



SPONSORSHIP PACKAGE

**Conceptual Playground
Design (Layout Not Yet
Finalized)*

For New Elementary School Playground

Prepared By:

**W.O. Mitchell Elementary School
Council - Playground Committee**





VISION & MISSION

VISION

To create a safe and inspiring outdoor space where every child at W.O. Mitchell Elementary — ¡cada estudiante! — can learn, play, and grow together. Our vision is to build a playground that reflects our vibrant bilingual community and encourages creativity, movement, and connection for generations to come. We aim to work with local suppliers and businesses to support the community we live, learn and play in!

MISSION

- Foster inclusion and community connection. ●
- Promote lifelong wellness through play. ●
- Inspire creativity and joyful exploration. ●
- Encourage active, outdoor learning. ●
- Support sustainability and local partnerships. ●



INTRODUCTION

We are seeking support from community-minded organizations like yours to help fund the development of a new playground for our elementary school! Sponsorships will help us achieve this goal, and in recognition, sponsors will receive visibility through signage, newsletters, school events, and other acknowledgements as outlined in this sponsorship package.

ABOUT OUR PLAYGROUND

Our current playground is aging and has been assessed as being beyond its projected life expectancy. Repairs have become increasingly expensive, and replacement parts are difficult to source. In order to ensure a safe and engaging space for the wide range of ages and needs of our students and those of the greater community, we have begun raising funds to build a new playground.

ABOUT OUR SCHOOL

Our school serves many communities in the NW quadrant of Calgary, AB, located within the neighbourhood of Silver Springs. It is part of the Spanish Bilingual program of the CBE School Board, and it currently serves almost 400 students from Kindergarten through Grade 6.



**A Great Place to Grow/
Un Lugar Excelente Para
Crecer**



ABOUT OUR COMMUNITY

The new playground will not only be a great asset to our school, but to the entire Silver Springs and neighbouring Northwest communities. According to the 2021 Census, Silver Springs is home to over 1,400 children aged 0-14, and many childcare facilities will also benefit from and enjoy our playground, increasing your brand visibility as a community supporter.

Population and Dwellings

Number of Persons by Age Group

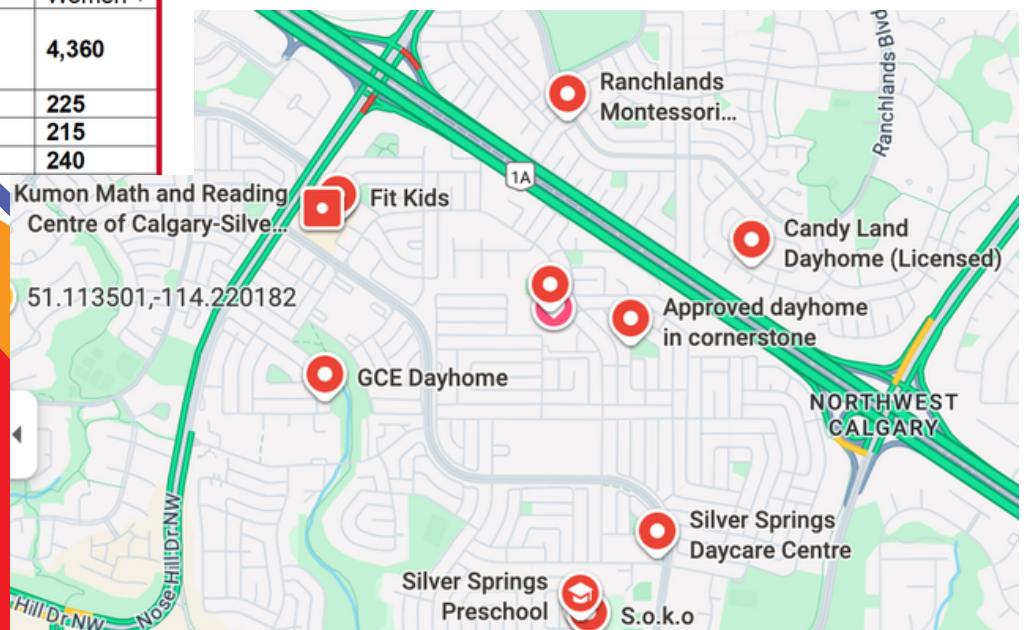
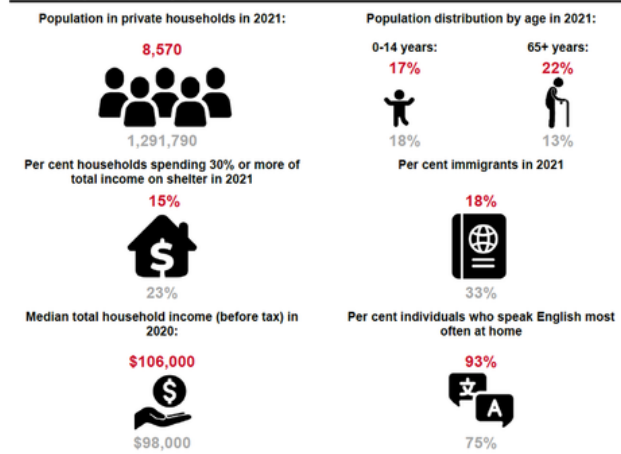
Silver Springs		
	Number	Per cent
<u>Population in private households</u>	8,570	100%
0 to 14 years	1,430	17%
15 to 64 years	5,240	61%
65 to 84 years	1,770	21%
85 years and over	140	2%

