

**Inspired by the Jon Montgomery Pizza Pigout,
KidSport Greater Victoria will *Play it Forward* again this year!**



For 21 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 over 13,300 local children and youth with over \$3,150,000 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 in the hospitality industry in particular 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 moving forward again this year with the Play it Forward project. 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.** The project will run Oct 25 – Nov 5, 2021.

We are currently at work pulling several related concepts together: namely, a large online silent auction alongside several special restaurant-hosted Play it Forward initiatives.

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 hospitality 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. Our goal is to help get word out, and customers back to, local businesses - and at the same time raise funds to help local kids get back 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 presenting 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 or 250.812.4391.



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

Play it Forward Oct 25 – Nov 5, 2021

For more information

www.jonmontgomerypizzapigout.com

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KidSport Greater Victoria
So ALL Kids Can Play.

