

Park Revitalization Project

Sponsorship Opportunities – Commercial & Individual

Dear Members of Belair and Surrounding Communities,

The Belair Properties Owners' Association (BPOA) has launched a Communications and Fundraising Campaign run solely by volunteers to replace the current play structure in Alberto Aiello Park with a more sustainable and enhanced play area. We are reaching out to all local businesses and residents to be part of this important change within our community. As a sponsor, you will be at the forefront of creating a space that can be enjoyed by all ages for years to come. We have put together several sponsorship packages for you to choose from with benefits such as having your name on the Sponsor Wall.

Alberto Aiello Park is Belair Properties central meeting area for local events and recreation. It is a destination for family walks, catching the sunset or launching your kayak. It has served our community for years; however, it is now in much need of improvement. There are approximately 240 permanent and seasonal cottages in Belair Properties. These cottage owners directly support the economy in the East Beaches areas of Hillside Beach, Lester Beach, Victoria Beach, Sandy Bay, Albert Beach and Grand Beach. Cottage owners also seek out services and products all over the Municipalities of Alexander, Victoria Beach, St. Clements, Brokenhead and Winnipeg. Enhancing the community's recreation spaces only increases our community pride within existing residents and attracts new families to the area, which is **"Good for Business"**.



Our Goal is to replace the current equipment with a commercial grade multi-faceted play structure including auxiliary equipment such as swings and natural playground elements. We also want to incorporate sunshades and promote local features to educate and engage park goers. To meet our goal, we are seeking local business support to help minimize our reliance on funding grants, which may not come to fruition.

*Sample style only. Actual model may differ from picture.

How You Can Help

Cash Donation

Cash donations go directly towards our playground fund and is the fastest way for us to hit our goal. We have put together several Sponsorship Packages (see page 3) for you to choose from. Tax receipts will be issued for cash donations of \$50 and over.

In-Kind Donation

In-kind donations include those that directly contribute to the physical development of the park during the site demolition, preparation and/or construction phases of the project. We are looking for a sponsor to build a Sponsor Wall in the park to promote donors (see page 3).

Prize Donation

Prize donations that can be used to raffle off to community residents and extended families to raise money towards the playground fund.

Sponsorship Deadlines and Payment Process

November 10, 2022 is the deadline to receive a 2022 Tax Receipt (cash donations of \$50 and over).

You can submit your donation in the form of a Cheque as follows:

1. E-Transfer to belairpoa.mb@gmail.com
2. If within East Beaches, arrange for pick up by emailing husains16@gmail.com;
Subject line: Belair Park Donation
3. Mail – send via Canada Post to: Belair Properties Owners' Association, P.O. Box 130, Belair, MB. R0E 0E0. Please allow time for mail processing if approaching the tax receipt deadline.

If you have any questions about sponsorship, contact Shannon Husain, Playground Revitalization Project Lead, at husains16@gmail.com or by phone or text at 204.291.7351.

Thank you for your generosity, support and for making a lasting investment in our community.

Sincerely,
Playground Revitalization Project Team
Belair Properties Owners' Association

Sponsorship Packages

Commercial and Individual

Sponsorship Inclusions	Title \$5,000+	Platinum \$3,000+	Gold \$2,000+	Silver \$1,000+	Bronze \$500+	Caring Neighbour \$50 - \$499
Naming Rights to Main Playground Structure	YES					
Naming Rights to Accessory Play Area (ex. Swing Sets)		YES				
Naming Rights to Accessory Play Area after Platinum Sponsor(s) selection			YES			
Recognition in local East Beaches publication	YES	YES	YES			
Naming Rights for ongoing raffles and draws. Example: "Sponsored by <local business>"	YES	YES	YES	YES		
Company Logo on BPOA Website Home Page (1 year), Facebook, Instagram & 2022 Belair Calendars	YES	YES	YES	YES		
Park Sponsor Wall	YES	YES	YES	YES	YES	
Online Sponsor Wall (BPOA website/Facebook)	YES	YES	YES	YES	YES	YES
Special Thank You Letter and Acknowledgement from the Belair POA	YES	YES	YES	YES	YES	YES

Park Sponsor Wall and In-Kind Sponsorships

We are looking for an in-kind sponsor to fund and/or build a Sponsor Wall for the new playground space. Commercial and Individual sponsorships will be supplemented by grants. Once the grant approval process is completed and we have a better understanding of our overall funding, additional in-kind sponsorships may be needed for the materials and possibly labour services for the playground. If you are interested in being an in-kind sponsor, you can submit your name, contact information and level of support at any time.