
TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR
PARKS, RECREATION AND CULTURAL SERVICES

**SUBJECT: SPONSORSHIP OF THE 2016 EASTER SEALS WOMAN2WARRIOR
FUNDRAISING EVENT**

RECOMMENDATIONS:

1. **THAT** approval be granted to sponsor the Easter Seals Woman2Warrior fundraising event at Swangard Stadium on 2016 May 15, under the terms and conditions outlined in this report.
2. **THAT** a copy of this report be forwarded to Mr. Stephen Miller, President and CEO of Easter Seals.

REPORT**BACKGROUND**

Easter Seals has submitted a letter dated 2015 November 14 (Attachment #1) requesting a fee waiver for the use of Swangard Stadium and Central Park for their fourth annual Woman2Warrior fundraising event in support of camps for children with disabilities. Woman2Warrior is a women's only team obstacle adventure race and is the primary fundraiser for Easter Seals Camps. This event was developed to replace the long running 24 Hour Relay that came to an end after a successful 35 year run. Easter Seals is part of the British Columbia Lions Society for Children with Disabilities which has provided transportation, housing, camp and support services to children for over 60 years.

This year's Woman2Warrior race is planned for Sunday, 2016 May 15 at Swangard Stadium and through the trails of Central Park between the hours of 10:00 and 14:00. This annual event has raised close to \$415,000 for B.C.'s children with disabilities in its first three years. The event is also held in Victoria, B.C. and Calgary, Alberta.

Corporate sponsors underwrite Woman2Warrior's operating costs and all funds raised through donations and pledges go directly to the Easter Seals Camping program in B.C. Over 700 participants, volunteers and organizers contribute to the success of Woman2Warrior each year.

To: Parks, Recreation & Culture Commission
From: Director Parks, Recreation and Cultural Services
Re: SPONSORSHIP OF THE EASTER SEALS 2016
WOMAN2WARRIOR FUNDRAISER

..... Page 2

CITY OF BURNABY'S WOMAN2WARRIOR INVOLVEMENT

For this event the City of Burnaby will provide the following:

- Event facilities and services at minimal cost
- Use of Swangard amenities
- Selected areas of Central Park trails as outlined (Attachment #2)
- Set up and cleanup of the facility
- Grounds maintenance and janitorial services throughout the event

Event concessions and beer gardens will be provided by Woman2Warrior organizers. All revenue will be retained by the group. A fee of \$653.47 will be paid to the Parks, Recreation and Cultural Services Department for de-licensing and concession buy-out fees.

SPONSORSHIP

If approved, the City of Burnaby's services and in-kind contribution of \$19,525.84 will be categorized as a platinum sponsor. The City of Burnaby logo will appear on all promotional marketing materials, event signage and the Woman2Warrior web page. In addition, the City of Burnaby will receive recognition on all media promotions.

CONCLUSION

Easter Seals have proven to host very successful charitable community events and the City of Burnaby's contribution of the park site and in-kind services has been a major factor in their continued success.

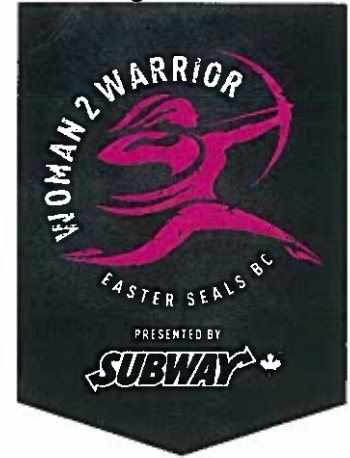
It is recommended that approval be granted to sponsor the Easter Seals Woman2Warrior Fundraiser as outlined in this report.



Dave Ellenwood
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

CC:lw
Attachments (2)

Nick Volkow
Chairperson & Council Representative - Parks, Recreation & Culture Commission
City of Burnaby
101 – 4946 Canada Way
Burnaby, BC V5G 4H7



November 14, 2015

Dear Nick,

Over these last 36 years, we've sent over 19,000 children with disabilities to one of our three Easter Seals Camps. Located in Winfield, Shawingan Lake and Squamish, Easter Seals Camps are a place for children to focus on their abilities instead of their disabilities while learning new skills and building self-confidence and independence. The camps focus on having fun, playing sports and growing as individuals, while being able to support each child's individual needs, including having nurses onsite 24/7 to administer medications and handle medical emergencies, and having specialized equipment to ensure no child is left out of any activities they want to participate in. It costs \$2,400 to send one child to camp for one week, we charge only \$500 to the families, leaving the Society to cover the other \$1,900.

