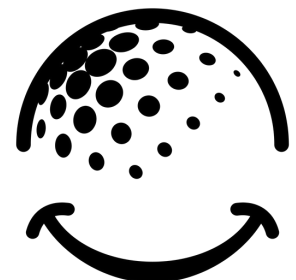
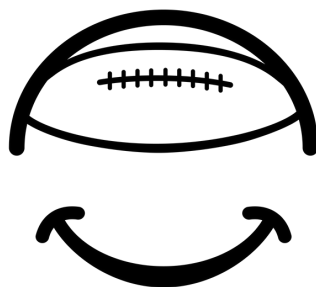
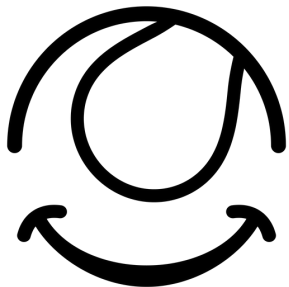
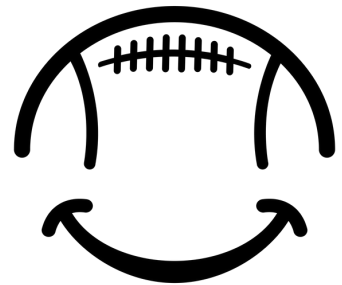
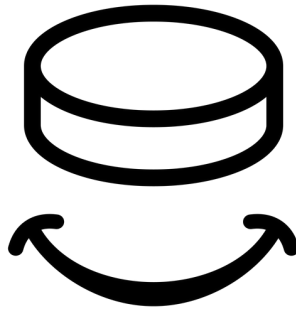




KidSport
**BACK to
SPORT**



**BE PART OF GETTING LOCAL KIDS BACK TO SPORT
JOIN OUR BACK TO SPORT PROJECT**





THE BACK TO SPORT PROJECT

THE GOALS



- Support and advocate for the safe return to sport - a critical piece to building back our community and our kids post pandemic
- Get kids back to sport, back to play, back to practice, back to friends, back to being kids
- ALL qualified kids receive access to fee assistance and equipment they need to PLAY
- Re-energize the sport community by continuing to invest in those clubs, programs and associations that operate sport in our community . 2019 saw us invest over \$1.7 million into our sport economy. We know this impact is only going to grow in 2021, 2022 and beyond.
- Give kids the chance to dream, chase those dreams and develop as our future leaders

2021 Back to Sport Impact Projections

- 1,500 kids fees supported between Sept - Dec 2021
- 500 kids provided no cost equipment Sept - Dec 2021
- Distribute \$450,000 in fees back into our sport community
- Build the foundation for a 2022 full return to sport and record impact from KidSport and our Flames Sports Bank



I am really grateful for the assistance my twin girls got from KidSport. Nia is a double amputee who really needed this gymnastics session to build her core muscles and confidence, Dia could not be left at home so we applied for the 2 of them and the cost was high. I was told I could get some support and I am so glad KidSport paid 100 percent for my kids.

THE WHY



- Sport Creates Positive Change for Kids
 - Improves Mental Health
 - Fuels Healthy Habits
 - Ignites Inclusivity
 - Creates Safer Communities
 - Cultivates Leaders
 - Increases Success in School
- We invest dollars raised directly back into our local sport community and economy
- We break down barriers (cost of fees and cost of equipment) for vulnerable kids in our community
- We give hope, build confidence and increase a child's sense of pride in our community
- Our program is inclusive to all who need us no matter ability, race, gender, culture or background. If a family is low income we are here to help make sport a reality for thier kids



GETTING LOCAL KIDS BACK TO SPORT

Now is the time for your company to join our team and help us mobilize our efforts in getting kids Back to Sport in 2021. An investment in KidSport Calgary and our Calgary Flames Sports Bank is an investment in a local child's physical and mental well being. It is an investment in their future and the future of our community. In addition, your contribution is a direct investment in our local sports economy as dollars are directed to sport clubs, partners and programs to ensure our families have a place for their kids to play!

IMPACT OF YOUR CONTRIBUTION

\$5,000 Contribution - 15 Kids supported with registration fees and/or no cost equipment

\$10,000 Contribution - 30 Kids supported

\$15,000 Contribution - 45 Kids supported

\$25,000 Contribution - 75 Kids supported

A contribution can be made as a charitable tax donation where you will receive a tax receipt reflecting the full amount of your donation or it can be built as a sponsorship where we can provide additional logo and brand recognition as part of your contribution. Sponsorships would receive a business receipt. Depending on what fits your business best we can discuss the deliverables tied to each level of contribution.

A minimum 1,500* kids will require registration fee assistance and a minimum 500 kids will require equipment to assist them in returning to sport between September 1 and December 31st 2021. This will require us to raise \$450,000 to assist these kids. Join us as part of the Back to Sport campaign as a partner or donor so we can ensure ALL kids can get Back to Sport, safely.

*This is a conservative estimate based on 2019 data and impact, we also believe demand will increase due to the local economic climate, impact of COVID and record unemployment rates



I want to express my sincere gratitude for the skis, poles, boots, and helmets my two sons have received from KidSport Calgary. Alex and Max would not have been able to ski with their friends if they had not received this wonderful gift from the Calgary Flames Sports Bank. I could never have been able to buy this ski equipment for them. Thank you!



DONATION / SPONSORSHIP ASSETS

\$5,000 Contribution

Donation - social media thank you, charitable tax receipt and monthly newsletter recognition

Sponsorship - social media thank you, business receipt, newsletter recognition, logo inclusion as a Back to Sport Partner, LinkedIn Story on the partnership

\$10,000 Contribution

Donation - social media thank you, charitable tax receipt and monthly newsletter recognition

Sponsorship - social media thank you, business receipt, newsletter recognition, logo inclusion as a Back to Sport Partner, LinkedIn Story on the partnership, logo on our website, 2 social media partnership posts

\$25,000 Contribution

Donation - social media thank you, charitable tax receipt and monthly newsletter recognition

Sponsorship - 1 of 4 presenting sponsors of our Back to Sport project, showcase in newsletter as presenting partner throughout full campaign, LinkedIn Story, logo on website, 6 social media partnership posts, Back to Sport partner logo inclusion (Priority placement), employee engagement opportunities (info session, guest speakers) profiled in monthly impact report as key partner in our Back to Sport push



“ Thank you all so much for giving my children the opportunity to join a club and learn a sport - and learn a whole other side of themselves that would never have been found without your help! I'm a disabled, single parent and I know that my children will have opportunities to get out and get exercise because of KidSport... because of you.



OTHER WAYS TO GIVE

- Donation - donate an amount that works for you or your company as every dollar counts
- Sponsor or attend one of our great fundraising events (ex. Brian Burke's Targets for Kids, Eric Francis Pizza Pigout, ICONIC Electric and Controls Turkey Bowl, Cowboys Wing Off, Trevi Pool and Spas Golf Tournament)
- Donate an auction or raffle item to be part of one of our upcoming fundraisers
- Donate a portion of sales from a retail item that fits your business (Friday Sock Co, Bro'Kin Yolk, Cold Garden)
- Promote the KidSport Recycling program to your employees, customers and clients
- Create a peer to peer fundraising page building some internal competition within your team
- Host a raffle or 50/50 with the capability to do it all online



Contact us for more information or to discuss what might fit for your team
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