

SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES



**Shake
Out**

The Great British Columbia ShakeOut
Coordinated by the BC Earthquake Alliance



Be part of the Great British Columbia ShakeOut!

The BC Earthquake Alliance Society is British Columbia's preeminent association in Canada for earthquake and tsunami preparedness education and outreach. The BC Earthquake Alliance coordinates the annual Great British Columbia ShakeOut (or ShakeOut BC) across British Columbia on the third Thursday in October. ShakeOut BC is an annual opportunity for British Columbians to join millions of people worldwide practice how to be safer during earthquakes: "Drop, Cover, and Hold On."

Sponsors and Partners have the opportunity to:

- ✓ Build your reputation as a proven leader in earthquake and tsunami preparedness.
- ✓ Promote your organization, products and services to residents and businesses across British Columbia.
- ✓ Improve the health, safety and resilience of your organization, community, neighbours and through emergency preparedness education.
- ✓ Demonstrate your organization's commitment to the health and safety of not only your employees and their families, but your customers and their families, too.
- ✓ Educate British Columbia residents of all ages on what they can do to prepare, survive and recover from earthquake and tsunami.

Through this annual event, you have the opportunity to showcase your organization, products, services, research and other information to all British Columbians. For more information about ShakeOut BC, please visit www.shakeoutbc.ca.

ABOUT THE BC EARTHQUAKE ALLIANCE

Founded in 2010, the BC Earthquake Alliance (BCEA) is a public-private partnership of people, organizations and regional alliances that work together to improve preparedness, mitigation and resiliency before, during and after an earthquake or tsunami event.

THE GREAT BRITISH COLUMBIA SHAKEOUT

ShakeOut began in Southern California in 2008 as a drill designed to educate the public about how to protect themselves during a large earthquake, and how to get prepared. Great Shakeout Earthquake Drills are now held in more than 28 Official ShakeOut Regions, with an option for people in any province, state or country to register, participate, and be counted in the global ShakeOut total.

2011 was the first year of the British Columbia ShakeOut, the largest earthquake drill to ever take place in Canada, coordinated by the British Columbia Earthquake Alliance. 470,000 British Columbians participated in the drill which was held on January 26, on the 311th anniversary of a 9.0 magnitude earthquake along the Cascadia subduction zone (off the coast of northern California, Oregon, Washington, and British Columbia).

PARTICIPATION 2015

No other single-day emergency preparedness event reaches as broad a mix of British Columbians - people from all walks of life, children to seniors, and every industry sector - as the Great British Columbia Shakeout. One important aspect of the BC Earthquake Alliance's mission is to promote earthquake and tsunami awareness and preparedness, and encourage all British Columbians in the sharing of this information, best practices, and new trends in related products and services that help our communities be more resilient.

2015 Participation by Category



- K-12 Schools and Districts
- Colleges and Universities
- Government (Local, Provincial & Federal)
- Healthcare
- Businesses
- Non-Profit Organizations
- Childcare and Pre-Schools
- Senior Facilities/Communities
- First Nations
- Science/Engineering Organizations
- Individuals/Families
- Other

776,881 participants registered in the 2015 Great British Columbia ShakeOut Drill!





ShakeOut BC is popular and growing. BE PART OF THE MOVEMENT!

BC Earthquake Alliance offers a variety of sponsorship packages to fit your community engagement and marketing objectives and budget.

SPONSORSHIP BENEFITS	PRESENTING Sponsor \$25,000	GOLD Sponsor \$15,000	SILVER Sponsor \$10,500	BRONZE Sponsor \$5,000	VENDOR Sponsor \$1,500 - \$500
Media & Special Events	Opportunity to speak at any or all Media and Special Events	Opportunity to host a Media or Special Event at your location on ShakeOut Day	Opportunity to host a Media or Special Event at your location before ShakeOut Day		
	Recognition and acknowledgement at Media and Special Events	Recognition and acknowledgement at Media and Special Events	Recognition and acknowledgement at Media and Special Events	Recognition and acknowledgement at Media and Special Events	Recognition and acknowledgement at Media and Special Events
	Listing and logo on sponsors' board at official ShakeOut BC events	Listing and logo on sponsors' board at official ShakeOut BC events	Listing and logo on sponsors' board at official ShakeOut BC events	Listing and logo on sponsors' board at official ShakeOut BC events	Listing and logo on sponsors' board at official ShakeOut BC events
	Table or Display area at Media and Special Events	Table or Display area at Media and Special Events	Table or Display area at Media and Special Events		
	Recognition in all press releases sent to national, regional and local media	Recognition in all press releases sent to national, regional and local media	Recognition in all press releases sent to national, regional and local media	Recognition in all press releases sent to regional and local media	
Website	Prime positioning & hyperlink on ShakeOut BC website	Preferred positioning & hyperlink on ShakeOut BC website	Favoured positioning & hyperlink on ShakeOut BC website	Ideal positioning & hyperlink on ShakeOut BC website	Select positioning & hyperlink on ShakeOut BC website
	Prime positioning & hyperlink on BC Earthquake Alliance website	Preferred positioning & hyperlink on BC Earthquake Alliance website	Favoured positioning & hyperlink on BC Earthquake Alliance website	Ideal positioning & hyperlink on BC Earthquake Alliance website	Select positioning & hyperlink on BC Earthquake Alliance website
Printed Materials	Logo on ShakeOut BC flyers, posters, brochures	Logo on ShakeOut BC flyers, posters, brochures	Logo on ShakeOut BC flyers, posters, brochures		
	Logo on any VIP invitations sent out for official ShakeOut BC activities	Logo on any VIP invitations sent out for official ShakeOut BC activities			
Advertising	Logo and / or listing on television, radio (PSA) and print advertising	Logo and / or listing on television, radio (PSA) and print advertising	Logo and / or listing on television, radio (PSA) and print advertising		
	Logo on t-shirts for current year ShakeOut BC drill	Logo on t-shirts for current year ShakeOut BC drill	Logo on t-shirts for current year ShakeOut BC drill		

43,929,156 participants registered in 2015 for ShakeOut Earthquake Drills worldwide!