

INSPIRE KELOWNA

SATURDAY, JANUARY, 11, 2020
KELOWNA COMMUNITY THEATRE



**Kelowna
Firefighters**

Kelowna Professional Fire Fighters Charitable Society



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SUPPORT FIRE FIGHTERS

Support fire fighters across the province in their journey to overcome trauma experienced while working to keep British Columbians safe. Every day, fire fighters and other first responders put themselves in harm's way to respond to the scenes of emergencies. As a result, thousands of men and women are left to face off against mental health issues. Many are not receiving the care that they deserve.

To bring attention to first responders' mental health and to raise funds for the BC First Responder Resiliency Program, the Kelowna Professional Fire Fighters' in partnership with the BC Professional Fire Fighters' Burn Fund is proud to present the 'Inspire Kelowna' event with guest speaker Theo Fleury.

On January 11, 2020, former NHL player Theoren (Theo) Fleury will bring his dynamic message of empowerment to Kelowna. Fleury is internationally recognized for overcoming his own personal trauma and will ignite leadership, action and resilience to overcome obstacles through this speaking event.

Audiences will leave Inspire Kelowna feeling motivated to confront challenges and heartened that quitting is never an option.

INSPIRE KELOWNA IS AN EVENT FOR ANY

- company wanting to associate with this cause genre and to strengthen employee morale
- company wishing to share this message to inspire internal leadership leaders
- individual looking to tackle personal issues from a fresh perspective to overcome obstacles

The Kelowna Professional Fire Fighters Charitable Society invite corporations to participate as a sponsor or a donor in this special event.

A sponsorship program can be tailored to align with a company's business and or community investment priorities.

CORPORATE SPONSORSHIP WILL DIRECTLY SUPPORT FIRE FIGHTERS' MENTAL HEALTH

THE NEED IS URGENT

In 2018, British Columbia lost 22 first responders to suicide.

Research shows that first responders are at an increased risk of mental health issues such as depression and post-traumatic stress disorder. A 2017 Canadian study found that 44.5 per cent of the 6,000 fire fighters, police, dispatchers, correctional workers, and paramedics who were surveyed showed signs of at least one mental health disorder. For the general population, the average is much lower at 10 per cent.

YOUR SUPPORT

Corporate sponsors and donors will directly support first responders' mental health with all proceeds going to the BC First Responder Resiliency Program. Developed in 2015, the program helps fire fighters maintain or regain their resilience and well-being during their routine exposure to stressors in their work.

ABOUT THE BC FIRST RESPONDER RESILIENCY PROGRAM

Recognizing the significant need to support local fire fighters, the British Columbia Provincial Firefighters Association (BCPFFA) and the University of British Columbia Men's Initiative (TMI) created the BC First Responder Resiliency Program.

The 3.5-day residential program brings together eight participants, professional facilitators, and two fire fighter team leads who have previously completed the program. The program focuses on mental health education, peer to peer sharing, and counselling led by Dr. Duncan Shields and Dr. David Kuhl, who are leading clinicians specializing in providing mental health services to first responders.

The BC First Responder Resiliency Program is supported by the BC Professional Fire Fighters' Burn Fund and by generous donations from sponsors. The program receives no government funding and is offered free of charge to fire fighters.

EVENT DESCRIPTION

JANUARY 11, 2020 AGENDA

- 2:00–3:00 PM** Theo to meet and greet with youth burn survivors
- 3:30–4:30 PM** Inspire Kelowna/Theo Fleury 60 minute presentation
- 4:30–5:30 PM** Theo Fleury autograph session
- 5:30–6:30 PM** VIP Program with Theo Fleury (program TBA)

ABOUT THEO FLEURY

NHL STANLEY CUP
CHAMPION – OLYMPIC
GOLD MEDALIST – WORLD
CUP JUNIOR CHAMPION –
EXPERT IN THE FIELD OF
RELATIONAL TRAUMA



Theo Fleury is perhaps best known for his time on the ice. But off the rink, his life once carried the markings of a troubled childhood, abuse and coping with emotional pain through addictive and self-destructive behaviours.

Today, Theo is a healthy, motivational and successful agent of change. A bestselling author he has been awarded the Canadian Humanitarian Award and the Queen’s Jubilee Medallion. He is a Siksika Nation Honorary Chief and recipient of the Aboriginal Indspire Award. He also holds two honorary doctorates – one in Science from the University of Guelph-Humber for outstanding contributions to the mental health of Canadians, and another in Laws from Brandon University for his work in combating child abuse and promoting healing and recovery.

Each time Theo shares his message, he invests himself unreservedly for one single purpose: to help. Theo’s talks inspire leadership, teamwork and resilience, and they are never short on entertainment value as well.

INSPIRE KELOWNA MARKETING & COMMUNICATIONS PLAN

This event will be supported by multi platform marketing that will include a dedicated earned media (PR) campaign and social media program that will be augmented by print advertising.

SPONSORSHIP BENEFIT PROGRAM

TIER 1 MAJOR SPONSOR

Rights Fees: \$10,000

Number of positions: One

CORPORATE BENEFITS

Position: Co-Presenter/Sponsor Name
PRESENTS

PRE EVENT MARKETING COMMUNICATIONS RECOGNITION

Brand logo or company name will be identified in the following marketing and communications.

