



# DROP ZONE SPONSORSHIP PACKAGE

September 2026



[DROPZONEBC.CA](http://DROPZONEBC.CA)



# 2026 EVENT DATES

## VICTORIA

Wednesday, September 9

## BURNABY

Monday, September 14

## VANCOUVER

Thursday, September 17

## KELOWNA

Tuesday, September 22

**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 and Yukon to support and enable access for individuals with disabilities.





## WHO WE HELP

Did you know that over 30% of the population in BC is living with at least one disability? Each day, obstacles 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.



**23,800+**

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



**154**

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

\*The Canadian Survey on Disability, 2022

## 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

Get ready for a day full of excitement, with superheroes rappelling throughout the day and energy building from start to finish. A live DJ and interactive activities in the watch area create the perfect setting to engage in a meaningful experience, enjoy the view, and be part of the buzz.





*“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 [jaldridge@eastersealsbcy.ca](mailto:jaldridge@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
- Inclusion in event thank you ad
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- Listing in Annual Report

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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

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





## 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



## SIDEKICK

\$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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## BONUS OPPORTUNITIES

### Lounge Sponsor — \$7,500

Sponsor the event Lounge, a dedicated space for participants and guests to relax, connect, and celebrate their rappel. This high-traffic area offers prime brand visibility and an opportunity to create a welcoming, community-focused experience. Your support helps provide a comfortable, inclusive space while showcasing your commitment to accessibility and community impact.

**One per city – same recognition as the Captain Sponsor**

### Story Wall Sponsor — \$5,000

Be the sponsor of the Story Wall, a powerful on-site activation where participants share why they are choosing to rappel in support of Easter Seals. Guests will be invited to write personal messages of courage, gratitude, and inspiration, creating a visual display of impact throughout the event. Your brand will be prominently featured on the Story Wall, aligning your organization with the heart and purpose behind every rappel.

**One per city – same recognition as the Warrior Sponsor**

### Photo Booth Sponsor — \$2,500

Be the sponsor of our branded Photo Booth, where participants capture and share their Drop Zone moment. Your logo will appear on photo overlays and signage, extending your brand reach through social media sharing and personal keepsakes, while celebrating the achievements of those who take the leap for Easter Seals.

**One per city – same recognition as the Daredevil Sponsor**

# SPONSORSHIP OPPORTUNITIES

RECOGNITION	Presenting Exclusive SUPERHERO \$10,000	CAPTAIN \$7,500	MEDIA SPONSOR	WARRIOR \$5,000	DAREDEVIL \$2,500	SIDEKICK \$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 2025 SPONSORS

## National Sponsor

**CENTURY 21.**  
Canada

## National Partner



### KELOWNA



Presenting



Host Building



Hotel Sponsor

Heritage Office Furnishings  
AMQ Solutions

Sidekick

### VANCOUVER



**ODLUM BROWN**  
Investing for Generations®

Presenting



Host Building



Captain



Catering



Warrior

### VICTORIA



Host Building



**ODLUM BROWN**  
Investing for Generations®

Daredevil



Catering

### BURNABY



Host Building



Warrior



Daredevil



Catering

ARC Document  
Solutions, LLC

Sidekick



**St. John Ambulance**  
SAVING LIVES  
at work, home and play

First Aid

## Media Partners



## Climbing Gym 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

SIDEKICK \$1,000

## LOCATION

Victoria, September 9

Burnaby, September 14

Vancouver, September 17

Kelowna, September 22

## 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 [jaldridge@eastersealsbcy.ca](mailto:jaldridge@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: [jaldridge@eastersealsbcy.ca](mailto:jaldridge@eastersealsbcy.ca)

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

**REGISTER TODAY AT  
DROPZONEBC.CA**



British Columbia/Yukon

Follow us  
@EasterSealsBCY

Charitable Registration Number 11921 7248 RR0001