cause
- Challenge other companies in your sector



WE CAN'T WAIT TO SEE YOU THERE!



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