Print Ads: Primary position top level in a minimum two promotional ads in a Kelowna newspaper.

Social media: Twelve (12) posts over a mix of multiple social media platforms in the lead up to the event.

BURN FUND WEBSITE

Two digital promotional spaces will support sponsor recognition.

- One advertorial will be produced supporting the sponsor's company and incorporated into the digital platform.
- Corporate brand (logo) (prominent position) as part of the corporate family and the event promotion.

Event Tickets: Exclusive recognition (name only) on all event tickets.

Customer Generated E-Tickets: The major sponsor shall have exclusive logo recognition as well as promotional space for advertising and or other key messaging.

Collateral | Event Poster: Primary position top level on the event posters that will be placed in the venue as well as at select municipal facilities.

JANUARY 11, 2020 EVENT & LIVE SITE RECOGNITION

Event Program: Exclusive recognition on the program cover.

Verbal mentions: Three (3) during the event.

Lobby Display: Opportunity to coordinate a display in a priority area of the lobby area of the venue. (Display responsibility of sponsor.)

SIGNAGE

A total of four 3' x 2' stand up signs will be produced. (Production responsibility of event.)

Signs 1 & 2: Recognition will be exclusive on two signs positioned in spectator view at the stage area.

Signs 3 & 4: Primary top level position as part of the corporate family placed in a high traffic area in the venue lobby.

VIP ACCREDITATION

Exclusive corporate logo on accreditation badges on lanyards that will be provided to all VIP's, sponsors and stakeholders.

CORPORATE

- Sixteen (16) event tickets
- VIP accreditation for 16 in the priority line for autograph signing
- VIP accreditation for 16 for post event VIP event

** Additional tickets can be purchase at a preferred rate*

TIER 2

Rights Fees: \$5,000

Number of positions: Up to five

CORPORATE BENEFITS

Position: Tier two following the positioning of the major sponsor.

PRE EVENT MARKETING COMMUNICATIONS RECOGNITION

Social media: Six (6) posts over a mix of multiple social media platforms in the lead up to the event.

Website: Corporate brand (logo) as part of the corporate family and the event promotion in prominence after the major sponsor.

Collateral | Event Poster: Secondary positioning on the event posters in the venue and select city facilities.

JANUARY 11, 2020 EVENT & LIVE SITE RECOGNITION

Event Program: Corporate brand as part of the corporate family in the inside content of the program.

SIGNAGE

Two signs at the tier two positioning and as part of the corporate family placed in a high traffic area of the venue lobby.

CORPORATE

- Eight (8) event tickets
- VIP accreditation for 8 in the priority line for autograph signing following the major sponsor
- VIP accreditation for 8 for post event VIP event (TBD)

** Additional tickets can be purchase at a preferred rate*

TIER 3

Rights Fees: \$2,500

Number of positions: Up to seven

CORPORATE BENEFITS

Position: Tier three following the positioning of the first two levels of sponsors.

PRE EVENT MARKETING COMMUNICATIONS RECOGNITION

Social media: Three (3) posts over a mix of multiple social media platforms in the lead up to the event.

Website: Corporate brand (logo) as part of the corporate family and the event promotion in prominence after the first two sponsors.

Collateral | Event Poster: Secondary positioning on the event posters in the venue and select city facilities.

JANUARY 11, 2020 EVENT & LIVE SITE RECOGNITION

Event Program: Corporate brand as part of the corporate family in the inside content of the program.

SIGNAGE

Two signs at the tier two positioning and as part of the corporate family placed in a high traffic area of the venue lobby.

CORPORATE

- Four (4) event tickets
- VIP accreditation for 4 in the priority line for autograph signing following the major sponsor
- VIP accreditation for 4 for post event VIP event

** Additional tickets can be purchase at a preferred rate*

ABOUT THE BRITISH COLUMBIA PROFESSIONAL FIRE FIGHTERS' BURN FUND AND THE KELOWNA PROFESSIONAL FIRE FIGHTERS CHARITABLE SOCIETY

The BC Professional Fire Fighters' Burn Fund and the The Kelowna Professional Fire Fighters Charitable Society are dedicated to supporting the mental health of fire fighters, as well as providing burn prevention education for children and families, and survivor support and recovery programs in the province of British Columbia.

ABOUT THE BRITISH COLUMBIA PROFESSIONAL FIRE FIGHTERS' BURN FUND

A registered charity established in 1978 by the BC Professional Fire Fighters Association, the Burn Fund provides life saving, life supporting, and life enriching services to the people in British Columbia. More than 4,000 professional fire fighters from fifty communities around the province of BC and the Yukon dedicate their time and skills to support burn and trauma survivors through the Burn Fund's programs. For more information please visit burnfund.org.

ABOUT THE KELOWNA PROFESSIONAL FIRE FIGHTERS CHARITABLE SOCIETY

The Kelowna Professional Firefighters Charitable Society raises charitable funds through numerous events and donates them to local and BC charities. The charitable side of the Kelowna Professional Fire Fighters' Association, more than 100 member fire fighters are actively involved in the local community.

SELLER CONTACT INFORMATION

PAT BARTON

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