

A close-up photograph of a person's hands holding a bright yellow and blue soccer ball. The person's skin is glistening with sweat, suggesting they are in the middle of a game. The background is a blurred green field. The image is framed by large, dark teal circular shapes that overlap the corners and sides.

# *Team Up with Sport Fund*

*Support an Agent for  
Social Change*

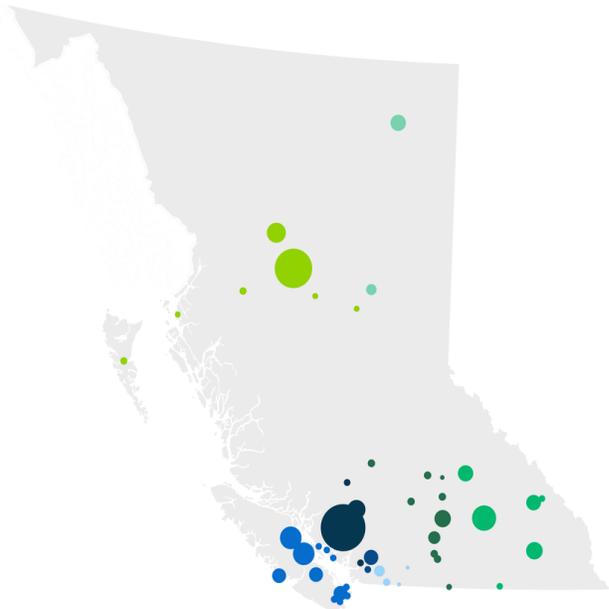
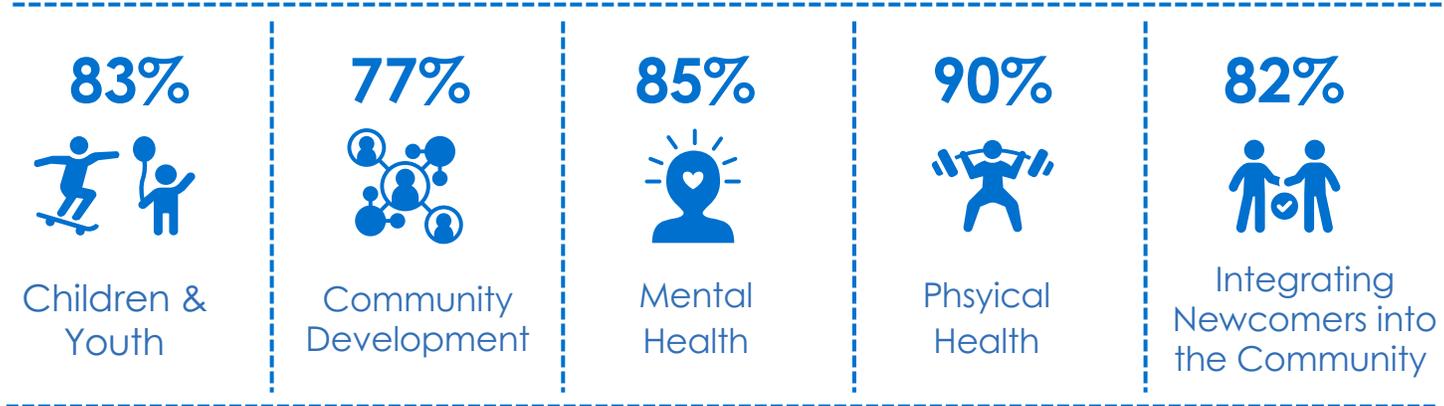
**viaSPORT**  
British Columbia

# Amateur Sport supports Diversity, Equity and Inclusion

The benefits of sport are undeniable: happier, healthier people, and better-connected communities. Inclusive sport environments break down barriers and provide opportunities to empower equity-deserving groups allowing everyone to participate and thrive.



## British Columbians say that sport positively impacts:



## Our Community



## Partner to Leverage the Power of Sport

Together, we can leverage the power of sport to foster a lasting connection between you and the communities you serve. Supporting Team Up directly connects your brand to community sport programs that create inclusive environments and strengthen communities. These four inclusion programs transform the lives of equity-deserving youth:

### Impact Together

A partnership program fostering inclusion and innovation between social sector and sport organizations to connect equity-deserving groups with meaningful sport opportunities.

### All Youth Matter

A training program that equips community sport and recreation leaders with the knowledge, tools, and confidence to create inclusive, safe spaces where all youth can thrive.

