



# REEL

## EARTH DAY CHALLENGE

#REELEarthDayChallenge

# Production Starter Pack

April 8th-  
April 19th  
2024



# Production Starter Pack

## Tax Receipts

Available for all online donations.

## Donate

Use the website URL provided below to make all monetary donations and avoid cash donations.

## Contact

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## Learn More

[reeearthdaychallenge.ca](http://reeearthdaychallenge.ca)



[#REELEarthDayChallenge](https://www.instagram.com/reeearthdaychallenge)

April 8th - April 19th, 2024



**REEL**  
EARTH DAY  
CHALLENGE

Welcome to the 4th annual REEL Earth Day Challenge! Thank you for taking part of B.C.'s motion picture community fundraising event, presented by Creative BC's Reel Greens™ initiative and industry partners, to support Metro Vancouver Regional Parks.

These parks have been generous locations to many of our film productions over the years. The Challenge will raise funds for special projects for habitat restoration, reforestation, and wetland protection. 100% of challenge donations will go towards Metro Vancouver Regional Parks Foundation, the registered charity supporting Metro Vancouver Regional Parks with the mandate to protect and preserve regional parks.

The REEL Earth Day Challenge takes place annually in the days leading up to Earth Day (April 22nd).

This is a chance for BC film productions, who have consistently filmed in the regional parks over the years, to give back to those parks.

Industry sponsors can also contribute to the top teams' daily challenge totals, and the production team that raises the most funds overall is recognized as the winner!

Since 2021, the event has raised over \$373,000 to build biodiverse, inclusive park spaces, and a more sustainable world.

This production starter pack contains key information to help make this a success for you and the nature, wildlife and community that depends on the regional parks.

## Sponsorship Challenge Days

BC Film industry sponsors have graciously committed to topping up teams' daily donations throughout the campaign, enhancing the impact of each participant's efforts. Check out the daily calendar below!

Challenges run until 11:59pm each day. **Fridays, Saturdays & Sundays are combined days.** All team URLs will not be live until the challenge begins at 12:00am PST on Monday, April 8th.

Mon	Tue	Wed	Thu	Fri
First donation <sup>8</sup> 	Best Poster <sup>9</sup> 	Daily Top Team <sup>10</sup> 	Instagram Draw <sup>11</sup> 	Daily Top Team <sup>12</sup> 
Best REEL <sup>15</sup> 	Daily Top Team <sup>16</sup> 	Most Donors <sup>17</sup> 	Daily Top Team <sup>18</sup> 	Biggest Cumulative Donor <sup>19</sup> 

**WINNERS ANNOUNCED** <sup>22</sup>



### ADDITIONAL ECO-PRIZES:

Participating teams have the opportunity to win additional funds by **completing an on-set checklist** aimed at minimizing ecological footprint during film production. This checklist encompasses a range of eco-friendly practices, including waste reduction, energy conservation, and sustainable sourcing. If a team completes a minimum of five out of the nine items listed, they become eligible for an additional **one-time \$1,000 top-up prize and are entered to win one of three Vancouver luxury hotel getaways!** This incentivizes participants to actively engage in sustainable filmmaking practices, fostering a culture of environmental stewardship within the industry.

[reeearthdaychallenge.ca/checklist](https://reeearthdaychallenge.ca/checklist)

## DAILY CHALLENGES: EXPLAINED

### FIRST DONATION:

The first donation after midnight on April 8th.

1st: \$2,500 2nd: \$1,500 3rd: \$1,000

### BEST POSTER:

Have someone from your team put their design skills to the test and create a REEL Earth Day Poster (judged by the Creative BC team). Can be 1-2 pages.

1st: \$2,000 2nd: \$1,500 3rd: \$1,000

### DAILY TOP TEAM:

The team that raises the most money each day before midnight (not including prize top ups) is considered the "Top Team" of the day.

1st: \$2,500 2nd: \$1,500 3rd: \$1,000

### MOST DONORS:

The team with the most individual donors throughout the challenge by day 8.

1st: \$1,500 2nd: \$1,000 3rd: \$1,000

### INSTAGRAM DRAW:

Anyone can enter the Instagram Draw to support their team by posting about the event, their favourite team, or why Metro Vancouver Regional Parks are important. Use #ReelEarthDayChallenge + your favourite team's name for a chance to win!

1st: \$2,500 2nd: \$2,000 3rd: \$1,000

### BEST REEL:

Create a captivating Instagram reel! Ideas: Share your favourite regional park, tell us a sustainability tip, rock a lipsync... just make it green themed! Make sure to use #ReelEarthDayChallenge and mention your team name.

1st: \$2,500 2nd: \$1,500 3rd: \$1,000

### BIGGEST CUMULATIVE DONOR:

The team with the biggest cumulative donor throughout the challenge.

