

BE MORE THAN A BYSTANDER

Request for Municipal Partners

What is Be More Than a Bystander?

On July 7, 2011 the BC Lions Football Club alongside the Ending Violence Association of BC (EVA BC) started a groundbreaking initiative called “Be More Than a Bystander.” The purpose of the program is:

1. To Increase awareness and understanding of the impact of men’s violence against women.
2. To engage Bystanders to become part of the solution by providing tools to assist them in speaking out and standing up to gender violence
3. To assist in creating healthier and safer relationships and communities

The Be More Than a Bystander program is guided by an advisory group of women who are experts in the area of violence against women, and engages the status and public profile of sports icons from the BC Lions to create awareness about gender based violence in BC and urge everyone to “Break the Silence on Violence Against Women.”

Why do we need your help?

Although we have seen tremendous success with this leading-edge program, there is much more work to be done to change the culture in our province and in our country. Municipal support will allow us to expand our reach and provide more opportunities to deliver this important program.

Here’s how you can help:

We are looking for municipalities to partner with EVA BC and the BC Lions to help expand our reach. We have established two options for municipalities. Municipalities who choose to partner will be asked to make a donation or grant to the Be More Than a Bystander program and provide access to municipal advertising (signage, LED, transit signs etc.) to help promote the program. Municipalities also cover the production costs of the municipal advertising (i.e. transit signs).

OPTION 1 - Municipal Partners provide a \$2,500 grant plus advertising space for Be More Than a Bystander.

Here’s what you get in return:

- Logo recognition on BClions.com and Endingviolence.com;
- Logo recognition on municipal program advertising (your logo in your community);
- Listing as a municipal partner in the ‘playbooks’ given out at the school presentations;
- 2 suite tickets to a regular season game on Be More Than a Bystander night in 2018;
- Priority consideration for Be More Than a Bystander presentations;
- Four (4) minutes of program advertising on StadiumVision at a BC Lions game recognizing your municipal partnership.



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Municipal Partner:



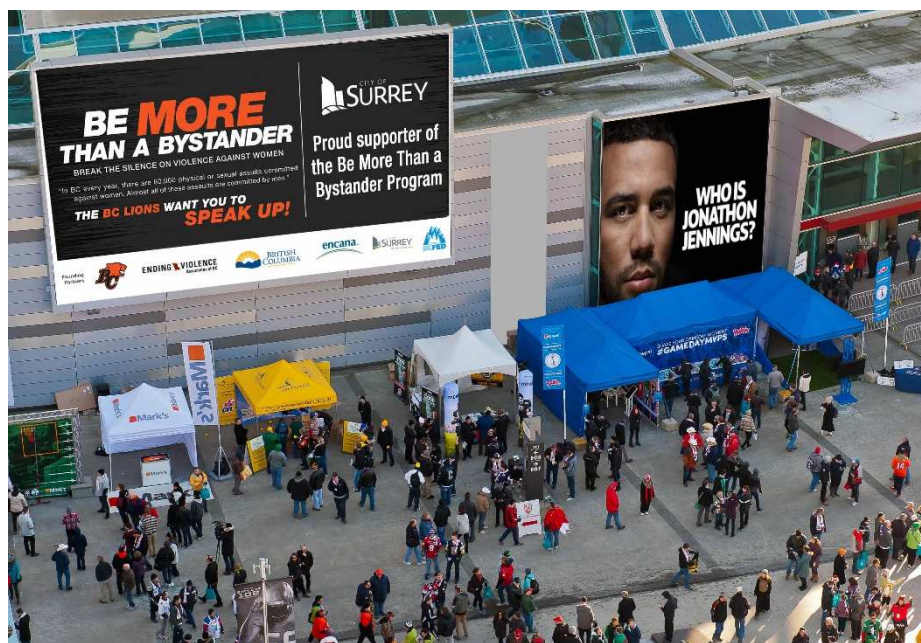
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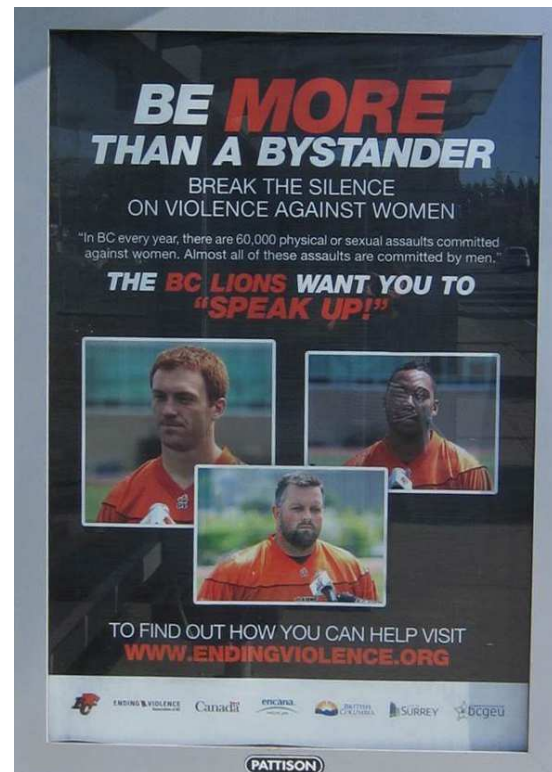
OPTION 2 - Municipal Partners provide a \$5,000 grant plus advertising space for Be More Than a Bystander.

Here's what you get in return:

- Logo recognition on BClions.com and Endingviolence.com;
- Logo recognition on municipal program advertising (your logo in your community);
- Listing as a municipal partner in the 'playbooks' given out at the school presentations;
- 4 suite tickets to a regular season game on Be More Than a Bystander night in 2018;
- Priority consideration for Be More Than a Bystander presentations;
- Three (3) minutes on the Terry Fox Plaza Video Board at a Lions game recognizing your municipal partnership;
- Four (4) minutes of program advertising on StadiumVision at a BC Lions game recognizing your municipal partnership.



Terry Fox Plaza Video Board



Transit Shelter

Contact:

For further information, please contact Jamie Taras from the BC Lions Football Club at itaras@bclions.com or Tracy Porteous from the Ending Violence Association of BC at porteous@endingviolence.org.

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