



# ROTARY/MATTAMY GREENWAY

## SUMMER CELEBRATION

PARTNERSHIP  
OPPORTUNITIES  
#GREENWAY150



Canada



[www.parksfdn.com](http://www.parksfdn.com) | ParksFoundationCalgary | @ParksFdnCalgary | parksfdncalgary

# INTRODUCTION

## PFC- PARKS FOUNDATION CALGARY

**P**arks Foundation Calgary (PFC) is a non-profit organization dedicated to improving urban spaces for all Calgarians. Established in 1985, PFC has helped individuals, organizations, and communities create and enhance the city's parks and green spaces. For over 30 years, the Foundation has supported almost 130 community-led projects, awarded more than \$12 million in support of amateur sport initiatives, dedicated over 1,000 park benches throughout the city and built over \$200 million of parks and playgrounds infrastructure.

## ROTARY/MATTAMY GREENWAY

**C**urrently in final stages of completion, the Rotary/Mattamy Greenway is a 138 km network of parks and pathways that will connect 55 communities around the city of Calgary. Along the pathway, users will find unique amenities such as specialty off-leash dog areas, outdoor fitness parks, educational wetland interpretive areas, boardwalks, unique play structures, and memorial parks.



### FAST FACTS

- Worldwide one of a kind outdoor attraction
- 138 km of pathways and natural wetland areas
- Over 15 specialized parks
- Connects to 1,000 km of existing city pathways
- Accessible to everyone 365 days a year, free of charge
- Connects directly to 55 communities with more than 400,000 residents



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# CELEBRATIONS

## SUMMER CHALLENGE

To celebrate the progress and uniqueness of the Rotary/Mattamy Greenway along with Canada's 150th anniversary, Parks Foundation Calgary (PFC) will promote a Summer Challenge inviting Calgarians to walk, run, bike or rollerblade 150km on the Greenway.

The challenge will be hosted online and through social media from Thursday, June 1st to Friday, September 1st. Registration will open in May. The first 150 People to register will be considered members of the '**150 Green Team**' and will receive an incentive.

Participants will continuously receive communication, including suggested routes, Greenway updates and tips to encourage their challenge completion. Anyone can join the challenge, as an individual or a group.

People will be encouraged to share their progress through pictures via social media. Passports to track progress will be available at distributions points, events with challenge participants and will be available to download online.

## CITYWIDE EVENTS

On **Saturday September 2**, PFC will host four separate events in each quadrant of our culturally diverse city. We will host Canadians of all backgrounds and abilities to celebrate Canada's big milestone as well as the progress of the Rotary/Mattamy Greenway. These community events will include entertainment, arts and culture, and fun activities for the entire family. At each event, challenge participants will be honored and will receive a medal for their involvement, commitment and accomplishment.

We are expecting approximately 5,000 people to join the celebration and over 1,000 people to participate in the Summer Challenge. Through earned and social media, participation at city events, promotion the challenge and the main celebration, we anticipate to reach half the population in the city of Calgary.

## EVENTS TIME & LOCATIONS

### 12PM-3PM

#### Main Location:

SW - South Glenmore Park

#### Other Locations:

NW - Shouldice Park

NE - Cityscape

SE - Mahogany





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# OPPORTUNITIES

Join us in the celebration of a one of a kind attraction that brings an entire city together while commemorating Canada's 150th anniversary.

## HOW TO GET INVOLVED

	GREEN \$10,000	EMERALD \$5,000	PINE \$2,000
Logo recognition on the website			
Mention in printed material (posters, brochures, passports)			
Mention in the Greenway 150 special newsletter			
Social media posts			
Verbal Recognition during main event			
Booth at main event (estimated 2000 participants)			
Booth at one event (site TBD-estimated 1000 participants)			
Logo on event backdrop			
Mention on thank you - post event material			

## OTHER PARTNERSHIP OPPORTUNITIES AVAILABLE

EVENTS FOOD (in kind or cash) \$10,000

EVENTS BEVERAGE (in kind or cash) \$8,000

EVENTS ENTERTAINMENT  
(in kind or cash / cost per event site) \$5,000

CHALLENGE MEDALS  
(2,500 units / Total can be split between 2 partners) \$10,000

CHALLENGE PASSPORT (10,000 units to distribute)

PRIZES & GIVEAWAYS

**SOLD**  
**YOU**  
TELL US



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