

Event sponsorship



children's
HEALTH FOUNDATION
OF VANCOUVER ISLAND

Pancakes & Pajamas

A holiday fundraiser at Hotel Grand Pacific
December 6, 2026





Will you help support Island kids and families?

For nearly 100 years, Children's Health Foundation of Vancouver Island has supported Island kids and youth with complex health needs. Our work focuses on supporting the health journeys of Island kids and their families by reducing the barriers they face when accessing care.

Join us as a 2026 Pancakes & Pajamas sponsor! This beloved signature fundraising event in its fifth year brings alumni families and the community together to support a great cause and to enjoy a delicious brunch buffet in your PJs at the luxurious Hotel Grand Pacific. Join us and receive valuable promotion and recognition as outlined in this package.

With your support, together we can increase access to health care for Island kids and families!

100%

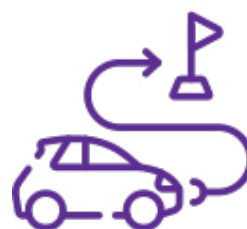
of your sponsorship stays on the Island to support Island families



Your sponsorship helps families:



Stay close to their child during hospital stays, thanks to Homes Away From Home like Jeneece Place and Qwalayu House. Our Homes have helped over 3,355 families since 2012.



Travel long distances for care and access specialized equipment. Since 2021, more than 2,600 Island kids have received support from Bear Essentials.

Together, these programs have supported **thousands** of Island families, reducing barriers to care and keeping families close when every moment matters.

Why sponsor?

Sponsoring Pancakes & Pajamas is more than a generous gesture — it is a meaningful opportunity to align your brand with healthier futures for Island kids and families.

As a sponsor, you demonstrate your commitment to children's health while connecting with a highly engaged, community-minded audience. Your support will be seen, felt, and remembered by families, supporters, and the broader community you help uplift.

As a sponsor, you will:

- **Increase your brand visibility** through traditional and digital promotion before, during, and after the event
- **Connect with families, community leaders, and supporters** who care deeply about children's health on Vancouver Island
- **Demonstrate leadership** in community investment and social responsibility
- **Create lasting local impact**, helping Island kids and families access care and comfort when they need it most

Who will be there

- 200+ guests including families, parents, grandparents, and kids of all ages
- CHFVI supporters, donors, and staff
- Volunteers and community partners

Media & marketing reach

Your brand will be showcased across multiple platforms with strong local reach:

- Times Colonist print advertising (**75K+** weekly readers)
- Black Press print advertising (**87K+** weekly readers)
- YAM Magazine (**25K+** distribution) & Island Parent (**16K+** distribution) ads
- CHFVI social media (**7.3K+** across LinkedIn, Facebook, and Instagram)
- Email marketing to engaged subscribers and supporters (**6.2K+** subscribers)
- Event webpage promotion on islandkidsfirst.com (**16K** website users)

Pancakes & Pajamas



Sponsorship opportunities

Recognition/benefits	Presenting \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Radio CFAX & Virgin Radio mention in 28 x 15 second commercials x 5 weeks	❄️			
Print Times Colonist 2 ads	❄️	❄️		
Black Press 10 ads (5 publications*)	❄️	❄️		
YAM Magazine November issue	❄️	❄️		
Island Parent Fall issue	❄️	❄️		
Digital Social media (Audience: 7,300+)	5+ mentions, including dedicated post, multiple mentions, and thank you post	3 mentions: event launch, group post, and thank you post	2 mentions: group post and thank you post	1 mention: thank you post
Capital Daily 1 mention	❄️			
Other benefits Acknowledgment in CEO welcome	❄️			
Logo and link on event webpage	❄️	❄️	❄️	
Mention in press release	❄️	❄️	❄️	
On-site event signage	❄️	❄️	❄️	
Event tickets	10	4	2	1
Invites for future Corporate Partner events	❄️	❄️	❄️	❄️

*Black Press publications include: Goldstream News Gazette, Saanich News, Oak Bay News, Victoria News, and Peninsula News Review.
Note: Sponsorships are not tax deductible.

To join us and confirm your sponsorship for Pancakes and Pajamas 2026,
complete the form below and email to rebecka.ibbotson@islandkidsfirst.com

Pancakes & Pajamas

☐ **Presenting - \$10,000**

☐ **Gold - \$5,000**

☐ **Silver - \$2,500**

☐ **Bronze - \$1,000**



Company name for recognition purposes: _____

Contact name: _____

Email: _____ Phone: _____

- ☐ Please send an invoice
- ☐ Cheque enclosed for \$ _____
- ☐ E-transfer give@islandkidsfirst.com
for \$ _____

Payable to:
Children's Health Foundation of Vancouver Island
Mail to: 345 Wale Rd, Victoria BC V9B 6X2

Charitable Registration No.
89863 8291 RR001

Agreement terms:

By signing this Agreement, the Sponsor agrees to the terms and conditions outlined herein and commits to the selected sponsorship level in support of Children's Health Foundation of Vancouver Island ("CHFVI"). The Sponsor agrees to provide the sponsorship contribution as detailed in the Sponsorship Package, in the amount of \$ _____ (or in-kind support as specified), payable by the agreed-upon date(s). Sponsorship recognition and benefits will be confirmed upon receipt of payment or delivery of in-kind support. This Agreement is governed by the laws of the Province of British Columbia and constitutes the entire understanding between the parties.

Signature: _____

Date: _____

For more information contact:

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islandkidsfirst.com

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