



SPONSORSHIP

2026-27 CORPORATE OPPORTUNITIES

SERVING THOSE WHO SERVE



TABLE OF CONTENTS

PAGES

	Page
About Us	3
Our Community	4
Major Events.....	5
Trade Shows	6
Annual Events and Sponsors	7
Sponsorship Opportunities.....	8
Contacts.....	9

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 community 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.



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!

ANNUAL EVENTS



Base Commander's Golf Tournament

140+ golfers come together with a mix of military, veteran, and civilian teams.



Summer Camps

Camps for 1295+ children to help support members and their families.



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.

P
L
U
S

Movie Nights

Bikes on Base Week

Sports Awards Banquet

Lunch & Learns

Formation Runs

Mess Events

and more!

THANK YOU TO OUR CURRENT CORPORATE SPONSORS



SPONSORSHIP




CORPORATE SPONSORSHIP

Our unique sponsorship opportunities are designed to help our programs as they continue to support our serving members in their pursuit of personal bests, so they are better prepared to serve our country and protect Canadian values.

Our sponsorship opportunities ensure:

- Brand awareness and sales
- Access to new and existing CFB Esquimalt customers
- Positive social responsibility perception
- Trust and relationship building with CFB Esquimalt decision makers
- Connection with local community
- And more!

Our corporate sponsorships are designed to drive awareness, business, and new connections

				
		\$50,000*	\$25,000*	\$15,000*
	BENEFITS	TRITON	GOLD	SILVER
VISIBILITY	Named sponsor BIG 3 annual events <i>(Includes logos on shirts and medals when applicable)</i>	✗		
	Logo placements <i>(Including websites, flyers, event signage and other marketing materials)</i>	✗	✗	✗
	Event booths <i>(additional booth with premium placement)</i>	✗	✗	✗
ACCESS & NETWORKING	Banner display	✗	✗	✗
	Tickets for team members	✗	✗	✗
	Exclusive access to base events	✗	✗	✗
	Meeting space for team-building events and collaborations	✗	✗	
ENGAGEMENT	Speaker opportunities	✗		
	Meet-and-greet with leadership	✗	✗	✗
	Branded activities	✗	✗	✗
CONTENT MARKETING	Feature website story	✗	✗	✗
	Social media posts	✗	✗	✗
	Advertising <i>(premium placement)</i>	✗	✗	✗
AND MORE!	Customized benefits available with branded activity options – <i>let's connect.</i>	✗	✗	✗

*Taxes included.



CONTACTS



THE TEAM



Leah Pokocky

Events Coordinator

Telephone: 250-588-7346

Email: Leah.Pokocky@forces.gc.ca



Gillian Larsen

Manager, Community Recreation

Telephone: 250-363-1008

Email: Gillian.Larsen@forces.gc.ca



Lindsay Groves

Corporate Services Manager

Email: Lindsay.Groves@forces.gc.ca

SOCIAL MEDIA



/The Lookout Newspaper



@thelookoutnavynews

@pspesquimaltcpac



@thelookoutnewspaper

@pspcommrecesquimalt

@esq_tritons

@thepacificfleetclub

@nadenwardroom

WEBSITES



cfmws.ca/esquimalt/psp-events

lookoutnewspaper.com

