



DROP ZONE SPONSORSHIP PACKAGE

September 2025



DROPTZONEBC.CA



2025 EVENT DATES

VICTORIA

Tuesday, September 9

VANCOUVER

Tuesday, September 16

BURNABY

Thursday, September 18

KELOWNA

Tuesday, September 23

**REGISTER TODAY AT
DROPTZONEBC.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 flags¹
- 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

¹ 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 Agnes Wong at 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 flags¹
- 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
- Personalized fulfillment package
- All post event announcements
- 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 flags¹
- 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
- Inclusion in event thank you ad
- Personalized fulfillment package
- All post event announcements
- Listing in Annual Report

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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 flags¹
- 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

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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
Complimentary Event Attendance						
Complimentary rappel spots	4	4	2	2		
Brand Awareness						
Exclusive 'Presenting Sponsor' naming opportunity	✓					
Opportunity to have a hosting tent and/or pop-up flags ¹	✓	✓	✓	✓		
Event press release recognition	Quote	Mention				
Onsite event day signage	Logo	Logo	Logo	Logo	Listing	Listing
Web & Digital Marketing						
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
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	✓	✓	✓	✓	✓	✓

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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 9

PAYMENT

- Cheque — I've enclosed a cheque payable to *British Columbia Lions Society for Children with Disabilities*
 Credit Card / ETF / Wire Transfer — Please contact Agnes Wong at 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:

Agnes Wong
Special Events & Sponsorship Officer
Easter Seals BC/Yukon
3981 Oak Street, Vancouver, BC V6H 4H5
E: events@eastersealsbcy.ca

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

**REGISTER TODAY AT
DROPZONEBC.CA**



Follow us
@EasterSealsBCY