Number of Persons by Age and Gender

Silver Springs			
	Total	Men +	Women +
Population in private households	8,570	4,205	4,360
0-4	465	245	225
5-9	450	230	215
10-14	515	270	240

2021 Census of Canada Snapshot

Silver Springs= ■ Calgary= ■





ABOUT THE PROJECT

SUPPLIER

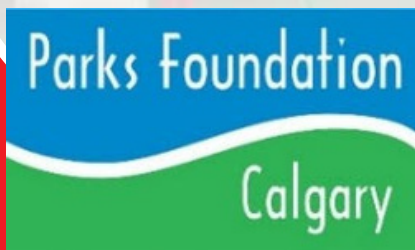
After a competitive bid and evaluation process, Alberta-based company **BDI Play Designs** was selected from three companies that submitted complete design-and-build project scopes. The excellent customer service and support that they offered, combined with Canadian-made products and full design, distribution and installation services, is what won the bid.

CIVIC PARTNER/ DONEE

The W.O. Mitchell Playground Committee is pleased to partner with **Parks Foundation Calgary** and its *Gift Administration Program*. This means that any donations of \$25.00 or more will be issued a tax receipt at no cost to the school. Many times when tax receipts are issued a portion of the donation is taken to pay for the service. Parks Foundation Calgary does not charge this, which means that 100% of your donation will go to our playground!

PRODUCT

BDI proudly offers **Blue Imp** commercial playground equipment. They are a local Canadian playground manufacturer located in Medicine Hat, AB.



BlueImpTM
PLAY STRONG



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BENEFITS FOR SPONSORS

Partnering with W.O. Mitchell Elementary School's Playground Project is an opportunity to make a visible difference in your community while showcasing your organization's commitment to families, wellness, and education. Your support helps us create a lasting legacy, and connects your business directly with hundreds of local families who value community-minded partnerships.

1

Receive public recognition through school and community communications (playground signage, newsletters, and social media - see sponsorship levels on next the page for details).

2

Gain lasting brand visibility and goodwill as a valued partner in building a safe, inclusive, and inspiring community space.





SPONSORSHIP PACKAGES OFFERED

1. ORO/ GOLD SPONSOR

Contribution: \$10,000+

Benefits:

- Display your Company Logo* with Top Visibility as a Gold Sponsor on permanent playground signage.
- Company Logo displayed on temporary event banners and flyers
- Contribution Recognition in Completed Playground Feature Article in the Community Association Newsletter
- Quarterly Acknowledgement in Community Association and School Newsletter: ¿Te Gustaría Saber?
- Inclusion in thank-you announcements at school events
- Framed Certificate of Appreciation from the school community

2. PLATA/ SILVER SPONSOR

Contribution: \$5,000 - \$9,999

Benefits:

- Company Name listed as a Silver Sponsor on permanent playground signage.
- Company Logo displayed on temporary event banners and flyers
- Quarterly Acknowledgement in Community Association and School Newsletter: ¿Te Gustaría Saber?
- Inclusion in thank-you announcements at school events
- Printed Certificate of Appreciation from the school community

3. BRONCE/ BRONZE SPONSOR

Contribution: \$1,000 - \$4,999

Benefits:

- Company Name listed as a Bronze Sponsor on permanent playground signage.
- Quarterly Acknowledgement in Community Association and School Newsletter: ¿Te Gustaría Saber?
- Printed Certificate of Appreciation from the school community

4. BANCO/ BENCH SPONSOR

Contribution: \$2,500 - Limited Availability!

Benefits:

- Company Name listed on a permanent plaque on an individual playground bench.
- Quarterly Acknowledgement in Community Association and School Newsletter: ¿Te Gustaría Saber?
- Printed Certificate of Appreciation from the school community

All Package Donations receive official Tax Donation Receipts through Parks Foundation Calgary.

