



Introducing...

The Recreation for Life Foundation, along with its partner, the Alberta Recreation and Parks Association (ARPA) and their many sponsors and supporters, are excited to introduce the RECREATION INDUSTRY AWARDS OF EXCELLENCE program. Thursday, April 15th, 2010 marks the date of the inaugural showcase and fundraising event.

Message from the Chair...

“Finally, an excellent opportunity to recognize and applaud the vital role of Alberta’s corporate sector in providing recreation and parks services, products and infrastructure that make our communities great. We urge all to support this exciting awards program as it will invigorate innovation and service excellence and continue to strengthen the Foundation and its partners.”

— Barry Mitchelson, Board Chair

NOMINATION PROCESS:

- Complete the enclosed nomination form (additional forms available online at www.Awards.RecreationforLife.org)
- Provide three (3) letters of support
- Provide an overview of the nominee, group, or company, including reference to the project, work, or services that support the nomination (maximum 500 words)

SUBMIT NOMINATIONS BY:

MAIL: Recreation for Life Foundation
Suite 202, 15023 - 123 Avenue
Edmonton, AB T5V 1J7

FAX: 780-643-1776

WEB: www.Awards.RecreationforLife.org

NOMINATION DEADLINE:

Friday, February 26th, 2010

REGISTRATION INFORMATION:

Registration for this event is available for \$75 per person or \$500 per group of eight (8).

Please register online at
www.Awards.RecreationforLife.org
no later than Thursday, April 1st, 2010.

For more information on this program, please contact Kathleen Badry at 780-422-8103 or email awards@recreationforlife.org



THURSDAY, APRIL 15TH, 2010
THE CITADEL THEATRE



RECREATION INDUSTRY AWARDS OF EXCELLENCE

STEPHEN BARR AWARD OF EXCELLENCE FOR *Recreation Facility Design*

This award will be presented every two years to an architect, architectural group, engineer or architectural technician for recreation facility or facility space design incorporating such things as:

- Creative design and innovative inclusion of multiple uses.
- Unique features that enable active living and community well being.
- Integration of special populations and specific minorities.
- Green design and energy efficiency.

AWARD OF EXCELLENCE FOR *Community Design*

This award will be presented every two years to a land developer, urban & regional planner, or a recreation planner for excellence in community or sub-division design who:

- Innovatively provides for parks, open spaces, natural environments, and multi-use connectivity within and between other areas, parks, and neighbourhoods.
- Follows the principles of “smart planning.”
- Optimizes opportunities for healthy living within the community.
- Enhances the “sense of place” and feeling of community among residents.
- Integrates all elements of the community in such a manner to maximize the multi-use functionality of public spaces in a safe manner.
- Recognizes the natural environs of the locale.

AWARD OF EXCELLENCE FOR *Innovation in Recreation Products & Retailing*

This award will be presented every two years to an inventor, manufacturer, or retailer of innovative recreation products including sports or fitness equipment, playscape or park equipment, recreational clothing wear, outdoor adventure products or products which enhance/promote creative expression. Award winners will have accomplished such things as:

- Enhancing opportunities for recreation/adventure within communities, community parks and open space areas, or the out-of-doors.
- Fostering healthy lifestyles and quality of life through participation in recreation.
- Providing increased opportunities to safely engage in recreation activity regardless of ability.
- Expanding recreation choices for individuals through improved and new products which promote participation and/or improve upon recreational environments.

AWARD OF EXCELLENCE FOR *Recreation Marketing & Advertising*

This award will be presented every two years to a marketing/communications agency or professional to recognize excellence in marketing campaigns, programs, or materials that have:

- Promoted active living and wellness on a personal or community level.
- Encouraged participation in recreation activities.
- Promoted recreation facilities and assets.

AWARD OF EXCELLENCE FOR *Parks & Open Space Design*

This award will be presented every two years to a landscape architect, landscape architect team, landscape design technician, engineer, urban & regional planners, or recreation planner for the design of parks and open spaces who:

- Enhances opportunities for social, environmental, and economic sustainability.
- Creatively maximizes the functional and aesthetic aspects of an area site.
- Leverages and improves upon the positive natural capital attributes inherent in the locale.
- Recognizes the special needs and interests of segments of the community.
- Encourages a greater appreciation of parks & open spaces within the community.

