



SPONSORSHIP

2026-27 COMMUNITY OPPORTUNITIES

SERVING THOSE WHO SERVE




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HELLO

ABOUT US



We help Canadian Armed Forces members, Veterans and their families build self-reliance, resilience, and readiness.

WHO WE ARE

As a division of Canadian Forces Morale and Welfare Services (CFMWS), Personnel Support Programs (PSP) is a non-profit social enterprise that supports the mental, physical, social, and financial well-being of Canadian Armed Forces (CAF) members, Veterans, and their families. We enhance the resilience and readiness of CAF communities through the focused commitment and lifelong investment into our members' health and wellbeing.

WHAT WE DO

We are committed to making life better for the people we serve.

Our PSP team at the Canadian Forces Base Esquimalt (CFB) provides programs and services to foster physical and mental readiness and build a strong, healthy military community. We support CAF members by:

- Providing opportunities for social connection and adventures with base events, recreation programs, community clubs, campground access, and other leisure activities.
- Prioritizing physical fitness with competitive local to international sport opportunities, and overall health promotion.
- Empowering financial wellbeing through education opportunities and more.
- Helping our families with relationships, moving, illness and injury, stress management, and more.



OUR COMMUNITY

CFB ESQUIMALT

4,200+

serving military members

2100+

working civilians

10,000+

in social media reach

35+

ANNUAL EVENTS

for Defence community

6200+

annual event attendees

20+

annual physical fitness-focused events

15+

annual family-focused events



EVENTS

For 20 years, the annual **CFB Esquimalt Navy Run** has been a family-focused, inclusive community event. We unite the military with the Greater Victoria community for a challenging 10k and 5k walk/run through the beautiful streets of Esquimalt, BC. We also include a fun run for the kids! To learn more, visit: navyrunesquimalt.com



600+
ANNUAL RUNNERS

50+

ANNUAL CHILD PARTICIPANTS
(most accompanied by family)

SOCIAL MEDIA:

46,000+
VIEWS

9,000+
NEW BC-BASED PROFILES
reached organically



1500+
ANNUAL MILITARY ATTENDEES

20+
ANNUAL COMMUNITY VENDORS

10+
BASE UNITS IN ATTENDANCE

Formation FUN Day

For over a decade, **Formation Fun Day** has celebrated the CFB Esquimalt community. This annual event includes live music, free food, and fun activities such as rock climbing, axe throwing, face painting, pony rides, bubble making, and more.



EVENTS

Base Commander's Golf Tournament: An annual golf tournament hosted by CFB Esquimalt Base Commander that brings golfers together with a mix of military, veteran, and civilian teams. Tournament day includes friendly team play, incredible prizes, and a delicious lunch. All proceeds go toward programming that supports the morale and welfare of the Canadian Armed Forces.



140+
MILITARY, VETERAN, AND
CIVILIAN GOLFERS

\$3,000+
IN PRIZING

6+
SPONSORS INVOLVED



9-10
WEEKS OF CAMP ACTIVITIES

8
UNIQUE CAMPS PER WEEK

1,750+
CHILDREN IN ATTENDANCE



PSP Kids' Summer Camps: Camps days are packed with fun and activities for young minds. Our general camps enjoy crafts, games, outdoor play, weekly swimming, out-trips, and more. Our older campers and specialty camps spend more time on out-trips using public transportation. These camps ensure military families are supported in the summer months as their children are engaged in fun, meaningful activities with the military lifestyle in mind.

ENGAGE TRADESHOWS



65+

VENDOR BOOTHS

1200+

CONTENT INTERACTIONS

1000+

ANNUAL MILITARY AND
DND CIVILIAN ATTENDEES

Ship-to-Shore Tradeshow: This annual, one-day event for military personnel and private sector professionals showcases new, cutting-edge technologies, products and services that are most relevant to the operations at CFB Esquimalt. This is an opportunity for businesses to connect with key military decision makers.

LOOKOUT PRESENTS
**SHIP TO SHORE
INDUSTRIAL
EXPO**



80+

VENDOR BOOTHS

1000+

CONTENT INTERACTIONS

450+

ANNUAL ATTENDEES



MARPAC Health and Wellness Expo: This annual, one-day event connects health and wellness organizations and businesses with the Defence community to celebrate the power of well-being.

AND MORE!

MORE EVENTS



Spring Family Celebration

A celebration for the end of winter with military families.



Halloween Fun

Trick and treat fun for the kids!



Winter Fest

A day of winter fun for the kids!



Sip & Shop

Fun ways to shop locally for the holidays.



Sports Days

Days of sports, challenges, and fun to encourage our members.

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Movie Nights

Bikes on Base Week

Sports Awards Banquet

Lunch & Learns

Formation Runs

Mess Events



SPONSORSHIP

COMMUNITY SPONSORSHIP

As a community sponsor, you are helping our programs continue to support serving members and their families, so members are better prepared to serve our country and protect Canadian values.

Our community sponsorships are designed for local businesses and organizations to give back and connect with local serving members and their families.

BENEFITS

- **Brand awareness and exposure**
- **Engagement with new and existing CFB Esquimalt customers**
- **Trust and relationship building with key members of CFB Esquimalt**
- **Enhancing connection with local community**
- **Key event photos to share on branded channels**

OPPORTUNITIES

- **Financial event and program support**
- **In-kind contributions**
- **Volunteer engagement**

And more! Customized benefits with branded options - [let's chat.](#)



CONTACTS



THE TEAM



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SOCIAL MEDIA



/The Lookout Newspaper



@thelookoutnavynews

@pspesquimaltcpac



@thelookoutnewspaper

@pspcommrecesquimalt

@esq_tritons

@thepacificfleetclub

@nadenwardroom

WEBSITES



cfmws.ca/esquimalt/psp-events
lookoutnewspaper.com

