

# Community Sponsorship Opportunities

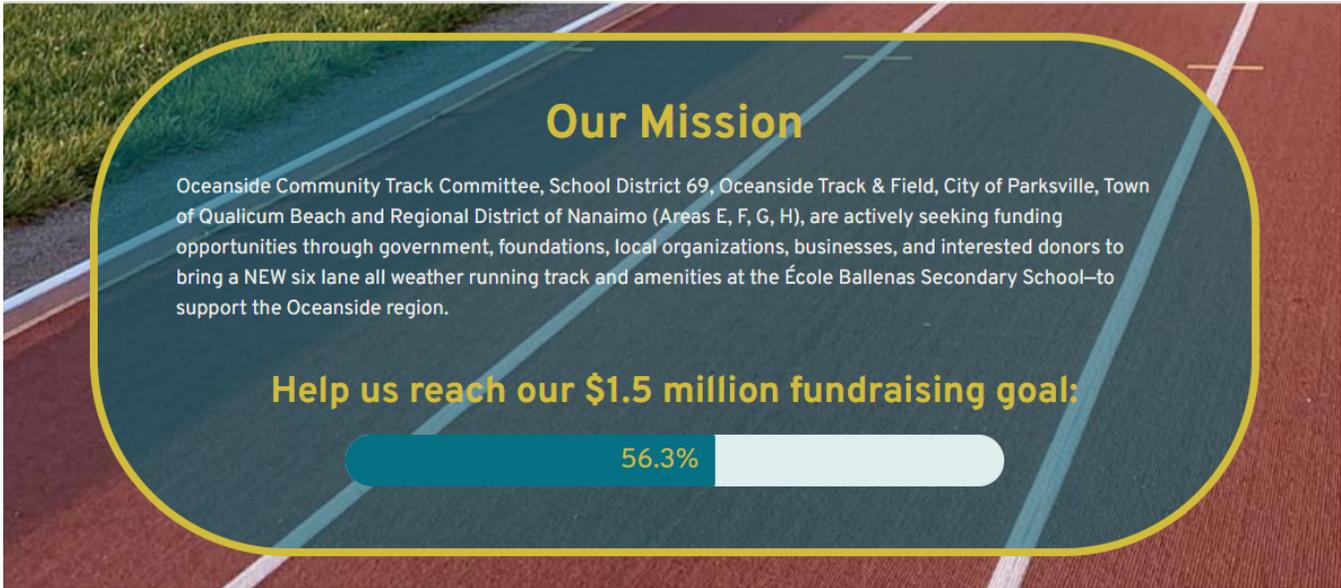
Join us to help build a NEW 6 Lane  
‘Track of Dreams’ for all of Oceanside

## Supported by



Oceanside Community Track Olympic Ambassadors:  
Team Canada's Mike Mason, Michelle Stillwell & Alycia Butterworth

# Our Mission



## Our Mission

Oceanside Community Track Committee, School District 69, Oceanside Track & Field, City of Parksville, Town of Qualicum Beach and Regional District of Nanaimo (Areas E, F, G, H), are actively seeking funding opportunities through government, foundations, local organizations, businesses, and interested donors to bring a NEW six lane all weather running track and amenities at the École Ballenas Secondary School—to support the Oceanside region.

**Help us reach our \$1.5 million fundraising goal:**

56.3%



*Together let's create positive change ...*

*... and build an all weather running track!*

**REMAINING FUNDRAISING TARGET: \$682,000**

# Why a New Running Track?

The existing track was built in the last century with a red cinder base. Apart from some improved drainage and re-cindering, no major upgrades have been made since 1977.

The existing facility is past the end of life. The track has no curbs and therefore merges with the grass infield on the inside and the outfield on its outside. The track is full of weeds which makes it dangerous to run on. Lane markings are not permanent. Drainage is a major issue and the track regularly develops holes and dips, which require continual maintenance, which in turn adds to the unevenness of the surface.

The track was identified by the community as needing to be replaced in 2005 and has been the subject of numerous studies over the years.

**WITH YOUR HELP, WE CAN GO FROM THIS:**



**TO THIS!**



# The Vision

- Six lane competition level rubberized track (with 8 lane 100m).
- Funding of \$1.5 million to be closed by spring 2022.
- Construction will begin as soon as the funding target is reached.
- Fully accessible.
- Prepared for temporary bleachers as needed.
- A free regional amenity used by 30,000 people of the Oceanside region and 4,200 students.
- Inclusive to all ages and all abilities.
- Measurable health effects for our citizens.
- Bookable for events, suitable for competition.
- An agreed joint-use partnership through RDN.
- Funding and plans in place for upgrades over time.



# The Benefits for Oceanside

There is a clear region-wide consensus around community benefits of a new community track:

- Our youth will develop a life-long love of healthy activity.
- Our seniors and senior clubs (such as PGOSA) can continue to participate in an active lifestyle.
- Our athletes will have a place to train and develop in the Oceanside area.
- Our Pre-school, Primary, High School and Further Education students will have a safe and quality track to use.
- Our schools will be able to expand outdoor education and hold sporting events such as the annual Oceanside Sport Day.
- A quality track will ensure a positive first experience for those trying Track and Field for the first time, encouraging a life-long love of sport, fitness and wellbeing.
- Our local sports teams from across the area will have a facility to train and excel.
- Those in rehabilitation will have a safe environment to rebuild their health.
- Families will have a place to keep fit together and also help vary the activities of their children, increasing their love of the outdoors.
- Those with accessibility limitations will be able to participate in a safe and inviting venue.
- ...And who knows, maybe more Oceanside Olympic and Paralympic athletes will represent Team Canada.

