



**United Way**  
Northern British Columbia



**Calling all  
Superheroes!  
Join us for  
**iClimb 2017**  
and support the  
United Way!**

**2017  
SPONSORSHIP  
PACKAGE**

**Saturday, October 14, 2017  
9:00 a.m. - 5:00 p.m.  
Encana Events Centre,  
Dawson Creek, BC**

  
**encana  
events  
centre**  
Entertainment. All the time.

**PRESENTED BY:**



## ABOUT iCLIMB & THE UNITED WAY

**iCLIMB FOR THE UNITED WAY** is an exciting day of fun filled activities that promote healthy living and giving.

Watch or participate while local superheroes climb over 750 steps to raise money for local northern social services.

Dawson Creek, like many other communities in the Peace Region have felt the effects of our economic downturn. This means more families and individuals have been accessing social services. United Way of NBC funds local programs in Dawson Creek that provide resources and support to those who need it. Our support helps positively impact 1 in 3 individuals in the North.

**WHAT IS UNITED WAY OF NBC DOING IN DAWSON CREEK?** We are happy to say that we are funding over 9 programs and initiatives in Dawson Creek. On top of that we love hosting local food, toy and clothing drives for nonprofits in need. We help:

**KIDS** get the education and opportunities they deserve, starting at the earliest possible age, and continuing through to adulthood.

- We help fund the Public Library, Success by 6 and Youth Crisis Line.

**COMMUNITIES** get the health and social services they need to stay strong and connected.

- We help fund the Literacy Society, Northern Brain Injury Association, Spinal Cord Injury BC, CNIB and Better at Home.

**END POVERTY** by providing the necessary programs that support those struggling financially to get back on their feet.

- We help fund Network Ministries and host local food/clothing drives.

**SPONSORING THE CLIMB** is a great opportunity to promote your business while giving back to the community where you live and work.

Our 2017 theme is 'Superheroes' and the Encana Events Centre will be hosting the event.

We invite you to pop by our office or call so that we can speak to you personally about why iClimb for United Way of NBC is essential for the Dawson Creek community and what role your organization could play in the 2017 event.

If you don't see anything that sparks your interest on the sponsorship list below, but have another idea on how you would like to be involved, please contact us.

Kind regards,

Emily Gallen

Community Development & Campaign Officer

United Way of Northern British Columbia

Helping each other...the northern way.

#200 10704- 97 avenue

Fort St John BC V1J 6L7

250-263-9266

### CONNECT WITH US!

[www.unitedwaynbc.ca](http://www.unitedwaynbc.ca)

[facebook.com/unitedwaynorthernbc](https://facebook.com/unitedwaynorthernbc)

[twitter.com/unitedwaynbc](https://twitter.com/unitedwaynbc)

# SPONSORSHIP LEVELS & BENEFITS

**SUPERHERO \$10,000 AND OVER**

**DARING DEFENDER \$ 5,000**

**CAPED CRUSADER \$3,000**

**MARVEL-OUS \$1,500    SIDE KICK \$500**



EVENT SPONSORSHIP BENEFITS	SUPERHERO	DARING DEFENDER	CAPED CRUSADER	MARVEL-OUS	SIDEKICK
Feeling of Doing Something Great!	●	●	●	●	●
Verbal Recognition at Event	●	●	●	●	●
Logo and Recognition in iClimb Invite	●	●	●	●	
Recognition and Logo in Pre- and Post-Event Press Release	●	●	●	●	
Logo on Jumbo-Tron during event	●	●	●		
Logo on Event Poster	●	●			
Recognition on Radio Event Advertisement	●	●			
Logo and Recognition Post on Social Media	●	●			
Onsite Banner (Banners needed by October 1 <sup>st</sup> )	●				
Short Presentation Opportunity at Event	●				



## IN – KIND CONTRIBUTIONS

ITEM	DESCRIPTION	SPONSORSHIP LEVEL
<b>BOTTLES OF WATER</b> (enough for one per iClimb registrant/participant)	Provide participants with a bottle of water to quench their thirst *you may brand the bottles but they must be an Aquafina product	Sidekick
<b>PHOTO BOOTH</b>	Provide the event photo booth that will give participants a fun memento of the day. – Sponsor will be able to brand the photo with their logo (must also include the United Way logo) *Cost \$800	MARVEL-OUS
<b>PLEDGE PRIZE #1</b>	Provide prizes TBD for those who reach the \$75 pledge level Require +/- 100 items to give to participants. Items must be approved by UWNBC iClimb committee and should have no less than a \$5 value	Sidekick
<b>PLEDGE PRIZE #2</b>	Cover the cost of UWNBC branded baseball caps or toques to those who reach the \$150 pledge level	Sidekick
<b>PLEDGE PRIZE #3</b>	Provide a Prize for a draw prize from those who reach the \$250 pledge level *Prize value \$250 - \$350	Sidekick
<b>PLEDGE PRIZE #4</b>	Provide a Prize for a draw prize from those who reach the \$500 pledge level *Prize value \$350 - \$500	Sidekick
<b>BEST DRESSED PRIZE</b>	Provide Gift Certificates for Best Dressed Team and Individual *11 Gift Certificates with a value no less than \$25/each	Sidekick
<b>GRAND PRIZE X2</b>	Grand prizes needed for *Most Money Raised Individual *Most Money Raised Team Ideas include: Tickets to an event or flight voucher for individual, electronics, etc.	MARVEL-OUS

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