



Big Brothers
Big Sisters
OF WOOD BUFFALO



20TH ANNUAL RUBBER DUCK RACE

SPONSORSHIP PACKAGE

SEPTEMBER 7 2020

Labour Day



20th Annual Duck Race Sponsorship

What is Big Brothers Big Sisters Rubber Duck Race?

2019

In partnership with Wood Buffalo District Labour Council, Big Brothers Big Sisters of Wood Buffalo hosted the 19th Annual Labour Day BBQ!

The 2019 event welcomed approximately 700 community members in attendance.

The man-made river was constructed with help from Burnco Landscaping, Hurley Bros and the Fort McMurray Monarchs Football Club.

Big Brothers Big Sisters of Wood Buffalo's Annual Rubber Duck Race has been an essential fundraising event for the organization since the year 2000. The event hosts three races offering community members, union members, and corporate participants the opportunity to purchase a duck to release in competition against their associates. The Fort McMurray Fire Department provides the water to get the man-made river flowing and ducks swimming. As always, the event's success relies heavily on the support from our community members, Alberta Unions, local businesses, and organizations who never fail to come together in support of BBBS via the Annual Duck Race.



Big Brothers Big Sisters of Wood Buffalo has been in Fort McMurray for the past 40 years, providing children with strong and enduring, professionally supported mentoring relationships that change their lives for the better, forever! This year we hope to raise \$20,000.00 for the organization while providing a family fun event to reunite the community and offer a sense of togetherness that has been lacking from today's world. Being a non-profit organization, Big Brothers Big Sisters relies on support from the community to continue to offer and expand available services to children and youth aged 6-18 years as they require them. With the current isolation youth are facing, the need for BBBS programming is at an all time high. With your help we can achieve our mission to make a difference in the lives of children and youth. We believe we are #biggertogether.

Please visit the BBBSWB website for additional program information: <https://woodbuffalo.bigbrothersbigsisters.ca/>

Vision for 2020

The 20th Annual Rubber Duck Race will be held on September 7th, 2020 from 1PM-4PM at Snye Point Park. Family friendly activities will commence at 1PM with our three rubber duck races being held at our man-made river at 3PM. Ducks will be released down the river with winners announced at the finish line.

Corporate Rubber Duck Race (1st Race): Corporate Businesses are able to show support to local youth with a \$250 sponsorship! The business will receive a Rubber Duck for the race as well as marketing!

Union Rubber Duck Race (2nd Race): Through a \$250 sponsorship Unions will receive a Rubber Duck for the race as well as marketing and the opportunity to win bragging rights amongst the other unions!

Community Rubber Duck Race (3rd Race): All community members 18 years or older are invited to show their support for local youth mentorship programming through the purchase of a \$10.00 rubber duck(s)! With this year being the 20th Annual Race, there will be more ducks released than ever! 2000 Ducks will be available for purchase giving community members the opportunity to win one of four prize opportunities including a round-trip for two anywhere WestJet flies, an assortment of gift cards valued at \$500, a \$250 Visa Gift Card, and a themed Gift Basket valued at \$200.

Under circumstances that the COVID-19 pandemic does not allow for a live event, the race will go forward virtually and all sponsorship commitments will be honoured to the best of our ability.



Big Brothers Big Sisters of Wood Buffalo
5B-10019 Macdonald Avenue, Fort McMurray AB T9H 1S9
780-791-2447
eventswb@bigbrothersbigsisters.ca

20th Annual Duck Race Sponsorship

Sponsorship Opportunity

Becoming a partner with for this event illustrates your active commitment to the health, and well-being of the children and youth living in the Wood Buffalo community. Supporting a cause that matters to your customers and employees is also a great way to achieve your company's goals and business objectives.

In recent surveys:

- *92% of consumers consider it important for corporations to contribute to non-profits*
- *90% of millennials said they would switch to a brand affiliated with a good cause, if price and quality were equal.*
- *Employees who are given the opportunity to give back to their community through their employer are more productive, positive, and are more engaged.*

There a number of ways to become a Rubber Duck Race sponsor; enabling businesses of all sizes and interest levels to participate in this great event. Please see sponsorship tiers to follow.

Thank you for your time and consideration. We look forward to working together in support of this year's Big Brothers Big Sisters 20th Annual Rubber Duck Race!

\$250 Union/Corporate Rubber Duck Sponsorship

- Advertising and recognition on our social media outlets (Facebook, Instagram, Twitter)
- Chance to gain bragging rights and a medal for your union/corporate business
- One duck shaped sign at the event with name of Union/Corporate business.
- Recognition in thank-you letter

In-Kind Partnership Opportunities

- Do you have a service/product you would like to spread the word on?
- Donate a product/ service to our event and get recognition through our social media outlets (Facebook, Instagram, Twitter) and website
- Logo to be displayed where donated item is used during event
- Some examples are: Gift Basket Items, Tickets, Various Services (Hair Cuts, Pet Sitting, Etc.)

Additional Corporate/Union Duck Sponsorship Deliverables:

- Please purchase your corporate/union rubber duck online at: <https://www.canadahelps.org/en/charities/big-brothers-big-sisters-association-of-wood-buffalo/events/big-brothers-big-sisters-20th-annual-rubber-duck-race/>
- Encourage employees to participate by volunteering or cheering on your duck in the race!
- Donations of your union/corporate businesses promotional materials for attendee gift bags - if available (pens, notes pads, bags, key chains, etc.)



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\$8000 Title Package

- Title Sponsor award to be presented at event
- Social Media Promotion (Facebook, Twitter, Instagram)
- Company link and logo presented on website <https://woodbuffalo.bigbrothersbigsisters.ca/>
- Logo to appear in marketing materials (flyers, posters, advertisements, radio, etc.)
- Logo placed along Rubber Duck Race River/company banner hung at event (if provided by sponsor)
- Opportunity to distribute promotional material at event/Space on event table for promotional material
- Multiple live acknowledgements from professional announcer throughout the event
- Logo to appear on thank-you letter, e-mail recognition, duck race trophies, gift baskets, etc.

\$4000 Gold Package

- Social Media Promotion (Facebook, Twitter, Instagram)
- Company link and logo presented on website <https://woodbuffalo.bigbrothersbigsisters.ca/>
- Logo to appear in marketing materials (flyers, posters, advertisements, radio, etc.)
- Name placed on signage near childrens zone at event (bouncy castle, face painting, etc.)/company banner hung at event(if provided by sponsor)
- Space on event table for product/service material
- Live acknowledgements from professional announcer throughout the event
- Logo to appear on e-mail recognition, thank-you letter, etc.

\$2000 Silver Package

- Social Media Promotion (Facebook, Twitter, Instagram)
- Company link and logo presented on website <https://woodbuffalo.bigbrothersbigsisters.ca/>
- Logo to appear on marketing materials (flyers, posters, advertisements, etc.)
- Name placed on signage at event
- Live acknowledgements from professional announcer throughout the event
- Logo to appear in e-mail recognition, thank-you letter, etc.

\$1500 Bronze Package

- Social Media Promotion (Facebook, Twitter, Instagram)
- Logo to appear on website <https://woodbuffalo.bigbrothersbigsisters.ca/>
- Logo printed on marketing materials (flyers, posters, advertisements, etc.)
- Name placed on signage at event
- Live acknowledgement from professional announcer throughout the event
- Logo in thank-you letter

Additional Package Sponsorship Deliverables:

- Display event promotional materials in your place of business (optional)
- Donations of your company promotional materials for attendee gift bags - if available (pens, notes pads, bags, key chains, etc.)
- Encourage employees to volunteer for event