



Sponsorship
Opportunities

The main title 'Sponsorship Opportunities' is centered on the page. To the left of the word 'Sponsorship' is a blue silhouette of a person in mid-jump, clearing a dashed white bar. The word 'Sponsorship' is in a white, sans-serif font, with a blue dot above the 'o'. The word 'Opportunities' is in a larger, white, sans-serif font below it.

Meet Lane

If you were a student athlete, you may have great memories of playing on school teams. But what if you weren't athletic? For many students, not making the school teams put an end to any chance of playing sports at school. Intramurals can make the difference – but sadly, many schools in Ontario still don't offer them. Raise the Bar is a program designed to help.

Lane is 15 years old and loves to play sports. Although he tried out for teams at St. James High School in Guelph, he did not make any of them. However, St. James has an extensive intramural program, which provides opportunities for every student to play sports, regardless of their skill level.

“The intramural program at school is great,” Lane says. “My friends and I have made our own team, and we're going to play every sport. I love playing hockey. The floor hockey league was great - it's been a lot of fun.”

The intramural program at St. James was developed in partnership with Raise the Bar – a province-wide program dedicated to increasing the level of physical activity for elementary and secondary school students through the development and implementation of intramural programs.



■ Why are intramurals important?

- Allows every student to participate regardless of ability
- Improves students' self-esteem, self-worth and involvement
- Creates a more positive and dynamic school environment
- Type 2 diabetes rates for kids continue to increase
- One in three youth is obese or overweight
- Builds healthy relationships with other students
- Schools are one place where all kids go, regardless of socio-economic status

■ Raise the Bar is raising active kids across Ontario

At a time when youth obesity and inactivity is reaching record highs, Raise the Bar is an exciting program designed to improve the quality of intramural programs in schools across Ontario. Raise the Bar provides schools with resources and assistance to develop these programs, and help establish a lifelong love of active living in school-aged children.

Intramural programs offer every student, regardless of experience, skill level or socio-economic status, the opportunity to become more engaged in the school community through sport and exercise. By their inclusive nature, intramurals provide an even playing field allowing everyone the chance to play on a team and enjoy physical activities that are fun.

■ Success Rates

Raise the Bar, with support from the Ontario Ministry of Health Promotion and The Canadian Society for Exercise Physiology, was launched in 2006. In its first two years, the number of schools in Ontario offering intramural programs increased by 10%, resulting in an increase of physical activity for more than 65,000 students. Leadership conferences were also held annually, which brought together more than 600 students and teachers from across the province to share skills and knowledge in the further development of intramural programs. Raise the Bar was featured on CBC, CTV, *The Globe and Mail*, *The Toronto Star* and *Maclean's Magazine*. Despite this success, funding for Raise the Bar ended in March 2010.

Funding & Development Goals

The work is far from done. There are thousands of students across Ontario, who don't have intramural programs and who can't play sports at school. Raise the Bar's goal is to continue to help schools get the help they need, so all kids can have the opportunity.

Our first priority is to raise \$20,000 to allow us to hold our yearly intramural student leadership conference. In the past, this one-day conference hosted more than 600 students and teachers from all parts of the province.

It is an opportunity to train students and teachers in the development and implementation of an intramural program for their school. The conferences have been a huge success, combining the energy and enthusiasm of the students with the training and information required by teachers to make intramurals work at their schools.

Without private funding, this conference won't happen. At a time when childhood obesity and inactivity is at an all-time high, we believe that Raise the Bar can make a difference.

We ask you to make an investment in the health of our kids, through a donation to support Raise the Bar.



Sponsorship Opportunities

Choose one of the sponsor levels below and take advantage of a unique opportunity to be part of a prominent program that will benefit kids across Ontario. Each sponsor level offers a range of opportunities to promote your company or organization province-wide.

Coach (Three sponsors)

- Banner at leadership conference
- Logo on our website with link to your website
- Logo on leadership conference t-shirts
- Speaking opportunity at leadership conference
- Photo opportunity along with media release
- Profile on website and blog
- Eblast to donors, educators and stakeholders across Ontario
- Intramural team building session for your employees

\$5,000

Captain (Five sponsors)

- Banner at leadership conference
- Logo on our website with link to your website
- Logo on leadership conference t-shirts
- Eblast to donors, educators and stakeholders across Ontario

\$2,500

Player (Five sponsors)

- Name recognition on website
- Eblast to donors, educators and stakeholders across Ontario
- Logo on leadership conference t-shirts

\$1,000

Visit www.raise-the-bar-intramurals.com
you'll see the difference Raise the Bar is making.

Sponsorship Form

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W raisethebarintramurals.com

Please fill out this page and send to Raise the Bar as per contact info above.

Contact Name (First & Last):

Company Name:

Mailing Address:

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Email: _____

I would like to make a donation in the amount of:

\$5,000 - Coach \$2,500 - Captain \$1,000 - Player Other: \$ _____

Cheque (*Payable to Raise the Bar*)

I wish to remain anonymous

Details of sponsorship (if any):

Note: Recognition begins only upon receipt of sponsorship payment.