



“It was fantastic! Fundraising is significant to Odlum Brown because we believe so much in supporting our communities and giving back. Easter Seals is one of the organizations that we really care about and so it felt great to participate and have fun while doing it.”

— **DARREN PRICE**

Vice President, Finance, Odlum Brown Limited

“Drop Zone was absolutely unbelievable! The view was amazing and it was fun - quite the adrenaline rush! I would love to do it again and raise more money for Easter Seals. It’s great to do something awesome that pushes your limits. I encourage others to raise money and do it as well.”

— **ANNALISA KING**

Team Terminal City Club



BURNABY: THU SEPT 9

SURREY: TUE SEPT 14

VANCOUVER: FRI, SEPT 17

KELOWNA: TUE, SEPT 21

Since 2005, thousands of people across Canada have become superheroes for a day in support of children and adults with disabilities through the annual Easter Seals Drop Zone.

Drop Zone is an adrenaline-pumping fundraising adventure that encourages individuals to get out of their comfort zone and face their fears by rappelling from the top of a towering high-rise building—all in support of persons living with disabilities.

An all-access opportunity for everyone of all fitness levels and abilities, Easter Seals Drop Zone is a once-in-a-lifetime opportunity for a high-level experience and a personal challenge with a strategic platform for:

- employee engagement
- fostering team building
- optimizing digital storytelling
- highlighting your community support
- changing lives for the better

EASTER SEALS’ BIG LEAP FORWARD

Every Canadian has been impacted by the stress of the COVID-19 pandemic. But for one of the most vulnerable segments of the population, people with disabilities, the pandemic was kryptonite. The loss of access to critical services, programs, peer to peer support and respite for families was particularly compromising.

We all know that Superpowers can overcome kryptonite.

That is why, this September, Easter Seals is challenging individuals and companies in BC to be a Superhero and participate in the 2021 Easter Seals Drop Zone.

HOW YOUR ORGANIZATION CAN TAKE THE LEAP AND GET INVOLVED

Register as an individual, toss your boss, or form a corporate team, Easter Seals presents three great participation options that all starts with raising funds to support Easter Seals work in BC.

In each option, participants must pay or raise a minimum of \$850/person to participate.

OPTION 1

Toss Your Boss—Nominate a member of your leadership team to rappel. The entire office can rally together to achieve a fundraising goal. If achieved, you get to “Toss the Boss”. On the day of the event, employees can watch, cheer, and capture footage for personal and social storytelling or showcase in other marketing channels.

OPTION 2

Form a Team—Rally a team of superheroes to band together and rappel under a team name. A team program will bring employees or departments closer together by sharing this knee-shaking, heart-pounding, adrenaline-pumping experience.

Although Superhero costumes enhance the Drop Zone experience, they are optional.

OPTION 3

The Individual Leap—There are many superheroes that prefer to operate alone and the individual leap is for everyone.

THE BIG LEAP

The big leap is making the decision to participate in the 2021 Drop Zone. This means you are just a few simple steps away from becoming a Superhero for people with disabilities in British Columbia.

1. **Register @ thedropzone.ca.** Answer a few simple questions on the Drop Zone site and you are one step closer to becoming a superhero.
2. **Activate Your Drop Zone Participation.** Engaging with your friends, family, and community energizes with a profile page that integrates into a social media and/or website platform. Easter Seals will provide you with a Superheroes Tool Kit to help you customize your profile and help spread the word, share photos, videos, and fundraise.
3. **Superheroes are strongest in teams.** Recruit other team members to join your Superhero squad.
4. **Start fundraising!** Every dollar you raise will help children and adults with disabilities live their best life. Easter Seals will equip you and or your team with the fundraising tools that prepare you with tips-of-the-trade to take your fundraising to new heights.



ABOUT EASTER SEALS BC YUKON

Easter Seals BC & Yukon offers two essential services that serve some of the most vulnerable in BC and Yukon communities—individuals with disabilities, compromised immune systems and health related problems that require medical treatment.

Easter Seals House has been a home-away-from-home since 1955 for those required to travel to Vancouver for medical treatment. Easter Seals Camps offer a week-long, fully accessible camp experience for children, youth, and adults with physical and intellectual disabilities.

ABOUT THE SUPERHEROES EASTER SEALS SUPPORTS

Everyday poses new challenges for a person with a disability. To learn more about the Superheroes that Easter Seals supports visit eastersealsbcy.ca/stories



eastersealsbcy.ca

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[v](#) @eastersealsbcandyukon

SUPERHERO PARTICIPATION PACKAGE

CORPORATE BENEFITS RIGHTS	SUPERHERO \$10,000	WARRIOR \$5,000	DAREDEVIL \$2,500
Presenting Sponsor	x		
Category Exclusivity	x		
NAMING PROGRAMS (FIRST COME)			
Superhero Start (Registration)		x	
Decompression Lounge		x	
RECOGNITION			
Print ad placement in a local business publication (<i>size TBD</i>)	x		
Digital advertising on digital screens (<i>where applicable</i>)	Surrey		
Digital recognition on Easter Seals 2021 Official Drop Zone video	x		
One (1) exclusive “A message from our sponsor” email to Drop Zone participants	x		
Opportunity to have a hosting tent and/or pop-up flags as (<i>supplied by sponsor, size restrictions apply</i>)	x	x	x
Recognition in the event press release	Quote	Listing	Listing
Social media posts (<i>LinkedIn, Instagram, Facebook, Twitter</i>) (<i>Followers 5394</i>)	6	4	2
Recognition on the event website (<i>Website Traffic 4738 per month</i>)	Logo	Logo	Listing
Recognition on event newsletter (<i>Subscribers 8,295</i>)	Logo	Logo	Listing
CORPORATE			
Complimentary rappel spots	4		
Zoom Coffee Chat with Easter Seals CEO	x	x	x
One (1) Easter Seals Camper Artwork	x	x	x
PRESENCE ENHANCEMENTS & PARTICIPATION PERKS			
Opportunity to have a hosting tent and/or pop-up flags as (<i>supplied by sponsor, size restrictions apply</i>)	x	x	x
Picnic Lunch for four (4) at Easter Seals Camp	Winfield Camp – Kelowna only		

MEMORIES, BRAGGING RIGHTS & CORPORATE SHOWCASING—A LA CARTE

When you register for an Easter Seals Drop Zone event, the following options are available to you for an additional fee.

Superhero Cape

Purchase a one-of-the-kind cape designed by an Easter Seals Camper and wear it on the day as you rappel.

Cost: \$100.

Framed Photo

Take home a framed photo of yourself from the day of the event! Our professional photographer will snap a shot of you at the top of the building. We will print and frame it for you on-site.

Cost: \$40 per person.

Video

Easter Seal’s will capture the moment and provide a professionally filmed, edited video to keep as a memory, use for bragging rights and showcase your organization’s community support through social platforms. The video will be 2-3 minutes and feature you and one other teammate.

Cost: \$1,200 per team.