

2023

4 Wing Cold Lake Events

Sponsorship Opportunities



PERSONNEL SUPPORT PROGRAMS

Who We Are



We are truly grateful for the strong relationships we have built with our community and our local and regional businesses. Your continued support allows us to not only contribute to the operational readiness and effectiveness of the Canadian Armed Forces (CAF), it also ensures that we are able to provide valuable services and support to our Military and the community at large.

D.K. Turenne
Colonel, CD
Commander
4 Wing Cold Lake



Your support ensures that the programs and services we provide continue to contribute to the morale, welfare, and quality of life of those who serve. Your sponsorship not only helps us achieve our goals of supporting the Defence team, it also provides you with an unparalleled opportunity to support your community while promoting your organization.

Rob Larson
Senior Manager
Personnel Support Programs



There are so many opportunities for your organization to show their support to our military community. I'm here for you to help you achieve your organization's objectives. We offer fully customizable packages that work to benefit you.

Janae Wandler
Corporate Services Manager
Personnel Support Programs



Facebook Followers

- 4 Wing Connection | 3,341
- Courier News | 244



Instagram Followers

- 4 Wing Recreation | 509
- 4 Wing Health Promotion | 443
- Courier News | 210



YouTube

- Subscribers | 113

PSP utilizes social media platforms to share content on upcoming events and activities. This is just one of the many ways your organization can be showcased to the community.

2000+
Military
and Civilian
Personnel

1100+
Children and youth
call 4 Wing home.

>39,000
Was the 2022
reach for the 4
Wing Connection
Facebook Page



Contact PSP Corporate Services for more information at 780-840-8000 ext. 7857
or email: wandler.janae@cfmws.ca

2023 Events



SNOW FEVER

Alberta winters can sometimes be long and cold, but Snow Fever offers a fun and exciting way for the whole family to celebrate the season! Held on the Family Day long weekend, this event is organized by the Personnel Support Programs (PSP) Recreation Department, the MD of Bonnyville, and the City of Cold Lake. It features a variety of free family activities and entertainment that will push the winter blues away!

The 2023 edition for the PSP portion of the event is scheduled for February 20th. Your support of the Snow Fever event ensures serving members receive a fun and unique winter experience with their families and a memory to last a lifetime!

WING COMMANDER'S WELLNESS CHALLENGE

The Wing Commander's Wellness Challenge can take on many different shapes, such as walking/biking to work and cooking healthy meals, to nutritional living Bingo challenges. Incentives and prizes are awarded for these challenges to reward participating members!

Though the challenge may change each year, your support gives PSP the tools to help keep our Canadian Armed Forces (CAF) members fit and healthy.



SPORTS DAYS

Sports Days are planned to further develop and reinforce our CAF culture of health and physical fitness in support of Canada's Defence Policy "Strong, Secure, and Engaged."

With one held in summer and the other in the fall, the goal of these days is maximum participation of CAF personnel. Previous Sports Days activities have included hockey and volleyball tournaments, disc golf, unit wellness walks, fitness festivals, and yoga.

Your assistance with Sports Days allows serving CAF members the chance to socialize, enjoy some friendly competition, and experience some of the great amenities at CFB Cold Lake.

"It's a great opportunity to highlight fitness around the Wing. It's also an opportunity to get out, socialize and see people that you normally wouldn't have a chance to talk to."

- 2Lt Kyle McDermid



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VOLKSMARCH

Volksmarch, part of the German Volkssport initiative, is a non-competitive 5 KM or 10 KM walk. Volkssport is an international sporting event that translates from German as "People's Sport" and has the motto of "Fun, Fitness and Friendship." Being one of the most popular Volkssport activities, Volksmarching is a fun, family-and-pet-friendly experience that you can do with anyone, anywhere!

Your support of the 4 Wing Volksmarch will help to continue a piece of the German heritage that is an integral part of the Wing's history.



OKTOBERFEST

The Oktoberfest celebration at 4 Wing highlights the connection between the modern 4 Wing in Cold Lake and the 4 Wing that once called CFB Baden-Soellingen in Germany home! It's a traditional Oktoberfest for the whole community to enjoy with authentic German food, music and beverages.

A partnership with PSP will ensure the development of this cultural event and allow the Defence and Cold Lake communities an unforgettable night of food and tradition they may never experience elsewhere! Prost!

4 Wing PSP prides itself in being innovative with its local event deliverables. Based on Defence Team interests, additional event sponsorship opportunities may present themselves. Our team will keep you apprised with each engagement.

THE SUPPORT NEEDED STARTS AT \$2,500 PLUS GST. THERE ARE PLENTY OF OPPORTUNITIES FOR YOUR ORGANIZATION TO SHOW THEIR SUPPORT TO THE MILITARY COMMUNITY. WE RECOGNIZE THAT EACH CONTRIBUTION IS UNIQUE; THEREFORE, WE WILL WORK WITH YOU TO CUSTOMIZE A SPONSORSHIP PACKAGE TO HELP YOU REACH YOUR OBJECTIVES. MULTI-YEAR AGREEMENTS AVAILABLE!



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Sponsorship Levels

There are many advantages to businesses that are willing to invest in their local community and the groups within it. Some of the benefits include:

- Increased Visibility
- Helping Businesses Engage Specific Demographics
- Improve a Company's Reputation
- Generates Sales Leads
- Generates Content for Social Media
- Can be Mutually Beneficial for Businesses and Communities

Sponsorship bands available include:

Elite Sponsor: >\$15K *(plus GST)*

Executive Sponsor: \$8K up to \$15K *(plus GST)*

Ally Sponsor: \$2.5K up to \$7.5K *(plus GST)*

When developing your sponsorship deliverables, the following mediums are considered:

- Media coverage (to include the Courier News, posts on our Social Media pages, recognition on the CFMWS.ca website)
- Facility signage (TV's and/or signage in the Blue Arena at the Col J.J. Parr Sports Centre)
- Web banner advertisements within the Courier News
- Volunteerism at events
- Event signage and/or participation (signage to be provided by sponsor)
- Wing wide contests
- Swag distribution at event and programs
- Discount on corporate facility bookings for your organization's events (holiday parties, conferences, training seminars, etc.)

We recognize that each contribution is unique; therefore, we will work with you to customize a sponsorship package to help you reach your objectives.



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