

COQUITLAM

FIREFIGHTERS CHARITABLE SOCIETY



THE 8TH ANNUAL CHARITY GALA

IN PARTNERSHIP WITH THE PORT
COQUITLAM PROFESSIONAL
FIREFIGHTERS CHARITABLE SOCIETY



SPONSORSHIP OPPORTUNITIES



ABOUT THE CHARITY

The Coquitlam Firefighters Charitable Society (CFFCS) is a Registered Charity that provides support and funds to other local charities, foundations and community groups.

Since the 1970's, the Firefighters of Local 1782 in Coquitlam have been reaching out and giving back to its community.

Annually, we fundraise and contribute \$50,000 to various causes such as Muscular Dystrophy Canada, BC Professional Firefighters Burn Fund, Eagle Ridge Hospital Foundation, and Canadian Breast Cancer Foundation, to name a few.

OUR MISSION

To enrich the lives of citizens in our community by providing charitable initiatives and collaborating with other charities and non-profits that share in our vision and goals.

OUR VISION

The Coquitlam's Firefighter's Charitable Society's vision is to create a healthier, connected and enriched community.

WHO WE GIVE BACK TO

Our Charitable Fund allows us to contribute donations to support various local and provincial charities, groups and individuals in need. These contributions come from our own volunteer fundraising efforts via raffles, galas, community events and clothing bins.

PAST CONTRIBUTIONS HAVE BEEN MADE TO

Eagle Ridge Hospital Foundation

Movember Foundation

IAFF Disaster Relief Fund

Canadian Breast Cancer Society

MS Canada

Burn Fund Camp

BCPFF Burn Fund

Muscular Dystrophy Association of Canada

Soroptimist Foundation of Canada

Tri-Cities KidSport



OUR PARTNERSHIP WITH THE PORT COQUITLAM PROFESSIONAL FIREFIGHTERS CHARITABLE SOCIETY

In 2019, the CFFCS teamed up with the Port Coquitlam Professional Firefighters Charitable Society (PCPFCS) on the 6th annual fundraiser gala. This partnership has continued each year since and has been highly beneficial for both charities. It has helped Port Coquitlam establish and grow their newly formed charitable society, while helping Coquitlam expand the reach and impact of their signature event.

ABOUT PCPFCS

Helping the community through a variety of programs aimed to help further education, relieve poverty and assist in life altering events. The Poco fire charitable also aims to continue our support of IAFF and BCPFFA charitable purposes through funds and volunteered manpower.

Founded in 2019, Port Coquitlam Professional Firefighters Charitable Society has been working hard with the help of our members and volunteers to help



individuals in our area. Our work is dedicated to funding and delivering charitable services and we strive to inspire and improve the lives of those who need assistance. Get in touch to learn how you can make a difference at our Charitable.

The Port Coquitlam Professional Firefighters Charitable Society (PCPFCS) is a Registered Charity (CRA #708592282RR0001).



THE SNACK PROGRAMS



OVER 7,500 MEALS
AND 4,000 SNACKS

SERVED EACH YEAR IN
COQUITLAM ELEMENTARY
SCHOOLS

Launched in 2014 in Coquitlam and 2019 in Port Coquitlam, these programs have become very successful and are well accepted among all students, family and faculty at participating schools. The wonderful open-door policy, allowing any child to take part, helps shed the stigma of poverty a child or family may face.

There are **over 7,500 meals** and **over 4,000 snacks** served each year at participating schools. This number is expected to grow as Coquitlam continues to reach out to new schools.

The Port Coquitlam Professional Firefighters Charitable Society started its snack and breakfast program in September 2019 and served **27,000 meals** in 3 schools during the 2019-2020 school year.

SUPPORT DURING COVID-19

The world changed drastically in 2020 with realities of the COVID-19 pandemic, but one thing that has remained consistent is the need to feed the kids in our community. The Nutritional Snack Programs have continued to be paramount in supporting families and individuals in our community during this difficult time.

During school closures in 2020, all 6 of Coquitlam's Breakfast Program schools were involved in supporting struggling families during this pandemic. Mundy Road, Cape Horn, Rochester, and Walton Elementary used the remaining funding to target families in their schools that they knew needed help putting food on the table. The other 2 schools (Meadowbrook and Roy Stibbs elementary) redirected their remaining funds to the SHARE Food Bank. During this time, the CFFCS also donated to SHARE as well as ran a food drive to support the Food Bank.

