



THE
Early Years
AWARDS **2011**

Your Support. Their Success.

Sponsorship Opportunities

APRIL 13TH, 2011

www.earlyyearsawards.com

Who is Success By 6?

Success By 6 South Vancouver Island was established in 2004 as a provincially funded Council of Partners to support communities working together to enhance Early Childhood Development. The Council's mandate is to ensure that our youngest and most malleable children receive the fundamental tools they need to succeed at school and in life.

Success By 6 has three objectives:

- To leverage resources and build community capacity that supports an accessible, comprehensive range of programs and services for young children 0-6 years and their families in South Vancouver Island.
- To raise awareness of the importance of the Early Years and increase public support for Early Childhood Development.
- To influence public policy at the local and provincial level to benefit young children and their families.

Why the Early Years Awards?

To celebrate, recognize and provide support to businesses and organizations that are child/family friendly, Success By 6 is hosting 'The Early Years Awards'. This is an opportunity for parents and care-providers of children aged six and under to inform us about the things in their communities that they believe support them and their children best. The awards given out are structured around the following categories:

- Parks and Recreation Centres
- Free & Inexpensive Services
- Family Friendly Restaurants/Cafes
- Family Friendly Work Places
- Child Care



Help Us Celebrate

The 2011 Early Years Awards will be held on April 13th at the Save-On-Foods Memorial Centre's restaurant – The King's Feast. The event will be a breakfast celebration in support of Success By 6 and the initiatives they advocate, while at the same time acknowledging those groups and businesses in our community that share the same vision.

Attached are some sponsorship options outlining your unique opportunity to become a supporter of this special event and receive excellent recognition and exposure for your company. The event itself will attract over 150 guests from our community. Through our sponsorship program, your business will be showcased in a professional and unique manner in order to enhance your profile with our guests.



Getting the Community Involved

The Early Years Awards is growing in awareness in the community and it is essential that the word get out about this great event. As an annual event we we rely on marketing to create community interest. The 2010 Early Years Awards was a great success and our goal is to capitalize on the growing momentum for this great cause. This year the marketing will include developing advertising campaigns in the Times Colonist, radio ads, busboards, social media, evites and media relations.

Come on board and help us get word out there. All sponsorship dollars will be donated to promoting the awards and creating greater understanding of the importance of the Early Years.



Event Sponsor - \$2,500 (LIMIT OF ONE)

- Speaking opportunity at the event
- award sponsorship
- Industry exclusivity
- Speaking opportunity at the event
- Logo included on all event signage
- Logo included on Success By 6 website with link
- Logo included on all promotional materials and media advertisements
- Table signage with logo
- Table of 6 at the event



Award Sponsors - \$500 (MAX 10)

- Presentation of an award at the event
- Name included on all event signage
- Logo included on Success By 6 website with link
- Logo included on all promotional materials and media advertisements
- Table signage with logo
- Table of 6 at the event

Awards Available:

Favourite Child Care/Preschool
Favourite Family - Friendly Employer
Favourite Place & Resource for Connecting with Parents
Child Advocate of the Year
Favourite Recreation Centre
Favourite Retail Store
Favourite Café
Favourite Restaurant
Favourite Outing
Favourite Park
Favourite Free Service/Outing

★ *8 Remaining!*

Event Supporter - \$500 - \$1,000 (IN KIND CONTRIBUTIONS ONLY)

- Name included on all event signage
- Logo included on Success By 6 website with link
- Name included on all promotional materials
- 2 tickets to the event



Your Support. Their Success.

2010 Early Years Awards Winners

Favourite Day Care - **Lake Hill Preschool**

Favourite Place & Resource for Connecting with Parents - **Island Parent Magazine**

Favourite Recreation Centre - **Juan de Fuca Recreation Centre**

Favourite Café - **Crumsby's Cupcake Café**

Favourite Inexpensive Service/Outing - **Beacon Hill Petting Zoo**

Favourite Free Service/Outing - **Greater Victoria Library System**

Favourite Family - Friendly Employer - **Camosun College**

Child Advocate of the Year - **Eva Bild** · **Mothering Touch**

Favourite Retail Store - **Buddies Toy Store**

Favourite Restaurant - **Pizzeria Prima Strada**

Favourite Park - **Beacon Hill Park**