

# 2025



PERSONNEL SUPPORT PROGRAMS

4 WING AND CFB COLD LAKE

# OPPORTUNITIES

# WHO WE ARE



On behalf of the members of the Canadian Armed Forces (CAF) who serve at 4 Wing & Canadian Forces Base (CFB) Cold Lake, along with their families, I want to thank you for considering sponsorship of our Personnel Support Programs (PSP). Your assistance plays a vital role in enhancing the lives of our whole Defence Team. Together, we are building a stronger, more resilient community that deeply values the commitment of partners like you. We look forward to the possibility of working together to make a meaningful impact.

M.C. Hickey  
Colonel  
Commander  
4 Wing and CFB Cold Lake



Our mission at PSP is to create high-quality programs and services that support the well-being and morale of the Defence Team. Your sponsorship helps us maintain and expand these initiatives, allowing us to meet the unique needs of the CAF and those who play an integral part in supporting their operations. Thank you for joining us in this important mission—your partnership strengthens the foundation of our community.

Rob Larson  
Senior Manager  
Personnel Support Programs



Working with sponsors like you is incredibly rewarding. At PSP Corporate Services, we're here to help you achieve your sponsorship goals by crafting tailored packages that meet your needs while directly benefiting our community at 4 Wing & CFB Cold Lake. Your support makes a lasting difference, and we're excited to explore how we can work together to create positive, memorable experiences for our Defence Team. Thank you for considering this opportunity to partner with us.

Janae Wandler  
Corporate Services Manager  
Personnel Support Programs





# OUR PEOPLE

**2000+**

- Military and Civilian Personnel

**2000+**

- Military Dependents

**55%**

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

**73%**

- Consider outdoor adventure activities a top priority for recreation and leisure

**65%**

- Consider aquatics a top priority for recreation and leisure

# Childhood & Youth Development

One of our aims is to help build healthier, stronger families and individuals, which in turn builds a resilient community. Our wide variety of children & youth programs work towards building self-esteem and provide children skills to help them thrive. Such programming includes our preschool Open Play, Fun with Friends, and No School/Summer Camp.



## Events

Events are a great opportunity for the Defence community to enjoy some camaraderie and have some fun! Some of the great events you could be a part of are Snow Fever Family Day, CAF Sports Days, Wing Commander Wellness Challenge, and Oktoberfest.

# KEY SUPPORT PILLARS

We focus our services on these key areas to enhance the development and enrichment of the Defence Team and their families



## Outdoor Pursuits

We maximize Cold Lake's outdoor resources and amenities but need equipment upgrades to keep these experiences available. Support for our bus trips also enables adventurers to access activities they might not access on their own.



## Lifestyle & Nutritional Programming

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 well-being. Some programs to consider is the start-up of a Kitchen Lending Library and cooking classes.



## Aquatics & Lifesaving Programming

We recognize the importance of water safety and education and the role it plays in family and community integration. Programming includes, but is not limited to, Junior Lifeguard Training, Swim to Survive®, and the Marlins Swim Club.



# DIGITAL MEDIA

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

## Facebook Followers

- 4 Wing Connection | 4081
- Courier News | 647
- 4 Wing Messes | 529

## Instagram Followers

- 4 Wing Recreation | 683
- Courier News | 292
- 4 Wing Health Promotion | 470
- 4 Wing Messes | 327

## YouTube

- Subscribers | 128

**IN 2024,  
4 WING  
CONNECTION  
HAD A REACH  
OF OVER  
43,500**

## AUDIENCE TRENDS



- 64% of our audience is female
- 75% of our total audience is aged 25-54

# WAYS TO ENGAGE

*Connect with the military community  
in a meaningful way*

There are many advantages to organizations willing to invest in their local community and the groups within it. These include:

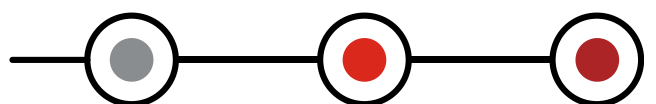
- Increased visibility
- Helping businesses engage specific demographics
- Improve a company's reputation
- Generates sales leads
- Generates content for social media
- Is mutually beneficial for businesses and communities



**When developing your sponsorship package, the following benefits are considered:**

- Media coverage (to include the Courier News, posts on our Social Media pages, recognition on the CFMWS.ca website)
- Facility signage (TVs and/or signage in the Blue Arena at the Col J.J. Parr Sports Centre)
- Web banner advertisements within the Courier News
- Participation in events (if applicable)
- Signage at events (signage to be provided by sponsor)
- Wing wide contests
- Swag distribution at events and programs
- Corporate passes to facilities

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





# LET'S CONNECT

We're excited to hear about your goals and how we can help you achieve them!

## Get in touch!

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