Port Coquitlam created a voucher program to meet the nutritional demand for families that depended on the daily breakfast program during school closures due to COVID-19. PCPFCS continues to grow the snack and breakfast program to additional Elementary schools in Port Coquitlam while fostering relationships with our food suppliers to make every dollar go a little further.



27,000 MEALS
SERVED

IN POCO'S FIRST YEAR OF
THEIR SNACK PROGRAM

THE 8TH ANNUAL COQUITLAM FIREFIGHTERS' CHARITY GALA

IN PARTNERSHIP WITH THE PORT COQUITLAM
PROFESSIONAL FIREFIGHTERS CHARITABLE SOCIETY

ABOUT THE EVENT

The CFFCS Charity Gala is one of the most anticipated events of the year in the Tri-Cities community, attended by over 300 guests including local MLAs, MPs, Schoolboard Trustees, Mayors & City Councillors.

Last year, due to COVID-19 safety precautions, the gala was re-invented as an exciting virtual hybrid event experience. A proven the success, the community rallied together with enthusiasm and took part in this unique experience both online and in person.

The 8th Annual Coquitlam Firefighter's Charitable Gala will build on the success of last year's event, featuring in-home party boxes, virtual activities and visits by the firefighters themselves.

FUNDRAISING GOAL

The goal is to raise over **\$80,000** to continue to improve current programs, expand Port Coquitlam's breakfast and snack program, and save for the future.

[CLICK TO WATCH LAST YEAR'S EVENT VIDEO](#)

WHEN

Saturday, October 23, 2021

Afternoon: Party Box pick-up open

Evening: Party at home

WHERE

Your Home & Online

Plus a Party Box pick-up location to be announced.

WHAT TO EXPECT

Party Box for Home

Virtual On-Demand
Entertainment

Online Auction

50/50 Tickets

And more!



THE PARTY BOX

- 3 course dinner
- Craft beer
- Signature cocktail
- Party décor and a few surprises!
- Access to the virtual on-demand entertainment.

Early Bird: \$95 | Regular: \$109

Plus applicable fees. Minimum 2 boxes per order.

VIP Upgrade: \$50 per person

Plus applicable fees. Minimum 6 boxes. Limited quantity available.

- Delivery to your home by the firefighters
- Evening firefighters party stop-by
- Bottle of sparkling wine (per every 6 guests)

Kids Meal add-on also available (details to come)

KEY STATS AND INFORMATION

AUDIENCE DEMOGRAPHIC



LOCATION

Tri-Cities
Coquitlam
Port Coquitlam
Port Moody



AGE RANGE

25-75+
And the kids at home!



WHO THEY ARE

Residents
Businesses
Local elected officials
(MPs, MLAs, Mayors, City Councillors)

PROMOTIONAL CAMPAIGN

LENGTH OF CAMPAIGN

APPROX
4 MONTHS

APPROXIMATE DATES

Save the Date — MAY 1
Early Bird Tickets On Sale — JULY 15
Regular Tickets On Sale — SEPTEMBER 1
Auction & 50/50 Tickets — OCTOBER 4
Event Date — OCTOBER 23
Auction & 50/50 Deadline — OCTOBER 24
Post-Event Announcements — OCT 25-NOV

PLATFORMS & CHANNELS

FACEBOOK	YOUTUBE
INSTAGRAM	WEBSITE
TWITTER	NEWSPAPER
EMAIL LIST	BILLBOARDS

EXPOSURE OPPORTUNITIES

VIRTUAL



Ticket Sales Webpage & E-Ticket | Eventbrite



Online Auction Website | Givergy



50/50 Ticket Sales Website | RaffleNexus



On-Demand Entertainment Hub | TBD

LIVE

Party Box | *Printed Materials or Gifts*

Party Box Pick-Up | *Signage & Banners*

Main Event Video | *Acknowledgement & Logo*



SPONSORSHIP PACKAGES

***Important:** We are actively monitoring all COVID-19 updates and government guidelines for gatherings throughout the planning of this event. Our Party Box quantities and number of delivery locations included in each sponsor package may be subject to change based on restrictions in effect fall 2021. We will ensure the value of all sponsor benefits are equal to what is currently outlined in this package.

All sponsorship levels are customizable. Please contact us to tailor a package for you.

PRESENTING SPONSOR \$20,000 | *EXCLUSIVE*

HOSPITALITY

- VIP Party Box for 18 guests with delivery by the firefighters (up to 3 locations) *
- Special price of \$95 (+ applicable fees) for additional VIP Party Box purchases.

