

walk

RICHMOND



SCHOOL DISTRICT NO. 38
(RICHMOND)



Sponsorship Benefits

Walk Richmond is an initiative aimed at building a legacy of healthy lifestyles in Richmond by engaging people in life-long walking. Walk Richmond offers potential sponsors the opportunity to reach a wide variety of residents and workers who are currently inactive, as well as those in the community who already enjoy active lifestyles.

As a sponsor, you will also be able to:

- Heighten your company's visibility
- Increase customer awareness of your product or service
- Provide cooperative promotion and marketing
- Link your company to the benefits of being active

Who we are

Walk Richmond is the first initiative of its kind in the City. This project, a partnership between Richmond School District No. 38, Vancouver Coastal Health, and the City of Richmond, offers Richmond residents and workers the opportunity to take steps towards healthier living by changing behaviours and encouraging them to explore the benefits of walking and active living.

Walk Richmond also receives support and involvement from the following organizations committed to building a healthy active community in Richmond:

Richmond RCMP
Richmond Review
Tourism Richmond
Richmond Chamber of Commerce
Richmond Youth Services Agency
Touchstone Family Association
S.U.C.C.E.S.S.
Richmond Safe Communities Foundation
Way to Go! School Program
Richmond Multicultural Concerns Society
Richmond Children First
Richmond Fitness and Wellness Association
Heart and Stroke Foundation of BC & Yukon



Reach

Walk Richmond has broad reach in Richmond as a result of the involvement of the Richmond School District, Vancouver Coastal Health, the City of Richmond and a range of partnering organizations.

Primary Target Market:

Richmond residents and workers who are currently inactive. This varied market includes adults, youth, children, families and seniors.

Secondary Target Market:

Richmond residents and workers who are already physically active, yet would like to benefit from walking opportunities and resources.

Walk Richmond also targets Community and Corporate Partners to encourage walking in the workplace.

Walk Richmond Exposure

- A comprehensive website includes access to walking information and resources, and an online step tracking program
- Walking grants for initiatives in elementary and secondary schools and communities throughout the city
- Walking programs initiated at community centres, within neighbourhoods and communities around the city
- Walking programs listed in the Recreation and Culture Summer Guide and on the Walk Richmond website
- Presence at community events such as Salmon Festival, Multifest, and City Centre Celebration
- Ongoing advertising in local newspapers and news releases sent to Lower Mainland radio, print and television contacts.
- Initiatives and programs advertised within:
 - 25 community facilities,
 - local elementary schools (15,000) children
 - Richmond community organizations
- Walk Richmond maps and brochures distributed to:
 - Over 25 local hotels
 - Tourism Richmond Visitor Centres
 - 25 community facilities
 - Richmond community organizations
 - Richmond businesses



Sponsor Rewards

★ Gold Sponsor ★ \$5,000+

- Sponsor naming and logo insertion in Walk Richmond newspaper advertisements
- Logo insertion on posters and flyers distributed to community organizations and local businesses
- Sponsor naming and logo insertion on the Walk Richmond website as well as an Internet link to sponsor's own website
- Permission to use the Walk Richmond logo on organization's marketing and advertising materials
- Opportunity to provide samples, product, coupons and promotional material to Walk Richmond participants.
- Opportunity to provide banner advertisement with sponsor name and logo at Walk Richmond hosted walks and events throughout Summer 2007
- Named sponsor of Walk Richmond Guide, profiling local walks and resources
- One Workplace Walking Kit

★ Silver Sponsor ★ \$1000-\$5000

- Logo insertion in Walk Richmond newspaper advertisements
- Logo insertion on posters and flyers distributed to community organizations and local businesses
- Sponsor naming and logo insertion on the Walk Richmond website as well as Internet link to sponsor's own website
- Permission to use the Walk Richmond logo on organization's marketing and advertising materials
- Opportunity to provide samples, product, coupons and promotional material to Walk Richmond participants

★ Bronze Sponsor ★ \$250-\$1000

- Logo insertion in Walk Richmond newspaper advertisements
- Sponsor naming and logo insertion on the Walk Richmond website as well as Internet link to sponsor's own website
- Permission to use the Walk Richmond logo on organization's marketing and advertising materials



Other Sponsorship Opportunities

Showcase your company's product or service.

Walk Richmond offers participants incentives upon reaching walking goals. These incentives provide an opportunity for your company to showcase a product or service.

Items available for sponsorship include (but are not limited to) the list below, and values are guidelines only. Your sponsorship will be recognized on the Walk Richmond website and in Walk Richmond newspaper advertisements.

Recreational Opportunities (\$100-\$1000 suggested value)

Vacations, travel vouchers, trips and tours, expeditions

Sports/Fitness related Prizes (\$50-250 suggested value)

Clothing, running/walking shoes, backpacks, fitness equipment

Technology related Prizes (\$50-250 suggested value)

Mp3 players, iPods, cameras, watches, music, gift certificates

Health/Wellness related Prizes (\$50-250 suggested value)

Gift baskets, gift certificates, food/beverage items

Contact Information

To find out more details about Walk Richmond sponsorship opportunities, contact:

Recreation and Cultural Services

City of Richmond

Phone: 604-276-4300

Email: walking@richmond.ca

