



Help us Grow - KAWARTHA LAKES SPORT AND RECREATION COUNCIL

About KLSRC

The Kawartha Lakes Sport and Recreation Council (KLSRC) is committed to the enhancement and promotion of sport, recreation and healthy active living opportunities for all citizens in CKL. We strive to support the growth of sport and recreation in CKL by providing a network for stakeholders to share resources and expertise. Led by a steering committee of representatives from sport, recreation, health, and education stakeholder organizations, KLSRC is actively engaging members of the sport and recreation sector, business community and others to support our efforts to make CKL a healthier and more active community.

Addressing Inactivity

There is an urgent need to address the current culture of inactivity. Active participation rates have been on a decline in spite of stakeholder efforts to promote the benefits of physical activity. According to ParticipACTION's 2016 report on physical activity, [only 9% of Canadian children aged 5-17 get the amount of activity they need each day](#). Consequences of inactivity include sleep problems, physical and mental health problems, and a lack of skill development – fundamental movement skill development is critical for cradle-to-grave participation. It is essential to get kids active and developing movement skills at an early age. Inactive kids become sedentary adults. Sedentary behavior is a major contributing factor in the development of obesity, cardiovascular disease, and diabetes. KLSRC aims to support the development of active living opportunities for people of all ages and abilities in the CKL.

The KLSRC is committed to engaging partners and supporters with our groundbreaking shared leadership framework. Within the KLSRC framework, all stakeholders make individual contributions, which collectively, work to increase active participation for people of all ages in the City of Kawartha Lakes. Active communities are healthy communities.

Join in with KLSRC

KLSRC Supporters

The KLSRC Supporter Program is designed to help sustain the work of the KLSRC, as well as create business development and networking opportunities for local business and sport and recreation organizations.

Funds contributed by Supporters will help KLSRC work to enhance and promote healthy active living opportunities through our coordinated projects, including:

- *Training for coaches and volunteers*
- *Volunteer development, support, and retention*



- *The KLSRC website that includes a comprehensive [online activity directory](#), shared resources for sport and recreation providers, and a blog that promotes successful local athletes, innovative programming and dedicated volunteers*
- *Marketing at reduced cost for sport and recreation providers*
- *Intersectoral planning for optimal resource allocation*
- *Fewer wasted resources and more time spent working collaboratively toward developing and enhancing opportunities for active participation*
- *Support for a staff coordinator position*

Benefits of becoming an official Supporter of the KLSRC include:

- *Listing as a supporter on the KLSRC website (w/ link)*
- *Listing as a supporter on the KLSRC quarterly newsletter (w/ link)*
- *Listing in the Business/Organization directory*
- *Notification of KLSRC events*
- *Provision of preferred rates for KLSRC event sponsorship or advertising opportunities*
- *One seat at a KLSRC training opportunity or event of choice*
- *One seat at the annual Volunteer Recognition Dinner*

Additional benefits for Sport/Recreation Organization Supporters:

- *Promotion of registration information through KLSRC social media accounts*
- *One complimentary joint advertisement opportunity per year with a KLSRC media partner*
- *Additional preferred rate joint advertising opportunities with KLSRC media partners*
- *Opportunity to supply content to be hosted on KLSRC.ca and shared in the KLSRC newsletter*

There are opportunities to sponsor and support specific KLSRC events and/or projects like our annual Volunteer Recognition Dinner, training workshops for coaches and volunteers, and the regional physical literacy summit. Event specific sponsorships may include cash or in-kind contributions (e.g. facility rental). Event sponsors will be recognized as outlined in specific event support/sponsorship agreements.



Supporters Program Application

Categories & Pricing

Business Supporter

For Supporter businesses, there is a \$250 annual fee, which will run for one (1) year from time of registration.

Sport/Recreation Organization Supporter

For Supporter sport/recreation organizations, there is a \$100.00 annual fee, which will run for one (1) year from time of registration. Sport/recreation organizations are also eligible for KLSRC Membership. Please see next page for the KLSRC Membership Application.

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Fax Number: _____

Email: _____ Website: _____

Type of Business/Organization: _____

- I / We are interested in providing a supporter-to-supporter discount opportunity as follows (please list any that may apply):
- I / We agree to support the aims and objectives of the KLSRC, and to promote the programs, activities and objectives related to sport, recreation, physical activity and wellness.
- I / We would like to receive regular information updates from KLSRC.

Enclosed is my payment in the amount of \$_____ (plus HST), covering dues for one (1) year membership in the Kawartha Lakes Sport and Recreation Council's Supporters Program, beginning _____, 2016. Payment can be made by cash or cheque payable to "Community Living Kawartha Lakes c/o KLSRC".

If you have any questions, please email info@klsrc.ca or phone (705) 324-4493 ext. 237. Completed applications can be dropped off or mailed to:

Gary Pearson – KLSRC Coordinator
Boys and Girls Clubs of Kawartha Lakes
107 Lindsay St South
Lindsay, ON K9V 2M5



KLSRC Members

Member organizations form the backbone of the Kawartha Lakes Sport and Recreation Council. KLSRC Members actively contribute to KLSRC events and initiatives and are committed to aligning with the purpose and guiding principles of KLSRC. Member organizations contribute staff and volunteer time within the KLSRC shared leadership model, working collaboratively to promote and enhance opportunities for active participation for all members of our community.

Opportunities to participate as a KLSRC Member include:

- *Steering Committee or Sub-committee representation*
- *Communications volunteer (website, social media, marketing, etc.)*
- *Organizational Development volunteer (policy development, volunteer coordination, board governance)*
- *Physical Literacy volunteer (coordinate and host training, promote physical literacy, integrate PL into active living opportunities and new infrastructure)*
- *Access volunteer (build an implementation plan for the Sport and Recreation Strategy, work toward Opportunity for All)*
- *Event planning and event volunteers*
- *Coordinated projects with other KLSRC Member organizations*

Benefits of being a KLSRC Member include:

- *KLSRC Member organizations will receive one vote at the Annual General Meeting*
- *Listed on KLSRC.ca as a Member organization*
- *Registration listing on KLSRC.ca activity directory and shared through KLSRC social media*
- *Preferred rate joint advertising opportunities with KLSRC media partners*
- *Opportunity to supply content to be hosted on KLSRC.ca and shared in the KLSRC newsletter*
- *Collaborate with KLSRC Members to develop and enhance opportunities for active participation*



KLSRC Membership Application

Membership Requirements

KLSRC Member organizations are expected to **contribute a minimum of 25 hours** to KLSRC. Member contributions can include Steering Committee or Sub-committee representation and/or volunteer contributions in the planning or production of KLSRC events and community projects.

Organization Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Fax Number: _____

Email: _____ Website: _____

Type of Organization: _____

- I / We agree to support the aims and objectives of the KLSRC, and to promote the programs, activities and objectives related to sport, recreation, physical activity and wellness.
- I / We would like to receive regular information updates from KLSRC.

A KLSRC representative will respond to this application to coordinate Member volunteer contributions that are best suited for you and your organization. Please return completed forms to info@klsrc.ca. If you have any questions, please email or phone (705) 324-4493 ext. 237. Completed applications can also be mailed to:

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