



# BearPower Sponsorship Opportunities

## Have an impact on thousands

Your support will ensure thousands of kids in the community have access to family-friendly opportunities to eat better and move more, and help them reach their full potential.

## What is BearPower?

BearPower is a community-wide movement focused on making it easy and fun for White Bear Lake area children to eat better and move more. BearPower works through partnerships, local events, and programs to make it easier for children to eat well and be active in all the places they live, learn and play.

The BearPower Leadership Team includes representatives from District 624, the YMCA, HealthPartners White Bear Lake Clinic, and community members. We are working together so all kids can reach their full potential.



## Impactful events & programs

Since 2013, more than 9,000 students and families are reached each year through fun, engaging BearPower events and programs focused on eating better and moving more. BearPower has worked to remove barriers for families by providing community events at no- or very-low-cost, to ensure there is no financial barrier.



- *The Breakaway Family Bike Ride* welcomes roughly 300 community members to pedal with families.
- *The 6.24K* celebrates Homecoming with approx. 300 community members at a family-friendly walk/run.
- *Family Yoga Day* brings together more than 100 families and community members for a relaxing morning of stretches, smiles and fun.
- *The Harvest Party* brings together roughly 300 community partners and members to celebrate locally grown food and gardening.
- *The White Bear Lake Winter Farmers Market* provides roughly 1,400 community members with an opportunity to purchase local produce.
- *The Try for 5 School Challenge* impacts more than 4,000 White Bear students each year and focuses on increasing fruit and vegetable consumption through a three-week classroom program in elementary schools.

Premier and Bear Sponsors will receive recognition at all BearPower events during the 2019-20 school year including:

- Harvest Party (Fall)
- 6.24K (Fall - in conjunction with Homecoming and All-School Reunion)
- Family Yoga Day (Fall)
- Winter Farmers Market (Winter)
- Breakaway Bike Ride (Spring)

## Sponsorship Levels

### Premier Sponsor - \$4,000

- Prominent name & logo on all event materials
    - Banners
    - Signage
  - Digital flyers (PDFs)
    - Included in Community Services & Recreation's Digital Backpack reaching thousands of homes
    - Distributed in district's Community e-Newsletter
  - Name and logo on event registration in Community Services & Recreation Catalog (mailed to all district households)
  - Recognition as special gift sponsor
  - Special verbal recognition at events
  - Recognition on social media
  - Host table at event
- \*Logo and business information or promotional items must be pre-approved*

### Bear Sponsor - \$2,000

- Digital flyers (PDFs)
  - Included in Community Services & Recreation's Digital Backpack - reaching thousands of homes
  - Distributed in district's Community e-Newsletter
- Name and logo on event materials
  - Signage
- Recognition as special gift sponsor
- Special verbal recognition at events
- Recognition on social media
- Host table at event

### Event Sponsor - \$500 per event

Event and Family sponsors have the opportunity to showcase your support for a favorite event. However, you may purchase more than one event and receive:

- Recognition on special event poster(s)
- Logo on event flyer
- Special verbal recognition at event(s)
- Host table at event

### Family Sponsor - \$100 per Event

- Recognition on special event poster(s)

### Event Donations

- Food
- Event services
- Volunteering & more!