1st: \$5,000 2nd: \$3,000 3rd: \$2,000

Schedule a set visit with our team and receive a \$1,000 top-up!

# Production Starter Pack

#REELEarthDayChallenge

reeearthdaychallenge.ca



April 8th - April 19th, 2024

## Team Challengers 2024

**Earth Abides** | MGM

**Final Destination 6** | New Lines Cinema

**In Den Wolken** | Apple

**Tracker** | CBS

**Alert** | Fox/Sony

**Henry Danger** | Paramount

**Family Law** | Global

**Virgin River** | Netflix

## Challenge Tips & Tricks

- Please make sure the QR code is included on any materials you post in the production office, on set, around the studio, lunchrooms, bathrooms, and on call sheets.
- Reel Green will be sharing information on the REEL Earth Day daily sponsors to share with your crew.
- Please use the hashtag **#REELEarthDayChallenge** when you share updates and shout outs online. We encourage you to ask cast members to hashtag out to their fanbase to help build contributions. Include **'www.reeearthdaychallenge.ca'** on all posts!
- Make a special Earth Day \$5 Friday to top off the donations!
- Vendors - We have made our usual vendors aware of the contest. They have been sent the one-sheets, so feel free to ask the if they will participate and back your team. Make sure to use the **#REELEarthDayChallenge** hashtag when you thank them!

## Track the Challenge Progress

reeearthdaychallenge.ca/dailyupdates

## Your Team's URL

Share your teams's URL and QR code to boost donations to your production team!

All team URLs will not be live until the challenge begins at 12:01am PST on Monday, April 8th.

# GOOD LUCK!



# REEL PROJECTS. REEL IMPACT.



**Indigenous Public Programming** \$3,000  
*East Area Regional Parks*

Indigenous programming in regional parks is vital for promoting appreciation of Indigenous ways of knowing. Through activities like Indigenous plant walks and skills stations, park users develop a deeper understanding of Indigenous culture and connection to the land. These programs also encourage reflection on Truth and Reconciliation while emphasizing the importance of nature in Indigenous traditions.



**Indigenous-Led Summer Camps** \$15,000  
*Various Regional Parks*

“Mishkoopitum” summer camps (hosted by CTS Youth Society) provide a culturally rich and empowering environment where all participants can learn from Indigenous knowledge and practices, fostering a deep connection to heritage, traditions, and the land. Through storytelling, traditional crafts, and land-based learning, these camps offer valuable opportunities for cultural exchange and mutual understanding.



**Pond Creation** \$10,000  
*Campbell Valley Regional Park*

The creation of a pond at Rowlatt Farmstead is an essential habitat opportunity for a wide range of plant and animal species, including amphibians, insects, birds, and aquatic plants, contributing to increased biodiversity within the park. The addition of a pond provides opportunities for species that rely on freshwater habitats to thrive, fostering a healthier and more resilient ecosystem.



**Grand Fir Trail Restoration** \$15,000  
*Pacific Spirit Regional Park*

The Grand Fir Trail holds crucial significance for preserving ecological integrity and enhancing visitor experiences. Through strategic unsanctioned trail closures, forest underplanting, and removal of invasive species, this project aims to restore the natural habitat, protect sensitive ecosystems, and promote biodiversity while providing park visitors with safer, more enjoyable recreational opportunities.



**Floodgate & Salmon Research** \$20,000  
*Łéxətəm Regional Park*

This project will investigate how different types of floodgates impact fish passage, particularly salmon, in the Coquitlam River. The research is crucial for understanding and improving the conditions for salmon populations, which play a vital role in ecosystem health as well as informing future floodgate designs to minimize ecological impact while ensuring effective flood control.



**Sedge Field Restoration** \$20,000  
*Aldergrove Regional Park*

This restoration holds significant importance for both ecological restoration and community well-being. By removing invasive species like blackberry bushes and preparing the field for replanting with native trees, shrubs, and wildflowers, this project contributes to mitigating habitat loss, supporting local wildlife populations, and fostering a healthier environment for both flora and fauna.



**Reforestation Maintenance** \$15,000  
*Lynn Headwaters Regional Park*

Reforestation maintenance of newly planted trees in a looper moth impacted area of Lynn Headwaters Regional Park will contribute to the long-term resilience of the ecosystem, ensuring its ability to withstand future disturbances. The maintenance of newly planted trees plays a vital role in preserving the environmental integrity and safety of the region while promoting sustainable forest management practices.



**Ecoblitz Stewardship Activities** \$10,000  
*Various Regional Parks*

Ecoblitz is an annual environmental stewardship event aimed at restoring, enhancing, and protecting regional parks while engaging volunteers. While a very productive time for environmental stewardship, the event also fosters a sense of community ownership and responsibility towards the preservation of regional parks, empowering individuals to take an active role in environmental conservation.

# 2024 SPONSORS



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