

# KIDS in CAMP™

The Path To Summer Adventures

## CORPORATE SPONSORSHIP PROGRAM

Established in 2007, Kids in Camp (KIC) is a national registered charity, closely affiliated with the accredited day and overnight camps of the Ontario Camps Association (OCA). Today, the Board of Directors continues to be comprised of volunteers, each with decades of summer camp experience.

Our vision is that "Every child has the opportunity to enjoy and benefit from the unique experience of attending summer camp." Our mission is "To provide financial support of camperships at Ontario Camps Association accredited camps through contributions from individuals, corporations, agencies, events and other promotions. We strive to give opportunities for children to develop long lasting relationships and to acquire life long skills and an appreciation of the natural environment."

To date, Kids in Camp has awarded almost \$1,000,000 in campership funding, helping 2,482 campers attend 124 OCA summer camps.

This Corporate Sponsorship Program affords Kids in Camp the necessary funds to offer even more opportunities for children to attend a variety of OCA summer camps. KIC welcomes organizations with core values and a corporate culture which align with KIC's mission and vision as we work together towards an even brighter future for children.



## SPONSORSHIP LEVELS

Bronze - \$500 - \$999

Gold - \$2,500 - \$4,999

Silver - \$1,000 - \$2,499

Platinum - \$5,000+

### All Corporate Sponsors will receive the following benefits:

- Social media features on KIC platforms
- Prominence on KIC website
- A listing in the Annual Report
- Use of KIC logo for approved marketing efforts
- Potential camp visit to see a KIC partner camp in action

### In Addition:

- **Gold Sponsors** will have their logo appear in KIC newsletters
- **Platinum Sponsors** will have their logo appear in KIC newsletters and Annual Report

### Other advantages for Corporate Sponsors:

- Added brand loyalty
- Exposure to new customers through KIC marketing
- Increased pride from employees by working for a socially-conscious and charitable company
- An opportunity to enhance employee engagement by providing volunteer opportunities at KIC fundraising events and/or donation incentives

## Interested in other ideas to raise funds for your KIC Sponsorship?

Potential Corporate Sponsors may obtain KIC approval to promote fundraising efforts to its customers by offering to donate a portion of sales to KIC through marketing campaigns. Those funds can be used to pay for part or all of a company's Corporate Sponsorship. Please inquire for more details.

## KIDS IN CAMP

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