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Logo incorporated into the event branding as "Presented by" and included on ALL promotional materials (digital and print).
- Logo & link to company's website on the CFFCS website homepage & event page.
- Special message on CFFCS website event page.
- Logo in all CFFCS email newsletters promoting the event.
- 3 week boosted social media post to the Tri-Cities area upon confirming sponsorship.
- 2 dedicated posts from CFFCS social media accounts leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Premier navigation logo placement on online auction website.
- Exclusive branded slideshow image on 50/50 ticket sales website.
- Premier logo placement on all event signage and print materials.
- Logo on all Party Boxes
- Company profile with special message in the event program.
- Full-page company ad in the event program.
- Opportunity to provide guest gifts in the Party Box (upon approval from committee).

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Company feature video included in virtual event video stream.
- Fire Extinguisher Stanley Cup presentation at your place of business and ownership of the Fire Extinguisher for one year (filmed and included in event video).
- Recognition by the Gala Chair in video remarks with logo on screen.

SPONSORSHIP PACKAGES

VIP SPONSOR \$15,000 | *EXCLUSIVE*

HOSPITALITY

- VIP Party Box for 12 with delivery by the firefighters (up to 2 locations) *
- Special price of \$95 (+ applicable fees) for additional VIP Party Boxes.

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Logo & link to company's website on the CFFCS website event page.
- Logo in all CFFCS email newsletters promoting the event.
- Logo on all VIP upgrade promo materials.
- 10 day boosted social media post to the Tri-Cities area upon confirming sponsorship.
- 2 dedicated posts from CFFCS social media accounts leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Logo on online auction website sponsor page.
- Logo on sponsor image on 50/50 ticket sales website.
- Half-page company ad in the event program.
- Logo on all VIP Party Boxes
- Opportunity to provide guest gifts in the Party Box (upon approval from committee).

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Recognition by the Gala Chair in video remarks with logo on screen.

AUCTION SPONSOR \$10,000 | *EXCLUSIVE*

HOSPITALITY

- VIP Party Box for 8 with delivery by the firefighters (up to 2 locations) *
- Special price of \$95 (+ applicable fees) for additional VIP Party Boxes.

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Logo & link to company's website on the CFFCS website event page.
- Logo in all CFFCS email newsletters promoting the event.
- Logo on all auction promo materials.
- 10 day boosted social media post to the Tri-Cities area.
- 2 dedicated posts from CFFCS social media accounts leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Premier navigation logo placement on online auction website.
- Logo on online auction website sponsor page.
- Logo on sponsor image on 50/50 ticket sales website.
- Half-page company ad in the event program.
- Opportunity to provide guest gifts in the Party Box (upon approval from committee).

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Recognition by the Gala Chair in video remarks with logo on screen.

SPONSORSHIP PACKAGES

50/50 SPONSOR \$10,000 | *EXCLUSIVE*

HOSPITALITY

- VIP Party Box for 8 with delivery by the firefighters (up to 2 locations) *
- Special price of \$95 (+ applicable fees) for additional VIP Party Boxes.

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Logo & link to company's website on the CFFCS website event page.
- Logo in all CFFCS email newsletters promoting the event.
- Logo on all 50/50 promo materials.
- 10 day boosted social media post to the Tri-Cities area.
- 2 dedicated posts from CFFCS social media accounts leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Premier navigation logo placement on 50/50 ticket sales website.
- Exclusive branded slideshow image on 50/50 ticket sales website.
- Logo on online auction website sponsor page.
- Half-page company ad in the event program.
- Opportunity to provide guest gifts in the Party Box (upon approval from committee).

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Recognition by the Gala Chair in video remarks with logo on screen.

DIAMOND SPONSOR | \$7,500

HOSPITALITY

- VIP Party Box for 6 guests with delivery by the firefighters to one location *
- Special price of \$95 (+ applicable fees) for additional VIP Party Boxes.

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Logo & link to company's website on the CFFCS website event page.
- Logo in all CFFCS email newsletters promoting the event.
- 2 dedicated social media posts leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Logo on online auction website sponsor page.
- Logo on sponsor image on 50/50 ticket sales website.
- Half-page company ad in the event program.
- Opportunity to provide guest gifts in the Party Box (upon approval from committee).

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Recognition by the Gala Chair in video remarks with logo on screen.

PLATINUM SPONSOR | \$5,000

HOSPITALITY

- VIP Party Box for 4 guests with delivery by the firefighters to one location *
- Special price of \$95 (+ applicable fees) for additional VIP Party Boxes.

