



Fraser Valley  
Child Development  
Centre

FAMILY PICNIC

# Sponsorship Proposal

Friday, June 27th, 2025

**For more information, please contact:**

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FVDC

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# About Event

The FVDC Annual Family Picnic is a cherished event that brings together over 600 attendees, including children and youth with diverse abilities and their families, for a day of fun, connection, and support. With over a dozen local community partners, this inclusive event provides families with access to valuable resources, activities, and services in a relaxed, welcoming environment.

The picnic continues to grow in size and impact, offering sponsors a unique opportunity to connect with an engaged and diverse audience while supporting developmental programs for children and youth in the Fraser Valley.



# FV CDC Impact in the Region

The Fraser Valley Child Development Centre (FV CDC) provides vital community-based services for children and youth with diverse abilities across the Fraser Valley. Serving over 4,000 families each year, our programs focus on early intervention, school-aged support, and specialized care to help children and youth thrive.

At FV CDC, we believe in inclusion, accessibility, and personalized care. Our dedicated team works closely with families, early years providers (such as daycares and early learning centres), educators (Pre-K, K-12), and local school districts to provide the tools and resources needed for each child's unique developmental journey. We are committed to helping children and youth reach their fullest potential in a supportive, welcoming environment.

# Event Venue



## Mill Lake Park, Abbotsford

The 2025 FVDC Annual Family Picnic will take place at beautiful Mill Lake Park in Abbotsford, a central and scenic location perfect for community gatherings.

With its expansive green spaces, playgrounds, and lakeside trails, Mill Lake Park offers the ideal setting for families to relax and enjoy a day of fun-filled activities.



Conveniently located in the heart of Abbotsford, the park provides easy access for families and community partners alike, ensuring an inclusive and welcoming atmosphere for all attendees.

# Key Highlights



**Attendee Growth:** The 2024 picnic attracted over 600 attendees, a remarkable increase from the 2023 event, showcasing the growing impact and popularity of the event within the Fraser Valley community.



**Audience Reach:** Sponsors will have the opportunity to engage with families of children and youth with diverse abilities, along with a broader community of caregivers and community organizations. This is a valuable demographic for organizations looking to connect with families and community-focused initiatives.



**Community Partnerships:** 19 community partners participated in the 2024 event, offering an opportunity for sponsors to be aligned with key local organizations such as the City of Abbotsford, Abbotsford Police Department, Stó:lō Service Agency (SSA) local health and wellness providers, and other notable entities.



**Visibility Opportunities:** Sponsors could be featured in key event areas, such as the registration booth, community engagement zones, or entertainment sections (games, food, activities). Additionally, visibility could extend through event promotions across multiple communication channels (email marketing, social media, newsletters, etc.).



**Positive Community Impact:** Sponsorship funds will directly support FV CDC programs that provide crucial developmental support services to children and youth with diverse abilities.



**Thank  
You  
2024**

**Community  
Partners**

- Abbotsford Lions Club
- Ability Health
- Abbotsford Police Department
- Abbotsford Soccer Association (ASA)
- Archway - Childcare Resource & Referral (CCRR)
- Bromac Mechanical
- Chana Riley PREC\* Homelife Advantage Realty (CV) Ltd.
- City of Abbotsford Go Play Outside (GPO)
- DME Investments Inc.
- Fraser Valley Regional Library (FVRL)
- HME Home Health
- Just Keep Smiling
- Literacy Matters Abbotsford
- Long & McQuade Musical Instruments
- MAG Solar
- Mission Defense Security
- Motion Specialties
- Shriners of BC and Yukon
- Stó:lō Service Agency (SSA)

# Support FVCDC

Time: 11 am - 2 pm

Date: 27 July 2025

Location: Mill Lake Park, Abbotsford (Bevan Entrance, 33015 Bevan Avenue)

Avail	Sponsorship Level	Investment
1	Presenting Sponsor	\$10,000
2	Gold Sponsor	\$5,000
4	Silver Sponsor	\$2,500
5	Friends of FVCDC	\$1,000

Learn more about our Family Picnic by visiting  
our website

[www.fvcdc.org/familypicnic](http://www.fvcdc.org/familypicnic)  
or by scanning the QR code



Join us as a sponsor to help children and youth shine!

# Sponsor Benefits

Avail	Sponsorship Level	Investment
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1	<b>Presenting Sponsor</b>	\$10,000
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## You will receive

- Logo prominently displayed on event landing page ([www.fvcdc.org/familypicnic](http://www.fvcdc.org/familypicnic)) with hyperlink to your website
- Logo featured in header of pre-event and post-event emails to FV CDC subscribers
- Mention in one (1) pre-event press release submitted to local / regional publications
- Two (2) pre-event and one (1) post-event social media mentions
- Logo placement on event signage
- Opportunity for on-site activation (booths, branded giveaways)
- One (1) professionally produced 60-second Instagram Reel highlighting your organization's message of community investment, providing engaging video content to showcase your support and commitment to FV CDC's mission.

## FV CDC Digital Reach at a Glance



- **Facebook:** Opportunity for broad community reach, showcasing services and events to a diverse audience.
- **Instagram:** Potential for visually engaging younger demographics with videos, leveraging 1,000+ follower impressions.
- **LinkedIn:** Professional networking reach with 313 followers, ideal for highlighting partnerships, sponsorships, and industry insights.
- **MailChimp:** Email reach of 2,207 subscribers, maximizing visibility for campaigns and events, targeting high-engagement contacts directly.



# SPONSORSHIP PROPOSAL

Avail	Sponsorship Level	Investment
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2	<b>Gold Sponsor</b>	\$5,000
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## You will receive

- Logo displayed on event landing page ([www.fvcdc.org/familypicnic](http://www.fvcdc.org/familypicnic)) with hyperlink to your website
- Two (2) pre-event and one (1) post-event social media mentions
- Logo placement on event signage
- Opportunity for on-site activation (booths, branded giveaways)
- One (1) professionally produced 30-second Instagram Reel highlighting your organization's message of community investment, providing engaging video content to showcase your support and commitment to FVDC's mission.

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4	<b>Silver Sponsor</b>	\$2,500
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## You will receive

- Logo displayed on event landing page ([www.fvcdc.org/familypicnic](http://www.fvcdc.org/familypicnic)) with hyperlink to your website
- One (1) pre-event and one (1) post-event social media mentions
- Logo placement on event signage
- One (1) professionally produced 30-second Instagram Reel highlighting your organization's message of community investment, providing engaging video content to showcase your support and commitment to FVDC's mission.

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5	<b>Friend of FVDC</b>	\$1,000
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## You will receive

- Logo displayed on event landing page ([www.fvcdc.org/familypicnic](http://www.fvcdc.org/familypicnic)) with hyperlink to your website
- One (1) pre-event and one (1) post-event social media mentions
- Logo placement on event signage