



2023 EVENT DATES

VANCOUVER

Thursday, September 7

SURREY

Tuesday, September 12

BURNABY

Thursday, September 14

VICTORIA

Tuesday, September 19

KELOWNA

Tuesday, September 26



Register today at
dropzonebc.ca

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

ABOUT EASTER SEALS BC & YUKON

Easter Seals BC & Yukon offers two essential services to 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 is a home-away-from-home for those travelling to Vancouver for medical treatment and appointments, and for those coming to visit patients.

Easter Seals Camps offer an overnight, fully accessible camp experience for children, youth, and adults with physical and intellectual disabilities.

- 2022 marked 75 years of service
- 35,000 children and adults have experienced Easter Seals Camp
- 1 million families have stayed at Easter Seals House

HOW YOUR ORGANIZATION CAN GET INVOLVED

There are four great participation options that all start with raising funds to support Easter Seals. With each option, participants must pay or raise a minimum of \$875/person.

OPTION 1

Toss Your Boss—Nominate your boss to rappel and encourage your whole office to rally towards a set fundraising goal to make it happen. 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 rappel together under one team name, bringing employees closer together by sharing this knee-shaking, heart-pounding experience. **Superhero costumes are optional.*

OPTION 3

Flying Solo—For the individual superheroes out there that prefer to operate alone.

OPTION 4

Sponsorship—Drop Zone offers a unique, safe, and fun option for organizations that are looking for an unforgettable team building experience, the chance to support an important cause, great marketing benefits and rare storytelling opportunities. See page 3 for sponsorship options.

KEY FACTS

- It's incredibly safe! The technical crew is highly trained, highly skilled, fully certified and has over 15 years of experience operating this event in provinces across the country.
- A team can be as small as two people and there's no limit to the number of team members.
- The time commitment on the day of the event is one hour between 8am—6pm. Teams can select their preferred rappel times.
- There are two ropes, allowing two people to rappel at the same time.
- Training will be provided beforehand.

“ Thank you for being my superhero so that I can go to Easter Seals Camp—the best place on earth! ”



75 YEARS OF MAKING A DIFFERENCE

2022 marked a significant milestone as we celebrated 75 years as a trusted and established charity leader. Our work wouldn't be possible without the support of our donors, sponsors, partners and volunteers who work with us to help change lives for the better. Join us in commemorating this incredible milestone.

WHO WE HELP

Did you know that a quarter of the population in BC is living with a disability? They struggle daily with barriers that prevent them from meaningfully participating in their everyday life.

Funds raised at Drop Zone provide more opportunities for persons with disabilities to experience fully accessible activities and programming. This past year we helped 968 children and adults through educational classes and summer camps where they improved their development in life skills, self confidence and independence.

This September, Easter Seals is challenging individuals and companies in BC to be a Superhero and participate in the 2023 Easter Seals Drop Zone.



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SPONSORSHIP OPPORTUNITIES

	SUPERHERO \$10,000	CAPTAIN \$7,500	WARRIOR \$5,000	DAREDEVIL \$2,500	FRIEND \$1,000
RECOGNITION					
Print ad placement in a local business publication (<i>size TBD</i>)	x	x			
One (1) exclusive “A message from our sponsor” email to Drop Zone participants	x	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	Mention	Mention	Mention	Mention
Social media mentions (<i>LinkedIn, Instagram, Facebook, Twitter</i>)	6	4	3	2	1
Recognition on the event website	Logo	Logo	Logo	Listing	Listing
Recognition on event newsletter	Logo	Logo	Logo	Listing	Listing
CORPORATE					
Complimentary rappel spots	4	4	2		
Zoom Coffee Chat with Easter Seals CEO	x	x	x	x	

FOR MORE INFORMATION

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