

# PLAYGROUND TRANSFORMATION PROJECT

Will you help us transform our old playground into the fun and challenging play area that children deserve?



**DEER  
LAKE  
SCHOOL**

"Play is the highest form of research."  
- Albert Einstein



## Sponsorship Invitation

Our playground is 28 years old and long past its usefulness – it's in need of transformation! We are looking for partners and sponsors to help our children's dreams come true.

All sponsorship funds and in-kind contributions will go directly toward purchase and installation of equipment. Donors are able to make a general donation, or choose to sponsor any specific part of the playground that they would like to support financially i.e. Topsy Spinner, \$7,000, LoliLadder \$4,000, Double Swoosh \$5,000 or Portal Climber, 8,000. There are significant benefits to being a sponsor of a school playground



Topsy Spinner



LoliLadder

### Community Goodwill

A playground focuses on bringing children and families together to build strong bodies and happy memories. Playground sponsors will have an opportunity to be seen as supportive and caring corporate community citizens. Sponsorship contributes to creating a lasting legacy for Deer Lake School and the children and parents it serves, by building healthy and active kids.

### Increased Brand Awareness

Supporting the Playground Transformation Project provides a great opportunity for brand exposure for your business. You will be able to have your business name placed on a sponsorship plaque at the edge of the playground, that will expose your brand to playground participants for years to come. **Playground naming opportunities are available for a donation over \$20,000 or for specific equipment recognition.**

### **Audience Exposure**

Sponsors will benefit from the respect and appreciation of a large number of ages, both children and their parents, along with school staff and community guests who visit the playground.



Portal Climber

### **Levels of Sponsorship Available**

#### **TRIPLE AAA PLATINUM SPONSORSHIP (\$20,000+)**

- Playground naming
- Deer Lake School business name and logo carried on website
- Triple AAA Platinum level recognition noted on playground donor plaque

#### **PLATINUM SPONSORSHIP (\$10,000+)**

- Deer Lake School business name and logo carried on website
  - Platinum level recognition noted on playground donor plaque



Double Swoosh

#### **DIAMOND SPONSORSHIP (\$5,000+ CASH OR IN KIND)**

- Diamond level recognition noted on playground donor plaque

#### **GOLD SPONSORSHIP (\$1,000+)**

- Gold level recognition noted on playground donor plaque

#### **SILVER SPONSORSHIP (\$500+)**

- Silver level recognition noted on playground donor plaque

#### **BRONZE SPONSORSHIP (\$250+)**

- Bronze level recognition noted on playground donor plaque

**Customized sponsorships can be created based on your business needs and contribution interest.**

For further information please contact Gaileen Woytko, Director of Development & Operations, Deer Lake School, at 604.434.5844 ext. 102, [gwoytko@deerlakeschool.ca](mailto:gwoytko@deerlakeschool.ca)