



Developing Youth Through Sport



OUR PURPOSE

To increase the health, enhance the education and develop the skills of low-income and underprivileged youth by providing funds, equipment, scholarships and services to enable them to participate in organized sporting activities.

Whether it's ten dollars or one thousand dollars, Let Kids Play Foundation (LKP) uses funds received to directly support youth seeking access to sport.

THE POSITIVE IMPACT OF SPORTS

Involvement in sports is an integral part of child development and teaches youth to lead active, healthy lives while developing many of the fundamental skills necessary for a child to succeed.

Developing Youth

Sports challenge children to excel physically and mentally, and teach valuable skills such as leadership, hard work and perseverance which translate beyond the playing field to all aspects of life, whether it be in the classroom, at work, or in the community.

A 2003 Sport Canada survey of 1005 Canadian youth, aged 12 to 21, found that their involvement in sports:

- Improved their health (99 percent);
- Helped them make friends (87 percent);
- Improved their feelings about themselves (85 percent);
- Helped them succeed at school (58 percent);
- Helped them become more active with their family (54 percent).

Increasing Health

The health benefits of sports on youth are clearly evident and diverse. Sporting based physical activity reduces the risk of premature mortality in general, and some of the tangible benefits of participating in sports include:

- Builds strong bones and strengthens muscles
- Achieves a healthy weight
- Promotes good posture and balance
- Improves fitness

PROVIDING ACCESS TO SPORT

Many youth in British Columbia lack the financial resources necessary to participate in and realize the benefits of organized sport. A season of organized sport in this province can cost upwards of five hundred dollars, a number that does not even include the costs of the equipment needed to participate.

For low-income families, registering their children in sporting activities is simply not a viable option. LKP aims to “develop youth through sport” by helping alleviate the financial barriers that prevent youth participation in organized sporting activities.



Building Communities

Youth involvement in sports has a broad impact on the overall community. Participation in sports has a positive effect on youth by reducing their involvement in and exposure to violence and unethical activity.

Sports offer children a positive alternative to idleness and isolation. If children are left without constructive activity, they may turn to violence or crime to gain acceptance. Idleness can also lead to a lack of understanding between different ethnic groups. Sports help to eliminate these racial and cultural barriers by removing the separation between such groups through healthy competition and the realization of shared goals.

2008 SPONSORSHIP LEVELS

The sponsorship levels below are effective from January 1, 2008 through to December 31, 2008.

Where corporate recognition is specified in the sponsorship levels, the sponsor's donation level (Gold, Silver or Bronze) will also be identified.

Upon request, corporate donors will be issued a charitable tax receipt.

Gold Level : \$5,000

- Premium corporate signage and opportunity to host corporate information booth at all LKP events
- Corporate recognition in all marketing materials targeting potential applicants, including those posted in libraries, schools, recreational facilities, etc.
- Front page sponsor recognition on LKP website and link to sponsor's website
- Corporate recognition on all LKP apparel
- Front page sponsor recognition in LKP quarterly newsletter

Silver Level : \$2,500

- Corporate signage at all LKP events
- Sponsor recognition on LKP website and link to sponsor's website
- Corporate recognition on all LKP apparel
- Sponsor recognition in LKP quarterly newsletter

Bronze Level : \$1,000

- Sponsor recognition on LKP website
- Corporate recognition on all LKP apparel
- Sponsor recognition in LKP quarterly newsletter

OTHER WAYS TO GET INVOLVED WITH LKP

Volunteer: LKP is constantly looking for volunteers that are passionate about providing youth with access to sport. For more information on how your company can get involved please send an e-mail to volunteer@letkidsplay.ca

Donations In Kind: LKP would also be pleased to accept donations in kind from corporate sponsors. Tangible items are eligible for a charitable tax receipt in the value of the item donated.



OUR APPLICATION PROCESS

We evaluate every request for funding thoroughly and ensure that youth who need our help the most receive the financial assistance they need to participate in organized sporting activities.



The application form provides information about the youth applicant and the type of assistance requested.

Each application must include an independent, third party verification of the information provided in the application and the barriers affecting the youth's participation in sport.

Let Kids Play reviews all applications and aims to provide an answer to applicants within 30 days of the receipt of the application. All reviews are conducted by an independent, impartial panel



FOR MORE INFORMATION

Our Directors are available to discuss our corporate sponsorship opportunities with you at any time. For further information about our organization please visit us at our website. The site includes information on our mandate, leadership team, application process, and a full report on the positive impact of sport on youth.

For more information:

Website: www.letkidsplay.ca
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