



# Pulling for **My Community**

## 2018 Bus Pull Partnership Opportunities



*In Partnership with:*



## Bus Pull



Saturday, May 26, 2018 (10 am to 1 pm)

The United Way Bus Pull is our signature Spring fundraiser where we invite teams of 8 people to pull a BC Transit bus in time trials against other teams. These teams compete for the coveted Community Cup pulling a BC Transit bus in a round-robin styled event in downtown Kelowna. Other trophies are awarded to the team with best costumes and especially for individual and team fundraising achievement. Teams are enabled and encouraged to do peer-to-peer fundraising to maximize fundraising and awareness opportunities. Funds are distributed locally to kids, families and seniors in need. Everybody wins!

This event is full of excitement and energy and quite the spectacle so typically gets terrific media coverage and community engagement. This year, we're adding a Kids Zone with bouncy castle and kids activities to make this truly a family event and encourage everyone to invite friends, families, and colleagues.

**Target Audience: 14 – 16 teams; 200+ participants and spectators**

- Y Community members, corporate teams, community stakeholders, agency partners
- Y Extensive media coverage every year.

### Sponsorship Opportunities:

#### Presenting Sponsor

**\$5000**

##### Benefits to Presenting Sponsor:

- Y Presented by...in all materials
- Y Logo on promotional materials and invitation
- Y Logo on online pledging site
- Y Logo on site signage
- Y Mention in all advertising with media partners
- Y Mention in other PR, including social media
- Y Presenting sponsor on United Way website
- Y Ability to set up booth/display at event
- Y Speaking opportunity at event
- Y Option for 3 year commitment

#### Supporting Sponsor

**\$1000**

##### Benefits to Supporting Sponsor:

- Y Ability to display signage at event
- Y Logo on online pledging site
- Y Recognition on United Way website
- Y Mention in PR and social media
- Y Opportunity for event participation

2017 Supporting Sponsors:



**Presenting media sponsor:** K96.3 and New Country 100.7

Hosted by David and Tony!



**Together, we are possibility.**

[unitedwaycso.com](http://unitedwaycso.com)





## Why partner with United Way?

United Way's brand is recognized throughout the world and carries tremendous value. In fact, in a recent non-profit brand perception survey, United Way was recognized as one of the top 5 brands in Canada. Consider entering into a partnership with United Way to help build your community profile.

Our mission is to improve lives and build community by engaging individuals and mobilizing collective action. Our goal is to create opportunities for a better life for everyone in our communities.

### Our Priorities

United Way is working to improve lives locally by investing time and resources in **3 focus areas**:

- ✚ Helping children and youth reach their full potential - **All that kids can be.**
- ✚ Moving our most vulnerable people from **Poverty to possibility** by supporting their basic needs.
- ✚ **Building healthy, strong communities** by connecting families and seniors to supports and services that enable healthy, independent living.

### Our Impact and Reach

- ✚ United Way Central and South Okanagan/Similkameen (CSO) serves 22 communities from Lake Country through to Osoyoos and over to Princeton.
- ✚ In 2017, we invested \$1.4 million supporting over 40 agencies impacting the lives of 1 in 3 people in our communities. For more information about United Way CSO, visit: [www.unitedwaycso.com](http://www.unitedwaycso.com).
- ✚ Over 41 non-profit organizations received core and program funding in 2017.
- ✚ These investments impact over 85,000 people annually improving lives locally.

### Why United Way?

- ✚ We do our homework and make smart investments to tackle the complex issues facing our communities.
- ✚ We invest locally...donations stay in our community, creating lasting positive change.
- ✚ We get results. We work with our community partners, civic leaders and policy makers and our corporate community to create a better future for everyone.

**Thank you for supporting community through a partnership with United Way!**

For more details or to discuss new initiatives, please contact:

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**Call:** (250) 860-2356 or outside Kelowna/West Kelowna: 1-855-232-1321



**United Way**  
Central & South  
Okanagan Similkameen

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