

COMMISSION REPORT

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**TO:** CHAIR AND MEMBERS  
PARKS, RECREATION & CULTURE COMMISSION

**FROM:** DIRECTOR PARKS, RECREATION & CULTURAL SERVICES      **FILE:** 7100-00

**SUBJECT: SPONSORSHIP OF THE 2017 EASTER SEALS WOMAN2WARRIOR FUNDRAISING EVENT**

**PURPOSE:** To request approval for the sponsorship of the Easter Seals Woman2Warrior fundraising event at Swangard Stadium on 2017 September 30, as outlined in this report.

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**RECOMMENDATIONS:**

1. **THAT** approval be granted to sponsor the Easter Seals Woman2Warrior fundraising event at Swangard Stadium on 2017 September 30, under the terms and conditions outlined in this report.
2. **THAT** a copy of this report be forwarded to Mrs. Charlene Krepiakovich, President and CEO of Easter Seals.

**REPORT**

Easter Seals has submitted a letter dated 2017 May 17 (Attachment #1) requesting a fee waiver for the use of Swangard Stadium and Central Park for their fifth 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, 2017 September 30 at Swangard Stadium and through the trails of Central Park between the hours of 10:00 a.m. and 4:00 p.m. This annual event has raised over \$500,000 for B.C.'s children with disabilities in its first four years. The event is also held in Victoria, B.C. and Calgary, Alberta.

To: Parks, Recreation & Culture Commission  
From: Director Parks, Recreation & Cultural Services  
Re: Woman2Warrior 2017

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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.

## **CITY OF BURNABY'S WOMAN2WARRIOR INVOLVEMENT**

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

- Event facilities and services
- 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 \$762.11 will be paid to the Parks, Recreation and Cultural Services Department for de-licensing, beer garden and concession buy-out fees.

## **SPONSORSHIP**

If approved, the City of Burnaby's services and in-kind contribution of \$20,286.86 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 & CULTURAL SERVICES



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

May 17, 2017

Dear Paul,

At Easter Seals BC/Yukon, we play an important role in supporting families and children with disabilities. Our services at Easter Seals House in Vancouver, and our programming at Easter Seals Camps, provide life-saving and life changing experiences. Over these last 39 years, we've sent over thousands of children with disabilities to one of our three Easter Seals camps. Located in Winfield, Shawnigan Lake, and Squamish, Easter Seals Camps are a place for children to focus on their abilities instead of their disabilities. Living with a disability can be complex, difficult, and expensive, placing tremendous strain and stress on a family. Through specialized services, programs, and facilities, Easter Seals BC/Yukon ensures children with disabilities grow and thrive. Giving children and youth with disabilities self-esteem, self-confidence, and a sense of independence is what we are all about. Easter Seals BCY is primarily supported by individual donors, sponsors, and fundraisers. It is with your help that we empower, engage, and bolster the abilities of each child.

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 38 years through 24 Hour Relay and Woman2Warrior, we've made ourselves at home at Swangard. This long term relationship 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 [ckrepiakevich@eastersealsbcy.ca](mailto:ckrepiakevich@eastersealsbcy.ca).

Kind Regards,

A handwritten signature in black ink, appearing to read "Charlene".

Charlene Krepiakevich  
President & CEO  
Easter Seals, British Columbia & Yukon / British Columbia Lions Society for Children with Disabilities





Woman2Warrior  
Vancouver, September 30, 2017

### City of Burnaby Sponsorship Agreement Details

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Throughout the 2017 sponsorship, City of Burnaby will provide for the Woman2Warrior:

- Use of Swangard Stadium, Hospitality Room and shared use of Central Park for Woman2Warrior on Saturday, September 30 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:
  - Use of Swangard Stadium, VIP Parking Lot, concourse and Hospitality Room from Thursday, September 28, 8 AM to Sunday, October 1, 5 PM, 2017.
  - Shared use of Central Park trails from Thursday, September 28, 8 AM to Saturday, September, 10PM, 2017.
- 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).
- Stadium maintenance to be provided by City of Burnaby staff.
- The closure of East parking lots from Saturday, September 30, 5 AM to 4 PM. During this time, event route will pass through and it will be assigned to participants and sponsor vehicles only.

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

- To have all trail and facility activity approved by City of Burnaby.
- To maintain trail cleanliness.
- 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
- To ensure signage and placement of signage along trail route is approved in advance by the City of Burnaby



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

<b>Powerful Champion (\$10,000)</b>
<p>Right to use the designation – Powerful Champion</p> <p>Right to use the Woman2Warrior logo in existing corporate advertising</p> <p>Corporate logo included on Woman2Warrior paid media advertising</p>
<p>Promotional Benefits:</p> <ul style="list-style-type: none"> <li>- Recognition on all promotional marketing material (Prominent)</li> <li>- Social media sponsor mentions (Prominent)</li> <li>- Event Signage: Sponsor Venue Placement (Primary)</li> <li>- Obstacle sponsorship (sponsor to provide signage, swag to brand obstacle, opportunity for employee engagement)</li> <li>- Onsite activation and promotional tent at Finisher's Festival</li> <li>- Corporate mascot and/or on-site vehicle</li> <li>- Verbal recognition at all events (Prominent)</li> <li>- Complimentary team registration (4 spots)</li> </ul>



