



Regional District Okanagan-Similkameen

Sponsorship Opportunity

January 4th, 2018

Physical Activity Trailer

Introduction and Program Details

About 1.5 million British Columbians are classified as inactive, and many of those who report being active do not get enough physical activity to meet Canadian Society of Exercise Physiology (CSEP) recommended activity guidelines and receive health benefits. Barriers to participating in physical activity include the unequal distribution of resources in some geographic locations. Physical Activity Trailer (PAT) is a solution to reducing barriers to physical activity in areas with limited resources. Focusing on physical literacy, safe play and reduction of sedentary behavior PAT aims to increase access to recreation and PLAY. Physical literacy can be described as the motivation, confidence, physical competence, knowledge and understanding to value and take responsibility for engagement in physical activities (Whitehead, 2016). By focusing on physical literacy together we get more people active more often. Physical literacy builds community where parents, teachers, coaches and practitioners are informed and supported. A community where seniors are vibrant active. A community where all our children feel healthy, happy and thriving (Sport for Life Society).

Sponsorship Role

The Regional District of Okanagan-Similkameen (RDOS) invites you to become a sponsor for PAT. A community outreach program that will launch in March 2018. The intent of the program is to visit RDOS communities until Fall 2018. The RDOS is seeking sponsorship in many forms including but not limited to:

- Sport and physical literacy equipment.
- Registration fees for participants.
- Trailer decals and marketing materials.
- Funding towards operating costs. ie Vehicle, trailer and instructor fees

Highlighted By

Your generous sponsorship will be highlighted by promotion of your Organization:

- Logo of your Organizations on PAT, Regional Recreation Website and Facebook
- Priority booking Of PAT at your organizations events

Location

PAT will be traveling within the RDOS electoral areas; including but not limited to Osoyoos, Tulemeen, Apex, Naramata, Faulder, OK Falls, West Bench and Keremeos. The intent is to visit over 30 communities and PLAY with over 10,000 residents.

Please contact Amanda Murai with your sponsorship ideas and suggestions.

amurai@rdos.bc.ca or 250-488-0260

Thank you for your consideration.