We would like to request the City of Burnaby to continue to support our fundraising efforts by applying the fee waivers to WOMAN2WARRIOR. Over the last 36 years, we've made ourselves at home at Swangard, contributing to the cost of significant capital improvements to the facility, including electrical upgrades. Our long-term partnership has allowed us to deliver our messages to the community, while continuing to position both the City of Burnaby and our organization as leaders in giving children with disabilities abilities.

Thank you for taking the time to review our request. If you require any additional information regarding WOMAN2WARRIOR or Easter Seals, please do not hesitate to contact me at 604-873-1865 or email smiller@lionsbc.ca.

For the kids,

Stephen Miller
President & CEO, Easter Seals

CC: Jill Porter, Supervisor – Sports and Outdoor Recreation

Visit our website, Facebook, and Twitter page for news, updates and stories of the event and the camps.

Woman2Warrior.ca | Facebook.com/Woman2Warrior | Twitter.com/W2WVan

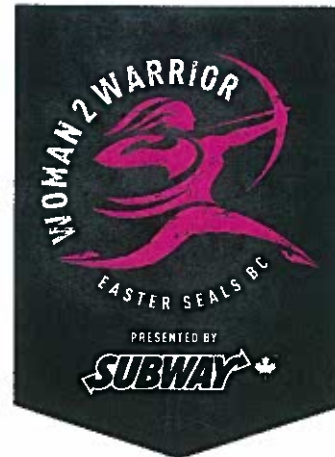
Woman2Warrior

Vancouver, May 15, 2016

City of Burnaby Sponsorship Agreement Details

Throughout the 2016 sponsorship, City of Burnaby will provide for the Woman2Warrior:

- Exclusive use of Swangard Stadium, Hospitality Room and shared use of Central Park for Woman2Warrior on Sunday, May 15 from 10 AM to 2 PM
- Use of the following for installation and removal of tents on the concourse, south and north ends of the stadium, staging on the field and general set-up and tear-down:
 - Exclusive use of Swangard Stadium, VIP Parking Lot and Hospitality Room from Friday, May 13, 8 AM to Monday, May 16, 5 PM, 2016.
 - Shared use of Central Park trails from Friday, May 13, 8 AM to Sunday, May 15, 10 PM, 2015.
- Use of hospitality room for Volunteer Orientation (Date, TBD. 3 hours.)
- The use of venue washrooms, changing rooms and showers.
- The use of onsite equipment, including tents (6-20x20).
- Proper stadium maintenance to be provided by staff.
- The closure of East parking lots from Sunday, May 15, 5 AM to 4 PM. During this time, event route will pass through it will be assigned to participants and sponsor vehicles only.



In return, Woman2Warrior will adhere to the following guidelines & regulations:

- To have all on-track, trail and infield activity approved by City of Burnaby.
- To maintain trail cleanliness.
- To use only golf carts and utility vehicles on the track. The golf carts will be operated by authorized operators only.
- To abide by all Fraser Health regulations for food services.
- To abide by generator guidelines & regulations.
- To work with the City of Burnaby on garbage and recycling programs, dog allowance regulations, parking, security and noise bylaws.
- To ensure that the trails in Central Park used from Woman2Warrior are left in the same condition as originally found

The following recognition opportunities also fall in line with the value of your sponsorship:

PLATINUM SPONSOR BENEFITS (\$10,000)
Right to use the designation – Platinum Sponsor
Right to use the Woman2Warrior logo in existing corporate advertising
Corporate logo included on Woman2Warrior paid media advertising
Promotional Benefits: <ul style="list-style-type: none">- Recognition on all promotional marketing material (Prominent)- Social media sponsor mentions (Prominent)- Event Signage: Venue Placement (Primary)- Obstacle sponsorship (sponsor to provide signage, swag to brand obstacle, opportunity for employee engagement)- Onsite activation and promotional tent- Corporate mascot and/or on-site vehicle- Verbal recognition at all events (Prominent)- Complimentary team registration

