

Signs of Change

SPONSORSHIP OPPORTUNITIES



ProCura recognizes that when developing a community, there's more than just bricks and mortar that requires investment. It is this insight that led to the development of the Signs of Change program.

Signs of Change is an initiative that benefits Big Brothers Big Sisters (BBBS), an organization that invests in young people through mentorship. The underlying belief that by changing the course of young lives you can ultimately change the course of a community's future is a concept that resonates with everyone at ProCura. Through the mentorship model and additional programming, BBBS has been able to impact the lives of over 6,000 young people last year alone.



procura.ca





By being involved in Signs of Change, we're asking our partners to help expand that reach. Each new building site is an opportunity for both ProCura and its partners to add value to the community. For each dollar committed by a site partner, ProCura will match the donation, up to \$250,000 per project.

The impact of that \$1 can translate to an \$18 return for society, according to The Boston Consulting Group's Social Return on Investment Study. The emotional ROI becomes harder to monetize, as confident, contentious and motivated young people are invaluable to the communities we build together.



THE ASK

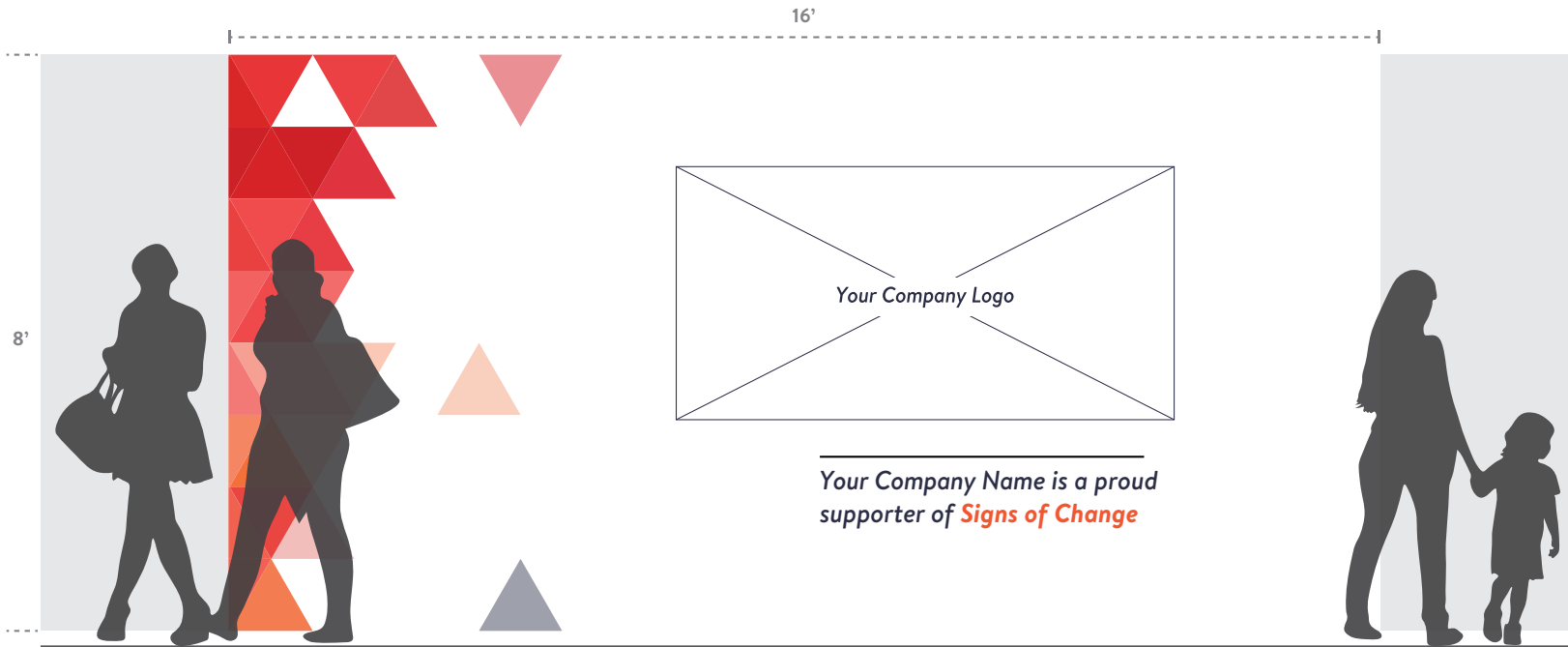
The dynamic locations of our properties translate to excellent advertising opportunities for our partners. Signs of Change leverages this advantage by allocating valuable exposure to our partners based on their level of commitment to Big Brothers Big Sisters.