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Logo & link to company's website on the CFFCS website event page.
- Logo in all CFFCS email newsletters promoting the event.
- 1 dedicated social media post leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Logo on online auction website sponsor page.
- Logo on sponsor image on 50/50 ticket sales website.
- Half-page company ad in the event program.
- Opportunity to provide guest gifts in the Party Box (upon approval from committee).

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Recognition by the Gala Chair in video remarks with logo on screen.

SPONSORSHIP PACKAGES

GOLD SPONSOR | \$2,500

HOSPITALITY

- Party Box for 2 guests for pick-up*
- Special price of \$95 (+ applicable fees) for additional Party Boxes.

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Logo & link to company's website on the CFFCS website event page.
- Logo in all CFFCS email newsletters promoting the event.
- 1 dedicated social media post leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Logo on online auction website sponsor page.
- Logo on sponsor image on 50/50 ticket sales website.
- Quarter-page company ad in the event program.

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Recognition by the Gala Chair in video remarks with logo on screen.

SILVER SPONSOR | \$1,000

HOSPITALITY

- Special price of \$95 (+ applicable fees) for Party Box purchases.

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Logo & link to company's website on the CFFCS website event page.
- Logo in all CFFCS email newsletters promoting the event.
- 1 dedicated social media post leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Logo on online auction website sponsor page.
- Logo on sponsor image on 50/50 ticket sales website.

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Recognition by the Gala Chair in video remarks with logo on screen.

FIRE SQUAD | \$750

BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN

- Company name listed on the CFFCS website event page.
- Company name in all CFFCS email newsletters promoting the event.
- 1 Fire Squad group social media post leading up to the virtual event.

BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS

- Company name on online auction website sponsor page.
- Company name on sponsor image on 50/50 ticket sales website.

BRAND FEATURE IN VIRTUAL EVENT VIDEO

- Recognition by the Gala Chair in video remarks with logo on screen.

IN KIND

IN KIND OPPORTUNITIES ARE AVAILABLE FOR

- Food & Beverage
- Photography
- Videography
- Printing
- Media & Advertising
- Technical Support
- Prizes
- And more

In kind sponsorship packages will be customized based on the value of product or service provided.

SPONSORSHIP OPPORTUNITIES AT A GLANCE

SPONSOR BENEFITS	PRESENT-ING \$20,000	VIP \$15,000	AUCTION \$10,000	50/50 \$10,000	DIAMOND \$7,500	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	FIRE SQUAD \$750
Exclusive Level	✓	✓	✓	✓					
HOSPITALITY*									
VIP Party Box for 18 with delivery by the firefighters (up to 3 locations)*	✓								
VIP Party Box for 12 with delivery by the firefighters (up to 2 locations)*		✓							
VIP Party Box for 8 with delivery by the firefighters (up to 2 locations)*			✓	✓					
VIP Party Box for 6 with delivery by the firefighters to one location*					✓				
VIP Party Box for 4 with delivery by the firefighters to one location*						✓			
VIP Party Box for 2 with delivery by the firefighters to one location*							✓		
Special price of \$95 (+ applicable fees) for Party Box purchases (VIP or pick-up)								✓	
BRAND RECOGNITION IN PROMOTIONAL CAMPAIGN									
Logo incorporated into the event branding as "Presented by" and included on ALL promotional materials (digital and print)	✓								

SPONSOR BENEFITS	PRESENT- ING \$20,000	VIP \$15,000	AUCTION \$10,000	50/50 \$10,000	DIAMOND \$7,500	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	FIRE SQUAD \$750
Logo & link to company's website on the CFFCS website homepage	✓								
Special message on CFFCS website event page	✓								
Logo & link to company's website on the CFFCS website event page	✓	✓	✓	✓	✓	✓	✓	✓	
Logo in all CFFCS email newsletters promoting the event	✓	✓	✓	✓	✓	✓	✓	✓	
Company name listed on CFFCS website event page and in email newsletters promoting the event									✓
Logo on all 50/50 promo materials	✓			✓					
Logo on all auction promo materials	✓		✓						
Logo on all VIP upgrade promo materials	✓	✓							
3 week boosted social media post to the Tri-Cities area upon confirming sponsorship	✓								
10 day boosted social media post to the Tri-Cities area upon confirming sponsorship		✓	✓	✓					
2 dedicated posts leading up to the virtual event	✓	✓	✓	✓	✓				
1 dedicated post leading up to the virtual event						✓	✓	✓	

