

# BC FILM: CONNECTING PARKS AND PEOPLE



## REEL EARTH DAY CHALLENGE

An annual fundraising event in support of Metro Vancouver Regional Parks Foundation, presented by the Reel Green Initiative at Creative BC.

**\$370,000+ RAISED FOR  
PARKS SINCE 2021**



Protect wildlife and biodiversity



Fund community programs



Plant trees and native species



Fund Indigenous park projects

**Become a sponsor to be part of projects that...**

## 2024 SPONSORSHIP TIERS

### REEL TRAILBLAZER

**\$1,000-\$4,999**

Sponsor a mini-challenge and have your logo included on our website, social media and one daily e-mail.

Challenge Sponsor

### REEL LEADER

**\$5,000-\$9,999**

Sponsor a daily challenge and have your logo featured on our website, a personal highlight on social media and one daily e-mail.

Challenge Sponsor

### REEL VISIONARY

**\$10,000-\$24,999**

Sponsor a transformative park project and have all the perks of a REEL Leader, plus a feature e-mail to participants, a feature social media post, and a mention in our news release.

Park Project Sponsor

**9,500**

plants, shrubs and trees have been added to the park system thanks to REEL Earth Day funds.

**59  
days**

of filming in Metro Vancouver regional parks in 2022.

### Sponsor dollars in action:

Last year, MBS Equipment Co. pledged \$25,000 to support the "Restore Endangered Coastal Ecosystems" project at Iona Beach Regional Park through the REEL Earth Day Challenge. This initiative was crucial for safeguarding coastal dune ecosystems threatened by climate change impacts such as storm surges and king tides. This generous donation will significantly contribute to revitalizing a rare ecosystem and fostering a more sustainable and biodiverse world for future generations.

**"I love the opportunity to give back to the parks that we spend so much time working, playing and living in."**

-SMIELY KHURANA, TEAM CAPTAIN

**Join your film industry peers and lead the path forward. Become a sponsor today.**

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