By sponsoring Signs of Change, you will receive brand exposure not only through our high-traffic hoarding locations, but also through all communication materials released in relation to Signs of Change (i.e. press releases, media events).

Four opportunities for exposure exist:

- 1) \$50,000**
- 2) \$25,000**
- 3) \$10,000**
- 4) \$5,000**

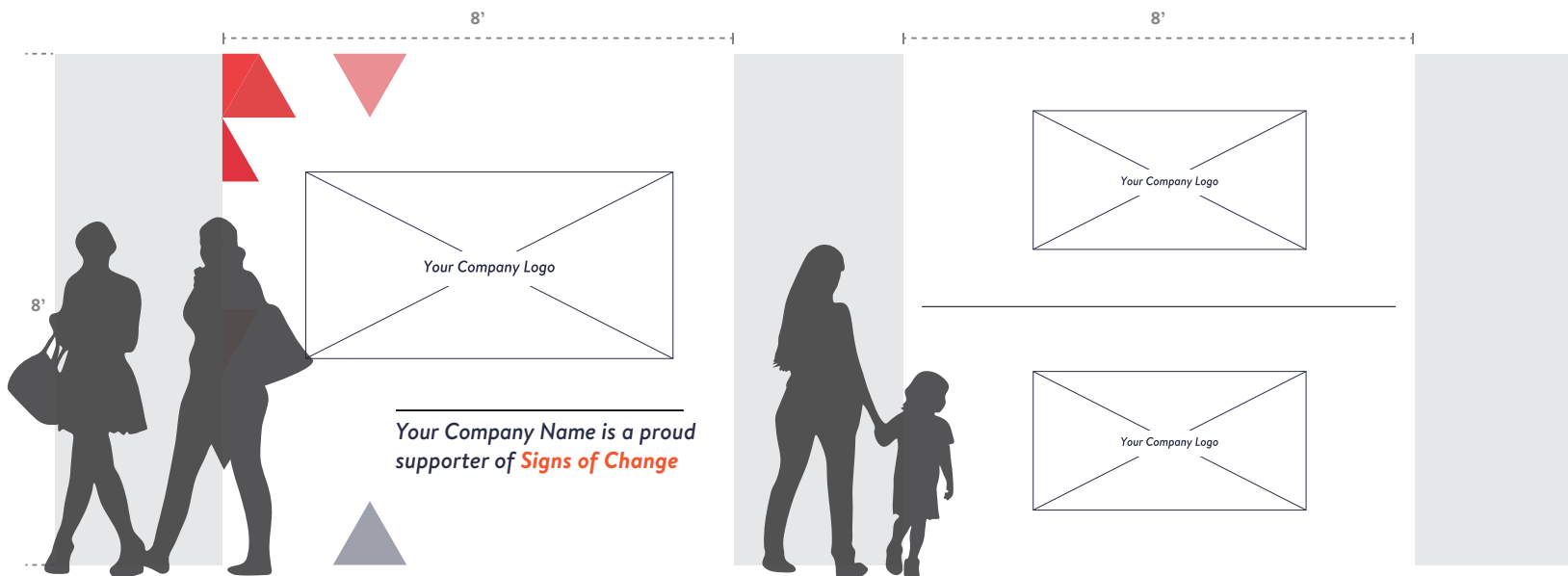
Your identity will be allocated space on our custom designed Signs of Change hoarding graphic, dependent on commitment level. Positioning of identity will also be prioritized according to sponsorship level.