SPONSOR BENEFITS	PRESENT- ING \$20,000	VIP \$15,000	AUCTION \$10,000	50/50 \$10,000	DIAMOND \$7,500	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	FIRE SQUAD \$750
1 shared group post leading up to the virtual event									✓
BRAND RECOGNITION IN EVENT MATERIALS & ON VIRTUAL PLATFORMS									
Premier navigation logo placement on online auction website	✓		✓						
Special message on online auction website			✓						
Logo on online auction website sponsor page	✓	✓	✓	✓	✓	✓	✓	✓	
Premier navigation logo placement on 50/50 ticket sales website				✓					
Exclusive branded slideshow image on 50/50 ticket sales website	✓			✓					
Logo on sponsor image on 50/50 ticket sales website	✓	✓	✓	✓	✓	✓	✓	✓	
Company name on online auction website sponsor page and 50/50 ticket sales website									✓
Premier logo placement on all event signage and print materials	✓								
Company profile with special message in the event program	✓								
Full-page company ad in the event program	✓								

SPONSOR BENEFITS	PRESENT- ING \$20,000	VIP \$15,000	AUCTION \$10,000	50/50 \$10,000	DIAMOND \$7,500	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	FIRE SQUAD \$750
Half-page company ad in the event program		✓	✓	✓	✓	✓			
Quarter-page company ad in the event program							✓		
Logo on all Party Boxes	✓								
Logo on all VIP Party Boxes	✓	✓							
Opportunity to provide guest gifts in the Party Box (upon approval from committee)	✓	✓	✓	✓	✓	✓			
BRAND FEATURE IN VIRTUAL EVENT VIDEO									
Company feature video included in virtual event video stream	✓								
Fire Extinguisher Stanley Cup presentation at your place of business and ownership of the Fire Extinguisher for one year (filmed and included in event video)	✓								
Recognition by the Gala Chair in video stream remarks with logo on screen	✓	✓	✓	✓	✓	✓	✓	✓	✓

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All sponsorship levels are customizable. Please contact us to tailor a package for you.

PRIZE DONATIONS

GAIN EXPOSURE THROUGH PRIZE DONATIONS

We're also seeking prize donations for products and services from our local community. Prize donors will receive exposure through the online auction website and social media posts.

HOW TO DONATE

To donate a prize, please complete our [online donation form here](#).

Prizes must be dropped off **at least 2 weeks prior** to the event date at Spotlight Events.
Drop Off Address: 1240 – 580 Nicola Ave, Port Coquitlam, BC.

Please contact us to confirm our available drop off times at hello@spotlightevents.ca.

WHAT SHOULD YOU DONATE?

Here's a list of prize ideas and popular items. Pro Tip: Select a hot prize that'll grab attention and package it with your company's branding!

PRODUCTS

TV
Keurig machine
iPad / Tablet
Smart home device
Smart Watch
Bluetooth speakers
Digital camera
GoPro
Dyson Fan or Hair Dryer
Wine or Beer gift basket
Jewellery
Musical instrument

EXPERIENCES

Outdoor adventure package
Brewery package
Weekend getaway package
Dine out package
In-home catered dinner
Hotel stay
Ski passes
Kids recreation
Support local shopping spree
Cleaning service

SERVICES & GIFT CARDS

Spa package
Photography package
Restaurant gift cards
Retail and VISA gift cards
Music lessons
Gas or groceries for a year (gift cards)
Pet daycare or dog-walking
Monthly flower arrangement for a year
Brewery growlers
Personal training package
Birthday party package
Amazon Prime subscription for a year

CONTACT

COQUITLAM FIREFIGHTERS CHARITABLE SOCIETY

James Anderson, CFFCS Vice President, Gala Committee Chair

Email: gala@coquitlamfirefighterscharity.com

Phone: 604-619-4523

CRA# 897288114 RR0001

www.coquitlamfirefighterscharity.com



@coquitlamfirecharity



@coquitlamfirecharity



@CFFCS



Coquitlam Firefighters
Charitable Society

PORT COQUITLAM PROFESSIONAL FIREFIGHTERS CHARITABLE SOCIETY

Colby Kulhanek, PCPFCS Vice President

Email: vicepresident@portcoquitlamfirefighters.com

Phone: 604-603-9766

CRA #708592282RR0001

www.portcoquitlamfirefighters.com



@portcoquitlamfirefighters



@pocofirecharitablesociety



@IAFF1941

SPOTLIGHT EVENTS

Paige Petriw, Event Planner

Email: paige@spotlightevents.ca

Phone: 778-885-8815

Carisa Didoshak, Event Planner

Email: carisa@spotlightevents.ca

Phone: 604-719-8695