AWARD OF EXCELLENCE FOR *Constructing Recreation Spaces & Places*

This award will be presented every two years to a building contractor, landscape/trail contractor, or building and landscape subtrade for the construction of recreation facilities, parks, and open spaces which:

- Exhibit high levels of quality in construction.
- Adhere to scheduling and budget.
- Demonstrate project management skills that include excellent rapport and communication with design professionals and facility owner.
- Engage in construction site activities reflecting concerns for the community and onsite staff in terms of safety, noise, cleanliness, and order.



RECREATION INDUSTRY AWARDS OF EXCELLENCE

2010 NOMINATION FORM

Deadline for submission: February 26th, 2010

AWARD CATEGORIES – PLEASE CHECK THE CATEGORY FOR THIS NOMINATION

- Stephen Barr Award of Excellence for **Recreation Facility Design**
- Award of Excellence for **Community Design**
- Award of Excellence for **Innovation in Recreation Products & Retailing**
- Award of Excellence for **Recreation Marketing & Advertising**
- Award of Excellence for **Parks & Open Space Design**
- Award of Excellence for **Constructing Recreation Spaces & Places**

*Criteria for each category can be found online at www.Awards.RecreationforLife.org

NOMINEE INFORMATION:

Name of Nominee (individual/group/company): _____

Name of Achievement (project/campaign/product): _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

NOMINATOR INFORMATION:

Name of Nominator: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

NOMINATION PACKAGE CHECKLIST:

- Completed nomination form.
- Two (2) page submission providing an overview of the nominee, group, or company including reference to the project, work, or services that support the nomination. Submission must describe the achievement; name the team, client, and location; and outline the significance of the accomplishment (maximum 500 words).
- Three (3) letters of support.
- Other relevant material (posters, cds, brochures, plans, illustrations, photographs, news clippings, etc.).
- High resolution electronic image for use in Recreation for Life marketing pieces.

PLEASE SUBMIT COMPLETED NOMINATION PACKAGES VIA:

Mail: Recreation for Life Foundation
Suite 202, 15023 - 123 Avenue
Edmonton, AB T5V 1J7

Fax: 780-643-1776

Web: www.Awards.RecreationforLife.org

NOMINATION DEADLINE: FRIDAY, FEBRUARY 26TH, 2010

This awards program is administered through the Recreation for Life Foundation.

For more information, please contact Kathleen Badry at 780-422-8103 or awards@recreationforlife.org



Recreation for Life
FOUNDATION



SPONSORSHIP LEVELS		SPONSORSHIP BENEFITS
Platinum Major Event Sponsor	\$10,000	<ul style="list-style-type: none"> • Major Sponsor Recognition Package (to be further defined) • Complimentary registration for 8 people to attend the event • Name/logo recognition in online promotion material and event advertising • Your name/logo featured on the RFLF website with a link to your site • Full-page advertisement in the Awards program brochure • Signage recognition at event as Platinum Major Sponsor • Introduction and speaking opportunity in program portion of event • Opportunity to provide branded items • Opportunity to set up promotional display at event • Recognition in thank-you ad with Media Sponsor
Gold Sponsor	\$5,000	<ul style="list-style-type: none"> • Complimentary registration for 4 people to attend event • Your name/logo featured on the RFLF website with a link to your site • Opportunity to set up promotional display or booth in event area • Half page advertisement in our event program • Logo recognition at event on event sponsor banner • Acknowledged with verbal recognition during program • Recognition in thank-you ad with Media Sponsor
Silver	\$2,500	<ul style="list-style-type: none"> • Complimentary registration for 2 people to attend event • Your name/logo featured on the RFLF website with a link to your site • Quarter page advertisement in our event program • Logo recognition at event on event sponsor banner • Acknowledged with verbal recognition during program • Recognition in thank-you ad with Media Sponsor
Bronze	\$1,000	<ul style="list-style-type: none"> • Your name/logo featured on the RFLF website with a link to your site • Name recognition in on-site event program • Business card advertisement in our event program • Logo included on event sponsor banner
Event Supporter	\$500	<ul style="list-style-type: none"> • Your name/logo featured on the RFLF website with a link to your site • Logo included on event sponsor banner
MORE OPPORTUNITIES		
Media Sponsor	\$15,000	Exclusive media rights to the RIAE event (gift-in-kind)
Audio Visual Sponsor	\$4,000	To be determined (gift-in-kind)
Entertainment Sponsor	\$4,000	To be determined (gift-in-kind)
Group Registration	\$500	Purchase a group booking of eight (8) and save the cost of one registration
Registration	\$75	Purchase an individual registration
Silent Auction Donations	~	Large ticket items are requested to support fundraising efforts for this event
Cash Contribution	~	Tax receipts will be issued for all cash donations over \$100.00