\$50K

- » **16' x 8'** panel in priority location along 109th Street and exposure to Jasper Ave.
- » High traffic area with a daily average of 50,000 vehicles.*
- » Full color logo and tagline

*www.edmonton.ca/transportation/2007-2012_Average_Annual_Weekday_Traffic_Volumes.pdf

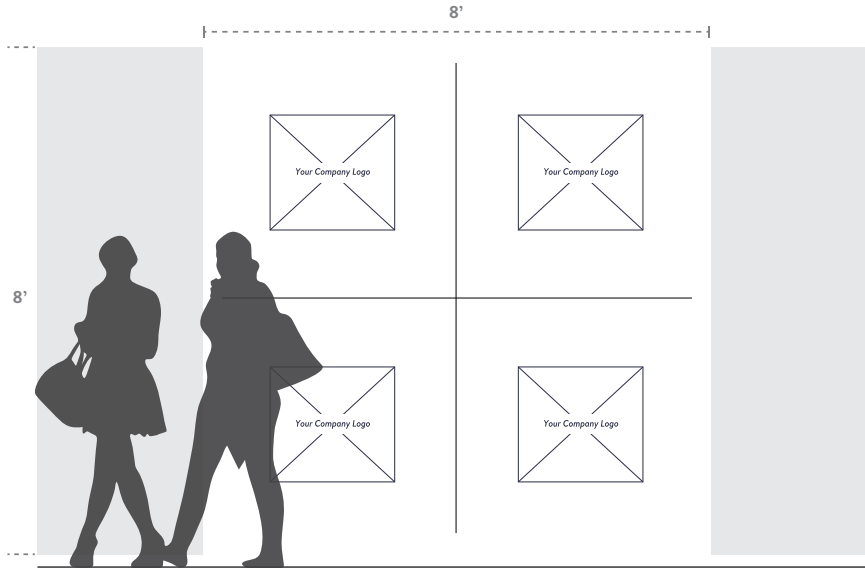


\$25K

- » 8' x 8' panel in location along Jasper Ave.
- » High traffic area with a daily average of 25,000 vehicles.*
- » Full color logo and tagline

\$10K

- » 8' x 4' top or bottom panel in location along Jasper Ave.
- » High traffic area with a daily average of 25,000 vehicles.*
- » Full color logo



BENEFITS

In addition to the advertising benefit received through sponsorship, your donation will help achieve the following:

- » Decrease the list of children and youth waiting for a mentor
- » Growth of programs to reach children and youth in communities identified as “high risk”
- » Speed up the process of screening families and volunteers, facilitating matches
- » Increase retention and support for programs including volunteer training
- » Demonstrate your commitment to supporting children and youth in your community to inspire others.

\$5K

- » 4' x 4' top or bottom (left or right) panel in location along Jasper Ave.
- » High traffic area with a daily average of 25,000 vehicles.*
- » Full color logos


* www.edmonton.ca/transportation/2007-2012_Average_Annual_Weekday_Traffic_Volumes.pdf

Have an **EVERLASTING IMPACT**

This inspiring idea came straight from our founders' hearts. An exciting illustration of the power of collaboration, each sign raised makes our community a brighter place. As both leaders and community members, they know nothing impacts the course of a young life quite like a positive, passionate and caring support system.

So let's create a community that prioritizes this. Let's change lives together.





“I met Luke 3 years ago when he was 6. I knew from our first words that he was going to be my favorite 6 year-old around! I wanted to volunteer with BBBS to help be a positive role-model in a child’s life. What I was surprised to find out was how much of a positive influence that little 6 year-old would end up being in mine.”

- Jason, Volunteer Mentor

“Never forget what it is you do and how much it really does mean to those you help. You are amazing and gave light to my kids and my life when at times we were in the dark. Thank you so much.”

- Sarah, Mother of a Mentee





SIGNS OF CHANGE

A ProCura Initiative

signsofchange.ca

