

2023

4 Wing Cold Lake

Lifestyle & Nutritional Wellbeing

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

Programs

At Personnel Support Programs (PSP), a main focus is to ensure that we are empowering the Defence Team in adopting healthier lifestyles and nutritional awareness as a means to support their overall wellbeing. In doing so, PSP provides education and equipment through a variety of programs and family based initiatives.

KITCHEN LENDING LIBRARY

The Kitchen Lending Library provides the Defence community ease and low-cost access to kitchen equipment and appliances. Through this initiative, members gain the ability to cook healthier meals at home and have the chance to use appliances they would not have access to otherwise. The loaning library is complemented by kitchen education sessions aimed at teaching the application of each equipment piece. By attaching your organization to this unique opportunity, you will be a part of the sharing economy efforts.

COMMUNITY GARDEN SEED PACKS

Did you know that exposure to plants and green space, particularly to gardening, is beneficial to one's mental health and wellbeing? Growing your own food is also a great way to promote healthy eating habits. PSP aims to encourage these behaviours by providing community garden seed packs. Seed packs include, but are not limited to, greens, fall harvest vegetables, and even climber vegetables. Your sponsorship of this program will allow us to offer the Defence Team starter packages to be used at the 4 Wing Community Garden with each plot enrollment.

LITTLE SPROUTS - FOR KIDS

Let's start our kids on the right foot by teaching them about healthier food options and how easy it can be to grow their own food! This program will provide kids a "little sprouts" kit with everything they need to grow a variety of microgreens from start to finish. Promote a lifelong love of growing things, and an age-appropriate understanding of nutrition, biology, and botany. Your sponsorship will help PSP provide opportunities for kids to experience the science and fun of growing healthy bodies, minds, and lives.

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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