

# 2023

4 Wing Cold Lake

## Aquatics & Lifesaving Programming

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. In 2022, 4 Wing Connection had a reach of over 39,000!*

**2000+**

Military  
and Civilian  
Personnel

**1100+**

Children and youth  
call 4 Wing home.

**65%\***

Consider aquatics  
a top priority for  
recreation and  
leisure

\* data is from the Community Needs Assessment Survey conducted in 2021



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

# Programs

At Personnel Support Programs (PSP), we recognize the importance of water safety and education and the role it plays in family and community integration. These customized programs aim to provide the Defence community provisions and access to develop skills, awareness, and advocacy as it pertains to aquatic recreation. Aquatics and Lifesaving sponsorship make it possible for PSP to expand its deliverables, while reducing additional user and equipment fees.

## JUNIOR LIFEGUARD TRAINING



Junior Lifeguard training offers swimmers a variety of instruction that builds both their swimming and lifesaving skills. This program keeps kids interested and active in aquatics - especially quick learners and those caught between levels. Supporting this program helps bridge the gap between the advanced lifesaving courses (Bronze Cross and National Lifeguard) and developmental swimming lessons; thereby, enabling proactive Defence community participation.

## SWIM TO SURVIVE®



Swim to Survive® is different than swimming lessons - and not a replacement for them. Swim to Survive® teaches the necessary skills to survive an unexpected fall into deep water. Meeting the Canadian Swim to Survive® Standard is an important first step to being safe around water. Given Cold Lake's offering of many waterfront recreation locations, the objective of this program is paramount. Your sponsorship would go towards supporting Swim to Survive® water safety initiatives and establish an education platform for the Defence Team.



## MARLINS SWIM CLUB

The Marlins is Cold Lake's only recreational and competitive swim club catered to children aged 8 to 18. Through structured coaching and goal oriented progression, enrollment encourages a strong sense of community and promotes lifelong sport participation. The impact of your sponsorship may range from supporting mini meets to providing equipment to swimmers (i.e., goggles and swim caps).

**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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