



# DROP ZONE SPONSORSHIP PACKAGE

September 2025



[DROPZONEBC.CA](https://dropzonebc.ca)



# 2025 EVENT DATES

## VICTORIA

Wednesday, September 10

## VANCOUVER

Tuesday, September 16

## BURNABY

Thursday, September 18

## KELOWNA

Tuesday, September 23

**REGISTER TODAY AT  
DROPZONEBC.CA**



## THE EVENT

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. This is an all access opportunity for everyone of all fitness levels and abilities, a once-in-a-lifetime experience. Are you looking to:

- increase employee engagement
- foster team building
- optimize digital storytelling
- highlight your community support
- change lives for the better

This is your opportunity to invest in your community by sponsoring this year's Easter Seals Drop Zone.

## ABOUT EASTER SEALS BC & YUKON

For over 75 years Easter Seals BC/Yukon has been dedicated to enhancing the quality of life, self-esteem, and independence of individuals living with diverse abilities. Through our specialized facilities, programs and summer camps, we break down barriers and help create a more inclusive, accessible and equitable society, ensuring those with diverse abilities grow and thrive.

## OUR MISSION

Inspire communities across British Columbia & Yukon to support and enable access for individuals with disabilities.





## 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 meaningful participation 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 countless 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 superheroes and sponsors of this year's Easter Seals Drop Zone.



**23,000+**

guest stays at  
Easter Seals House



**900+**

children and adults were  
able to participate across all  
programs



**189**

communities were served by  
Easter Seals House



**255**

people joined us for  
family camps



**100+**

families benefited from  
respite time



**100%**

of Compass participants were  
able to learn how to set goals  
for themselves

## WHO WILL SEE YOUR BRAND?

- Adventure seekers
- Philanthropic community members
- Easter Seals stakeholders
- Engaged Easter Seals online community
- Customers, clients and employees of nearby Downtown core businesses and organizations
- Shoppers
- Commuters
- Tourists
- Curious pedestrians

## WHAT TO EXPECT ON DROP ZONE DAY

Expectations are high and easily accomplished with an action-packed day filled with a steady stream of superheroes dressed as rappellers. With a live DJ on site and activities happening in the watch area, there's time to take a seat and enjoy the view above in the supercharged environment all around you.





*“For 100 years, we have invested for our clients’ futures. We also invest in the communities where our clients and team members live and work, and are passionately committed to supporting communities across Canada. We’re extremely proud to be a long-standing supporter of Easter Seals BC/Yukon and have seen first-hand the impact their programs and services have made on the lives of those living with diverse abilities.”*

**—ODLUM BROWN**



## AN INVESTMENT IN YOUR BRAND

Drop Zone sponsorship is your chance to engage in a fun and unique event while supporting a very important cause in your community—helping countless children, individuals and families.

### EASTER SEALS BC & YUKON OWNED COVERAGE

Overall	f	@	X	in	Newsletter
Followers	4,316	2,086	727	999	10,000+ Subscribers
Post Impressions	est 61,000	est 30,000	est 14,000	est 10,000	
Page impressions	est 8,000	est 3,000	est 200	est 1,000	

### PAST MEDIA EXPOSURE

	f	@	X	Viewership
Global BC	50,000+	129,000+	470,000+	+1.6 Million
Virgin Radio Kelowna	89,000+	7,500+	9,900+	
Move 101.5	8,100+	2,200+	4,900+	
AM 1150	5,400+	620+	6,600+	
Ocean 98.5	21,600+	4,400+	10,000+	
Jack 103.1	1,100+	2,000+	310+	
Chek TV	168,000+	41,400+	63,000+	660,000+
Times Colonist	40,000+	10,100+	90,100+	250,000 est weekly views
Used.ca	33,000+	3,200+	5,000+	500,000 est ad views
BC Business	17,000+	4,900+	50,600+	120,000

*Estimated of over 1.75 million views, equivalent coverage each year is not guaranteed.*





# SPONSORSHIP OPPORTUNITIES

## PRESENTING EXCLUSIVE **SUPERHERO**

**\$10,000**

### Complimentary Event Attendance

- Four (4) complimentary rappel spots

### Brand Awareness

- Exclusive 'Presenting Sponsor' naming opportunity
- Event press release recognition—Quote
- Opportunity to have a hosting tent and/or pop-up flags<sup>1</sup>
- Logo on onsite event day signage

### Web & Digital Marketing

- One (1) exclusive "A message from our Presenting Sponsor" eblast to Drop Zone participants
- One (1) dedicated social media post announcing sponsorship
- Social media mentions in event promotion where appropriate
- Logo on event website
- Logo on promotional eblast

### Post Event

- Tour of Easter Seals Camp or House
- Inclusion in event thank you ad
- Personalized fulfillment package
- All post event announcements
- Listing in Annual Report

<sup>1</sup> Sponsor to provide tents and/or pop-up flags. Sponsor is responsible to coordinate delivery and pick up on event day.

Sponsorship opportunities are not industry exclusive. Email Jennifer Aldridge at [events@eastersealsbcy.ca](mailto:events@eastersealsbcy.ca) for sponsorship opportunities.