**Logo engraving may be dependent upon complexity of the design.*



BUDGET ESTIMATES

Description	Price
Demolition	Covered by CBE*
Blue Imp Composite Structure	\$180,000
Blue Imp Dream Weaver	\$40,000
Blue Imp Swings, Spinner and Wave Catchers	\$40,000
Blue Imp Benches and Signage	\$8,000
Freight Cost	\$3,000
Site Prep and Excavation	\$18,000
Assembly and Install	\$50,000
Gravel - Supply and Install	\$38,000
Perimeter Wood Borders and Landscaping	\$28,000
GST (5%)	\$20,000
Total	\$425,000

**As of 2025 agreement - this could change prior to our project construction + \$15,000 if we need to cover this cost.*



OUR COMMITMENT

Our projection for the demolition of the current playground is July 2027, and the new playground is anticipated to be completed over the summer in time to open for the 2027-2028 school year.

The W.O. Mitchell Playground Committee has been working diligently with various grant applications and fundraising efforts to ensure we meet this goal. To date, we have accomplished the following:

Fundraiser	Amount Received
Pre-Existing Society Funds	\$125,000
CFEP Grant	\$100,000
3 Bottle Drives 2025/26	\$2,093
2 Cash Raffles 2025/26	\$16,718
Read-a-Thon 2026	\$12,747
Donations and Sponsorships	\$3,100
Current Funds	\$259,658
<u>Fundraising Efforts for the 2026/27 School Year to include:</u>	
• Pending Application Approval for Calgary Parks Grant • 3 Bottle Drives (Sept 2026, Jan 2027, May 2027) • School-Wide BBQ Fundraiser (Sept 2026) • Silent Auction (Nov 2026) • Donations and Sponsorship Welcomed	



HOW TO DONATE:

DONATIONS:

For Online Donations (up to \$500), use the Parks Foundation Calgary Online Portal.

Scan, Click or Enter the Link Below:



SCAN HERE

1. Choose “W.O. Mitchell Elementary School Society-PG Update” from the drop-down list.
2. Enter donation details, tax receipt information, and payment method.



<https://app.etapestry.com/onlineforms/ParksFoundationCalgary/schools.html>

Important Notes:

All online donations are subject to a small third-party service fee.

To maximize your impact to the school, please use a cheque or an offline credit card payment for donations over \$500.

For Donations Over \$500:

Print and fill out a copy of our **DONATION INFORMATION FORM** (at the end of the package) or ask for a copy from the school office.

Please make cheques payable to ‘Parks Foundation Calgary’ with ‘W.O. Mitchell School Playground Project’ clearly written on the memo line.

Completed donation forms and your cheque can be dropped off at the school office. We will send them to the Parks Foundation office for you.

Tax receipts will be issued for all donations over \$25 and:

- Immediately for online donations
- Within 6 weeks for offline donations



THANK YOU! ¡GRACIAS!

Thank you for taking the time to consider our donation proposal. We are deeply grateful for your support in helping us bring a new playground to life at W.O. Mitchell Elementary School. Your generosity will create a lasting legacy — a place where children can play, explore, and grow together in a safe, inclusive, and joyful space. Every contribution, large or small, brings us one step closer to reaching our goal of approximately \$425,000 and building a playground that reflects the heart of our bilingual community.

From all of us — students, families, volunteers and staff — thank you for helping us make this dream a reality!
¡Mil gracias por su apoyo!

QUESTIONS?

**W.O. Mitchell School Council -
Playground Committee:**



womfundraising@gmail.com



225 - 13 Avenue SW, Calgary AB, T2R 1N8
Phone: (403) 974-0751
parksfoundation.ca

DONATION FORM

1. Donor Details

☐	I am donating as an individual.		
☐	I am donating for a business.	First Name	Last Name
☐	I would like to remain anonymous.	Business Name	
Address:			
Complete Address		City	Province
		Postal Code	
Phone:			
Home		Work	
Email:		☐ Please send the receipt to my email.	

2. Donation Details

I would like to donate in support of Parks Foundation Calgary to the following project(s) or area(s):

- | | |
|--|--|
| ☐ Building Communities Program | ☐ Area of Highest Need |
| ☒ Project Name (Please specify below): | ☐ Parks Foundation Operations |

W.O. Mitchell School Playground Project

☐ I enclosed my cheque payable to Parks Foundation Calgary	One-Time Donation Amount:
☐ Please charge to my credit card	
☐ Please note that tax receipts will be issued to the cardholder's name specified in Section 3 of this form, Credit Card Details.	\$

Parks Foundation is a civic partner and qualified donee. We issue official tax receipts for donations over \$100. All donations are subject to our Receiving Donations & Issuing Tax Receipts Policy found at parksfoundation.ca.

Parks Foundation is committed to the privacy of our donors. We do not share donor information with third parties.

Donation Form 2026 / Last Updated: 01272026

3. Credit Card Details

Credit Card Type:	☐ Visa	☐ Mastercard	Other:
Name on Card:			
Credit Card Number:			Signature:
Expiry (MM/YY):	CSV:		

Thank you for your donation!