

CAMP

Sponsorship Guide



CAMP RAINBOW PHOENIX





Sponsorship Guide 2018

Partners

PFLAG Canada Durham Region

PFLAG Canada Durham Region is a not for profit organization that is a chapter of the national charity organization PFLAG Canada. We operate independently yet are part of the family and are much like an affiliate or a franchise. We follow the principles and guidelines of the national organization and are recognized for these standards.

PFLAG Canada Durham Region provides support, education, and resources on issues of sexual orientation and gender identity/expression for gay, lesbian, bisexual, transgender, transsexual, two-spirit, intersex, queer, and questioning persons and their families and friends.

<https://pflagdurhamregion.com>

AIDS Committee of Durham Region

The AIDS Committee of Durham Region is a community based, non-profit, charitable organization. We work in partnership with many individuals and organizations that support, in principle or in practice, our mission and goals.

We create an inclusive environment for a collaborative approach to education, support and outreach. We build on the strengths and abilities of people living with HIV, AIDS and related co-infections, those at risk and their support networks in Durham Region.

<https://www.aidsdurham.com/>

PFLAG Canada Lindsay, ON

PFLAG Canada Lindsay, ON is a chapter of the national charity organization PFLAG Canada. We follow the principles and guidelines of the national organization and are recognized for these standards. We actively assist in the recognition and growth of sexual orientation and gender identity/expression through support, education and awareness in the Lindsay and surrounding area.

<http://pflagcanada.ca/pflag-chapters/ontario/>



Sponsorship Guide 2018

Sponsorship Proposal

PFLAG Canada Durham Region invites you to partner with us for our 8th Annual LGBTQ and Allies Youth Leadership Camp: Camp Rainbow Phoenix - an adult-facilitated and peer-mentored residential style summer leadership camp for youth ages 13 to 17. The camp is 5 days of learning, fun, and making new friends. Camp Rainbow Phoenix focuses on building and nurturing the leadership potential and personal resiliency of youth in an effort to help them become agents for positive social change in their schools, families, and communities. Our official partners for Camp are the AIDS Committee of Durham Region, and PFLAG Canada Lindsay, ON. This safe camp is important to our youth because:

- LGBTQ students hear anti-gay slurs an average of 26 times per day.
- 26% of LGBTQ youth are told to leave home when they come out.
- 43% of trans-identified persons attempt to commit suicide.
- PFLAG is there when it seems no one else is.

We cannot do this alone – we need your financial commitment to inspire change and to excel in youth development.

Camp Sponsorships

Available Sponsorships for 2018

Kindness Sponsor - In kind donations valued at \$100 - \$500

- Logo presence at camp
- In kind donations required include such items as:
 - Bug spray, sunscreen, First Aid supplies
 - Personal care items for youth
 - Backpacks or company bags
 - Gifts for youth, “swagg” items
 - Items for crafts and activities
 - Decorations



Sponsorship Guide 2018

Meal Sponsor- \$150- \$500

- Logo presence at camp
- Meal sponsorship levels:
 - Snacks or beverages for a day- \$150
 - Breakfast for a day- \$200
 - Lunch for a day- \$300
 - Dinner for a day- \$500

Friendship Sponsor \$250 - \$500 (Financial Sponsorship)

- Logo presence at camp
- Opportunity to give away branded items (to be approved)

Compassionate Sponsor \$501 - \$1,000 (Financial Sponsorship)

- Logo presence at camp
- Social media thanks
- Opportunity to give away branded items (to be approved)

Bronze Sponsorship \$1,001 - \$2,500 (Financial Sponsorship)

- Logo presence at camp
- Logo on poster
- Social media thanks
- Opportunity to give away branded items (to be approved)

Silver Sponsorship \$2,501 - \$5,000 (Financial Sponsorship)

- Logo presence at camp
- Signage at camp
- Logo on poster
- Social media thanks
- Opportunity to give away branded items (to be approved)



Sponsorship Guide 2018

Gold Sponsorship \$5,001 - \$7,500 (Financial Sponsorship)

- Logo presence at camp
- Signage at camp
- Logo on poster
- Logo on our website for one year
- Social media thanks
- Logo and special thanks in PFLAG Canada Durham Region Newsletter (1 month, Sept)
- Opportunity to give away branded items (to be approved)
- Opportunity to send 2 representatives to the youth camp talent show – to see and be a part of the action on site; special thanks during the show

Diamond Sponsorship \$7,501 - \$10,000 (Financial Sponsorship)

- Logo presence at camp
- Signage at camp
- Logo on poster
- Logo on our website for one year
- Social media thanks
- Logo and special thanks in PFLAG Canada Durham Region Newsletter (3 months, July - Sept)
- Opportunity to give away branded items (to be approved)
- Opportunity to send 3 representatives to the youth camp talent show – to see and be a part of the action on site; special thanks during the show

Platinum Sponsorship \$10,001- \$15,000 (Financial Sponsorship)

- Logo presence at camp
- Signage at camp
- Logo on poster
- Logo on our website for one year
- Social media thanks
- Logo and/or special mention at fund raising events for camp
- Logo and special thanks in PFLAG Canada Durham Region Newsletter (6 months, July - Dec)
- Opportunity to give away branded items (to be approved)
- Opportunity to send 4 representatives to the youth camp talent show – to see and be a part of the action on site; special thanks during the show

Thank you 2017 Sponsors



Contact us today to customize and maximize your awareness and support

Jayme Harper
Executive Director
PFLAG Canada Durham Region

Jayme@pflagdurhamregion.com
905.231.0533
1.888.530.6777 ext 533

Sarah Budd
Manager – Camp Fundraising
PFLAG Canada Durham Region

Sarah.Budd@pflagdurhamregion.com
905.231.0533
1.888.530.6777 ext 533