## **CAPTAIN**

**\$7,500**

### **Complimentary Event Attendance**

- Four (4) complimentary rappel spots

### **Brand Awareness**

- Event press release recognition—Mention
- Opportunity to have a hosting tent and/or pop-up flags<sup>1</sup>
- Logo on onsite event day signage

### **Web & Digital Marketing**

- One (1) exclusive “A message from our Captain Sponsor” eblast to Drop Zone participants
- One (1) dedicated social media post announcing sponsorship
- Social media mentions in event promotion where appropriate
- Logo on event website
- Logo on promotional eblast

### **Post Event**

- Tour of Easter Seals Camp or House
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## MEDIA SPONSOR

### Complimentary Event Attendance

- Two (2) complimentary rappel spots

### Brand Awareness

- Opportunity to have a hosting tent and/or pop-up flags<sup>1</sup>
- Logo on onsite event day signage

### Web & Digital Marketing

- One (1) dedicated social media post announcing sponsorship
- Social media mentions in event promotion where appropriate
- Logo on event website
- Logo on promotional eblast

### Post Event

- Tour of Easter Seals Camp or House
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## WARRIOR

\$5,000

### Complimentary Event Attendance

- Two (2) complimentary rappel spots

### Brand Awareness

- Opportunity to have a hosting tent and/or pop-up flags<sup>1</sup>
- Logo on onsite event day signage

### Web & Digital Marketing

- Social media mentions in event promotion where appropriate
- Logo on event website
- Logo on promotional eblast

### Post Event

- Personalized fulfillment package
- All post event announcements
- Listing in Annual Report

<sup>1</sup> Sponsor to provide tents and/or pop-up flags. Sponsor is responsible to coordinate delivery and pick up on event day.

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## DAREDEVIL

\$2,500

### Brand Awareness

- Listing on onsite event day signage

### Web & Digital Marketing

- Social media mentions in event promotion where appropriate
- Listing on event website
- Listing on promotional eblast

### Post Event

- Personalized fulfillment package
- All post event announcements
- Listing in Annual Report

## FRIEND

\$1,000

### Brand Awareness

- Listing on onsite event day signage

### Web & Digital Marketing

- Listing on event website
- Listing on promotional eblast

### Post Event

- Personalized fulfillment package
- All post event announcements
- Listing in Annual Report

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# SPONSORSHIP OPPORTUNITIES

RECOGNITION	Presenting Exclusive SUPERHERO \$10,000	CAPTAIN \$7,500	MEDIA SPONSOR	WARRIOR \$5,000	DAREDEVIL \$2,500	FRIEND \$1,000
<b>Complimentary Event Attendance</b>						
Complimentary rappel spots	4	4	2	2		
<b>Brand Awareness</b>						
Exclusive 'Presenting Sponsor' naming opportunity	✓					
Opportunity to have a hosting tent and/or pop-up flags <sup>1</sup>	✓	✓	✓	✓		
Event press release recognition	Quote	Mention				
Onsite event day signage	Logo	Logo	Logo	Logo	Listing	Listing
<b>Web &amp; Digital Marketing</b>						
One (1) exclusive "A message from our Presenting Sponsor" eblast to Drop Zone participants	✓					
One (1) exclusive "A message from our Captain Sponsor" eblast to Drop Zone participants		✓				
One (1) dedicated social media post announcing sponsorship	✓	✓	✓			
Social media mentions in event promotion where appropriate	✓	✓	✓	✓	✓	
Event website recognition	Logo	Logo	Logo	Logo	Listing	Listing
Promotional eblast recognition	Logo	Logo	Logo	Logo	Listing	Listing
<b>Post Event</b>						
Tour of Easter Seals Camp or House	✓	✓	✓			
Inclusion in event thank you ad	✓	✓	✓			
Personalized fulfillment package	✓	✓	✓	✓	✓	✓
All post event announcements	✓	✓	✓	✓	✓	✓
Listing in Annual Report	✓	✓	✓	✓	✓	✓

<sup>1</sup> Sponsor to provide tents and/or pop-up flags. Sponsor is responsible to coordinate delivery and pick up on event day.

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# THANK YOU TO OUR GENEROUS 2024 SPONSORS

## VANCOUVER

PRESENTING SPONSOR



**ODLUM BROWN**  
Investing for Generations®



CLIMBING PARTNERS



## KELOWNA

PRESENTING SPONSOR



CLIMBING PARTNERS



## BURNABY



CLIMBING PARTNERS



## VICTORIA



**ODLUM BROWN**  
Investing for Generations®



CLIMBING PARTNERS



MEDIA PARTNERS





# SPONSORSHIP

☐ Presenting Exclusive SUPERHERO \$10,000 (*Please connect with us to check on availability*)

☐ CAPTAIN \$7,500    ☐ MEDIA    ☐ WARRIOR \$5,000    ☐ DAREDEVIL \$2,500    ☐ FRIEND \$1,000

## LOCATION

☐ Burnaby, September 18    ☐ Kelowna, September 23    ☐ Vancouver, September 16    ☐ Victoria, September 10

## PAYMENT

☐ Cheque — I've enclosed a cheque payable to **British Columbia Lions Society for Children with Disabilities**

☐ Credit Card / ETF / Wire Transfer — Please contact Jennifer Aldridge at [events@eastersealsbcy.ca](mailto:events@eastersealsbcy.ca) for more information

## CONTACT INFO

Name \_\_\_\_\_ Company \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

## SOCIAL MEDIA HANDLES

Facebook \_\_\_\_\_ Instagram \_\_\_\_\_

LinkedIn \_\_\_\_\_ X \_\_\_\_\_

## PLEASE SEND COMPLETED FORM TO:

Jennifer Aldridge  
Special Events & Sponsorship Manager  
Easter Seals BC/Yukon  
3981 Oak Street, Vancouver, BC V6H 4H5  
E: [events@eastersealsbcy.ca](mailto:events@eastersealsbcy.ca)

**Note:** Jennifer Aldridge will connect with Superhero, Captain, Media and Warrior sponsors on rappel spots.

**REGISTER TODAY AT  
DROPZONEBC.CA**



Follow us  
@EasterSealsBCY