

# 2023

4 Wing Cold Lake

## Childhood Development & Youth Resiliency

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.

**55%\***

Of the local Defence  
Team community value  
the prioritization placed  
on subsidized program  
and service costs

\* 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)

# Military Kids

At Personnel Support Programs (PSP), one of our aims is to help build healthier, stronger families and individuals, which in turn builds a resilient community.

Military kids have unique experiences and life stressors that affect them, such as frequent moves, separations from family, and the risk of the profession of arms. When military kids and families are strong and healthy, Canada's military personnel can better do their job of protecting Canada and Canadian interests and values, while contributing to international peace and security.

Our wide variety of children and youth programs and activities work towards building self-esteem and provide children skills to help them grow and thrive physically, emotionally and mentally.



The best way to play™

## HIGH FIVE®

### National Standard for Sport and Recreation

PSP Community Recreation has adopted HIGH FIVE as the national framework for recreation policy, recreation procedures, risk management, program evaluation and staff development.

- Our programs promote positive experiences by caring leaders
- Our programs foster friendships
- Our programs present opportunities for play
- Our programs teach skill development and mastery
- Our programs encourage participation
- Our programs welcome diversity and uniqueness
- Our programs protect participants in a safe and secure environment
- Our programs matter to the CAF community

***HIGH FIVE is Canada's quality standard for children's recreation and sport. HIGH FIVE provides organizations with a quality assurance framework, program design guidelines and training for program leaders founded on the Principles of healthy child development.***



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# Programs

## OPEN PLAY

The Open Play program, held at the Mackenzie Arts and Community Centre, is for children ages 0 - 7.

The Open Play environment provides an opportunity to enrich children's fine motor skills, cognitive development, and further provides a place for children to begin to develop fundamental movement skills.

This program offers a variety of toys and equipment, suitable for toddlers and preschoolers; plus our awesome play structure! Access to program is fully subsidized to Defence Team members and with your support, the entire community!

## FUN WITH FRIENDS

Kids will have opportunities to engage in physical activity in the gym and outdoor spaces (weather dependent), participate in arts and crafts and STEM activities, and finish the program with a snack and movie time. During this time kids are able to enjoy a socially stimulating environment with supportive recreation leaders to guide their play. No parents allowed!! Your support ensures we can continue to run a quality program.

## SUMMER CAMP

PSP Summer Camp is a structured school aged program, with time for free play, outdoor/indoor active play, art, science and so much more. It is the perfect opportunity for a child to meet new friends, develop social skills, keep active and have fun. This program is subsidized to the Defence Team to help make summer child care more affordable to families who need it. Support of this program will allow for us to offer unique opportunities for children to be engaged in.

## CRAFT/COOKING CLASSES

With your assistance we can offer a program that helps to enrich the lives of our children and youth, craft and cooking classes work towards building confidence and creativity. Kids can learn about nutrition and how easy it can be to incorporate healthy eating in their lives with cooking classes. Craft classes are great opportunity for kids to socialize and learn about art while also developing fine motor skills.

## SPRING FLING

This new family function aims to provide the Defence community with a seasonal social engagement through which friendship and social connectivity are fostered. It's a unique opportunity to get to know others in the community and encourage the integration of newly posted families. As a supporter of this novel program, you'll be making an impact to the quality of life and be the spark in establishing lifelong relationships.

**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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