

# 2023

4 Wing Cold Lake

## Outdoor Pursuit 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

**1900+**

Military dependents  
call 4 Wing home.

**73%\***

Consider outdoor  
adventure activities  
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 provide seasonal programming that capitalize on the Cold Lake region's outdoor resources and amenities. Being one of the few locations to offer year-round leisure opportunities, PSP aims to provide an easy introduction to outdoor activities through structured programming as a means to educate and enable participation across the Defence community. Sponsorship would help broaden deliverables and allow for those seeking adventure to participate in activities that they would not be able to do so on their own.

## EDUCATION SESSIONS

These "how to" sessions aim to introduce outdoor recreation to those who are inexperienced or requiring a skills refresher. Through confidence building practice and knowledge assessment our subject matter expert instructors will work with those attending to best prepare them for their own independent adventure. Seasonal offerings of these sessions include bike maintenance, intro to snowshoeing and cross country skiing, the art of fly tying, and trip planning for back country hiking. By sponsoring these events you will support PSP in sharing the knowledge of diverse leisure pursuits.

## MORALE & WELFARE BUS TRIPS

Despite Cold Lake being an outdoor wonderland, it is sometimes nice to have a change of scenery. PSP provides the Defence community with year-round opportunities to explore Alberta. Previous offerings have included trips to Jasper, Banff, Edmonton, Drumheller, and more. With rising economic costs, the ability to provide diverse offerings throughout the year is becoming a challenge. PSP aims to provide free transportation and subsidized admissions to the various destinations. Your support will help ensure that these excursions are continuous, and remain a cost effective option for our Defence Team.

## EQUIPMENT NEEDS

Being able to access new and exciting outdoor equipment can be a barrier for many members of our Defence Team due to cost restraints. This directly impacts their ability to participate and engage in recreational activities. PSP aims to provide a baseline of equipment needs, however, could use your support in sourcing equipment in more novel outdoor sporting activities.

Equipments needs include, but are not limited to:

- Archery Equipment
- Fishing Rods & Tackle
- Mountain Bikes
- Water Sport Equipment
- Snowshoes
- Cross Country Skis
- Hiking Poles
- Skates

**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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