

Inspired by the Jon Montgomery Pizza Pigout, KidSport  
Greater Victoria launches a new 2020 model.  
Play it Forward with us!



For 20 years, KidSport Greater Victoria has been at work in our amazing community, supporting families in financial need to ensure their children don't miss out on the incredible opportunities offered through participation in sport and physical activity. In that time, we have proudly reached nearly 13,000 local children and youth with \$3,000,000 in season-of-sport registration fees, So ALL Kids Can Play

Our work wouldn't be possible without the support of incredible volunteers, foundations, organizations, businesses and events. Since March 2020, we know many of these generous past contributors are suffering from significant losses to their businesses. It's time to give back and Play it Forward!

Inspired by the Jon Montgomery Pizza Pigout we are proud and excited to be launching a Fall 2020 initiative under the banner of the amazing success of the Pizza Pigout. The concept is motivated by our desire to support the community that has made our work possible, alongside our ambitions to continue helping local kids and families in need, for the long term. Target timeline is 7-10 days in late Sept 2020.

We are currently at work pulling several related concepts together: a safe, socially distanced night of pizza at the Sticky Wicket this Fall (COVID conditions and guidelines allowing), an online silent auction, and online raffle and 50/50 components.

Uniquely, our Play it Forward program will allocate 50% of all corporate sponsorship secured through the project to be used to purchase gift cards and goods from generous local businesses who have brought our past events to life. These purchased items will become the silent auction items we'll invite the public to bid on this Fall through an online silent auction, to be hosted alongside the other complimentary components outlined above. Our goal is to help get word out and customers into, local businesses- and at the same time raise funds to help local kids get back in safe ways to participation in the sports and activities they love.

In the spirit of the event and recognition that ALL businesses and organizations have been deeply affected by the pandemic, we are offering a "sliding scale" sponsorship model. We encourage sponsors to give what they can- and we look forward to recognizing all sponsors through event media and promotions. 50% of all sponsorship dollars received will be spent to support local businesses; the balance will be used to bring sport and physical activity opportunities to local children and youth in need.

For more information, or to join our efforts, please contact Jill Shaw, Executive Director of KidSport Greater Victoria, at [jillshaw@kidsportvictoria.ca](mailto:jillshaw@kidsportvictoria.ca) or 250.812.4391.

| SPONSOR LEVEL   | RECOGNITION   |
|---|---|
| <b>Presenting Sponsor</b><br><b>(Max of 1)</b><br><b>SECURED</b><br><b>\$10,000</b> | <ul style="list-style-type: none"> <li>➤ Opportunity for video-recorded “welcome”, posted to website and social media</li> <li>➤ Opportunity for primary placement of banner and/or on-screen recognition at Sticky Wicket event, circumstances allowing.</li> <li>➤ Logo connected to event in all marketing and promo “initiative is hosted by KidSport Greater Victoria, and made possible by ***”</li> <li>➤ Primary logo placement on Jon Montgomery Pizza Pigout website</li> <li>➤ Primary logo placement in initiative newspaper ads and any other printed media</li> <li>➤ Mentions through any interview / publicity opportunities secured</li> <li>➤ Recognition through KidSport and Jon Montgomery Pizza Pigout social media platforms</li> <li>➤ Logo built into initiative images posted to social media platforms</li> <li>➤ Feature story on KidSport website recognizing Platinum Sponsorship</li> <li>➤ Name recognition on partners page of KidSport website</li> </ul> |
| <b>Gold Sponsor</b><br><b>\$1500 - \$7500</b>                                       | <ul style="list-style-type: none"> <li>➤ Opportunity for secondary placement of banner and/or on-screen recognition at Sticky Wicket event, circumstances allowing.</li> <li>➤ Secondary logo placement on initiative website</li> <li>➤ Secondary logo placement in initiative newspaper ads and any other printed media</li> <li>➤ Recognition through KidSport and Jon Montgomery Pizza Pigout social media platforms</li> <li>➤ Logo built into initiative images posted to social media platforms</li> <li>➤ Name recognition on partners page of KidSport website</li> </ul>  |
| <b>Silver Sponsor</b><br><b>\$500 - \$1499</b>                                      | <ul style="list-style-type: none"> <li>➤ Opportunity for tertiary on-screen recognition at Sticky Wicket event, circumstances allowing.</li> <li>➤ Tertiary logo placement on initiative website</li> <li>➤ Tertiary logo placement in initiative newspaper ads and any other printed media</li> <li>➤ Recognition through KidSport and Jon Montgomery Pizza Pigout social media platforms</li> <li>➤ Name recognition on partners page of KidSport website</li> </ul>  |
| <b>Bronze Sponsor</b><br><b>\$100 - 499</b>   | <ul style="list-style-type: none"> <li>➤ Organization name included on initiative website</li> <li>➤ Organization name included in initiative newspaper ads and any other printed media</li> <li>➤ Recognition through KidSport and Jon Montgomery Pizza Pigout social media platforms</li> </ul>   |