# What Investment is Needed?

The renewal of the track will cost \$1.5 million to construct and maintain for twenty years. This estimate includes such work as excavation, hauling, fill, removing of existing curb, leveling, drainage, paving, curbing, line painting, landscaping, seeding, synthetic surfacing, retaining walls and fencing.

Should additional funds be raised, they would be used to assist with ongoing maintenance and any necessary upgrades and/or repairs to the track.



We are pleased to offer sponsorship levels as follows:

- Heptathlon \$100 - \$5,000
- Decathlon \$5,000 - \$25,000
- Marathon \$25,000 - \$50,000
- Ultra Marathon \$50,000 - \$100,000+

# How You Can Help

## COMMUNITY SUPPORTERS

### HEPTATHLON

**\$100 to \$5,000**



*Is a business, organization or individual that sponsors the track with a minimum contribution of \$100. Heptathlon sponsors receive:*

- Invitation to opening ceremony
- Your name on the Oceanside Community Track Website Supporters Page

### DECATHLON

**\$5,000 to \$25,000**



*Is a business, organization or individual that sponsors the track with a minimum contribution of \$5,000. Decathlon sponsors receive:*

- Support is verbally acknowledged at official opening ceremony and any related events
- Your name appears as a Decathlon sponsor on permanent track signage
- Logo (Businesses / Organisations) appears on print collateral for opening ceremony
- Donation acknowledged in thank you advert in the Parksville-Qualicum Beach News
- Invitation to opening ceremony
- Your name and logo on the Oceanside Community Track Website Supporters page

## MAJOR SUPPORTERS

**(BUSINESSES, PHILANTHROPISTS, ORGANIZATIONS)**

### MARATHON

**\$25,000 to \$50,000**

*Is a business, organization or individual that sponsors the track with a minimum contribution of \$25,000. Marathon sponsors receive:*

- Your name appears as Marathon sponsor on permanent track signage
- Donation acknowledged in thank you advert in the Parksville-Qualicum Beach News along with your logo

- Your logo included in all advertising material (including websites, social media, news releases, collateral materials)
- Support is verbally acknowledged at official opening ceremony
- Your logo appears on all print collateral for opening ceremony
- Invitation to opening ceremony
- Your logo, name and link on the project website homepage.



## **ULTRA MARATHON (Limited to 5) \$50,000 to \$100,000+**

*Up to five businesses, organizations or individuals that sponsor the track with a minimum contribution of \$50,000. Ultra Marathon sponsors receive:*

- An exclusive “Q&A with an Olympian” at your Company / Organization.
- You (or company representative) to take part in ribbon cutting and all photo opportunities
- Your logo appears as an Ultra Marathon sponsor on permanent track signage (primary placing).
- Donation acknowledged in thank you advert in the Parksville-Qualicum Beach News along with your logo
- Your logo included in advertising material (including websites, social media, news releases, collateral materials)
- Your support verbally acknowledged at official opening ceremony and related events
- Your logo appears on all print collateral for opening ceremony
- Invitation to opening ceremony
- Your name included in the “With Thanks” section at the bottom of every media release for 2 years.
- Your logo, name and link on the project website homepage (primary placing)

## **IN-KIND DONATIONS**

*Should a business or organization be willing to donate products or services, donations will be appropriately acknowledged.*

**A tax-deductible receipt will be issued for all donations over \$20**

**Please make cheques payable to: School District 69 (Qualicum)**

# How to Support the New Track

**Please complete the Donor form on the next page, or for more information, please contact:**

## **Oceanside Community Track Society (OCT Society)**

Elaine Young  
President OCT Society

EMAIL: [fundraising@oceansidecommunitytrack.ca](mailto:fundraising@oceansidecommunitytrack.ca)

CALL / TEXT: Sarah Russick: 250 686 4686  
Michael Garland: 250 951 5609

## **FUNDRAISING SUB-COMMITTEE MEMBERS:**

Elaine Young	President - OCT Society, Trustee - SD69
Rudy Terpstra	Director of Instruction - SD69
Sarah Russick	Vice President - OCT Society
Michael Garland	Community Representative, Fundraising
Kim Longmuir	Secretary - OCT Society, Mid Island Distance Club
Randy Longmuir	Treasurer - OCT Society, Mid Island Distance Club
Jane Waite	President - Oceanside Track & Field Club
Mark Desvaux	Director - Oceanside Track & Field Club

# OCEANSIDE COMMUNITY TRACK PROJECT

For online donations, please visit: [Canada Helps](#) or [GoFundMe](#).

## DONOR & SPONSORSHIP FORM

Contact Name	
Company (If Applicable)	
Address	
City, Province, Postal Code	
Telephone	
Email	

Donation Description	
Sponsorship Level	
\$ Value	
Authorized Signature	
Please use the following names in acknowledgements	

**\*PLEASE MAKE CHEQUE PAYABLE TO: School District 69 (Qualicum)**

***THANK YOU FOR YOUR SUPPORT!***

---