### LeadForward

A mentorship program empowering the next generation of female leaders through tailored development for youth, coaches, officials, and sport administrators.

### Indigenous Youth Sport Program

An empowerment program that supports Indigenous high-performance athletes to reach their full potential by reducing financial barriers.



## Partner with Us to Make a Difference

Your support for the Team Up with Sport Fund showcases your corporation's role in elevating sport culture and creating a welcoming and inclusive experience for everyone.

With \$250,000 annually, we can directly empower equity-deserving individuals, foster inclusive sport environments, and create opportunities for youth to thrive. Multi-year program partnerships ranging from \$25,000 to \$75,000 will drive meaningful change and lasting impact in the communities you serve.

- **Impact Together** supports about 10 partnerships annually, impacting up to 2,000 equity-deserving individuals and benefiting thousands more in the future by building lasting, inclusive sport opportunities for marginalized groups.
- **All Youth Matter** trains 500 leaders annually, reaches 10,000 youth, and breaks down barriers to create a sport culture where every young person feels valued and included.
- **LeadForward** empowers 500+ girls and women annually, unlocking their leadership potential, and helping create a sport system that fully supports women's representation and leadership.
- **Indigenous Youth Sport Program** relieves financial burdens for 30 Indigenous athletes on national or provincial teams annually, creating pathways to high-performance sport and fostering reconciliation and community pride.



## Partnership Benefits

Partnership benefits are designed to provide meaningful value that aligns with your strategic priorities and intended impact. The following assets can be combined depending on your level of support. Explore these options and connect with us to discuss the possibilities that resonate most with your objectives.

Asset	Description	Value Range
<b>Marketing</b>		
Partnership Launch and Promotion	<ul style="list-style-type: none"> <li>Partnership announcement and news story across all communication channels.</li> <li>Your logo appears on viaSport promotional materials across channels</li> </ul>	\$3-5k
#MakeSportBetter Campaign	<ul style="list-style-type: none"> <li>Professionally produced and promoted Team Up impact story that incorporates your brand</li> </ul>	\$10-20k
Naming Rights: Official Partner	<ul style="list-style-type: none"> <li>Recognition as the official partner of a Team Up Fund Program</li> </ul>	\$40-60k
<b>Business Development</b>		
Lead Capture	<ul style="list-style-type: none"> <li>Co-develop a Team Up lead generation initiative to support your corporate priorities or product offerings</li> </ul>	\$10-30k
Corporation specific content or product	<ul style="list-style-type: none"> <li>Co-create a branded, customized resource or community-specific solution linking back to a business opportunity for you, featured on viaSport's communication channels</li> </ul>	\$20-40k
<b>Staff Engagement</b>		
Staff Engagement Opportunities	<ul style="list-style-type: none"> <li>Events/program participation or volunteer opportunities for your staff</li> </ul>	\$5-15k

## viaSport Overview

Established as a legacy of the Vancouver 2010 Olympic and Paralympic Games, viaSport is the lead agency focused on supporting the growth and development of amateur sport throughout British Columbia. We envision a British Columbia where everyone is truly healthy and connected because they value and participate in sport experiences that are safe, inclusive and welcoming.

Reaching all corners of the province, viaSport's work helps bring more families to the field of play, more fans into the stands, more athletes to the podium, more sporting events to the province, and more supporters of the system. We work in collaboration with the sport community. Through our network of Designated Sport Organizations, partners, and collaborators, we work to enhance high-quality sport experiences, increase access and participation, and enhance safety and education, to make sport better.



## Imagine the impact of...

### **Impact Together**

BC Wheelchair Sports working with Indigenous Health Authorities to connect Indigenous people with disabilities to sport programs they never knew existed.

### **All Youth Matter**

Because leaders are equipped to address discrimination and inequality head-on, equity-deserving youth are empowered to fully participate in sport, where they feel a sense of belonging.

### **LeadForward**

A coalition of local sport organizations in Vancouver hosts a Female Leadership Day, bringing girls together to learn from inspiring leaders about how amazing and capable they truly are.

### **Indigenous Youth Sport Program**

An Indigenous Youth has the financial means to win a Canadian national title or can travel to attend tournaments in the United States that lead to a full-ride university scholarship.

*Together, we can spark a ripple effect,  
transforming lives and building stronger, more  
inclusive communities through sport.*

