



THE POWER OF PLAY

ARCTERYX
SPONSORSHIP PROPOSAL
2022/2023



ARCTERYX



**WE ARE A
NONPROFIT
ORGANIZATION
BUILDING
SUSTAINABLE
PLAYGROUNDS FOR
CHILDREN IN NEED,
ALL AROUND THE WORLD,
SINCE 2017**

Why TPOP?

TPOP IS COMMITTED TO
BRING PLAY AND
HAPPINESS TO CHILDREN
WHO HAVE BASIC RIGHTS
TAKEN AWAY FROM THEM.

I WAS LUCKY TO BE ALIVE



FROM THE MASTER PLAYER

I admit... I've always been addicted to adrenaline. I want to feel the rush. I was jumping off cliffs, skiing steep chutes, or speed-flying. Close calls?! There were many. There is one that I will never forget. It changed my life, and it is the reason TPOP was born.



During one of my speedflying trials, my wing malfunctioned and I crashed. That moment made me question everything in my life.

Just two days after my accident, my friend, Kyle, passed away while speedflying... only a few days before the birth of his first child.

Everything happened so fast, and I needed to be alone to think, so I packed my bags and headed to South America.

While in La Paz, Bolivia I encountered a few children in the streets. One of the older kids approached me and asked for money.

Instead, I reached into my backpack and gave him some bread. The boy took the bread and without hesitation gave it to the younger kids.

He kept coming back. "Uno Mas", he would ask.

I couldn't put my finger on it, but something more than food was missing here. Those kids... were not kids. They were already facing adulthood like a mountain and they were climbing it with empty bellies.

Everyday I observed them until finally, it hit me... I found the missing piece. This piece was not only missing from their childhood, but also from my own life. PLAY... We each needed a safe and carefree outlet for our energy.

I thought to myself, I may not be able to feed them forever, but I can nurture their souls.

I came back to Canada, and I registered the Power of Play as a non-profit organization in 2017.

Since then, I have had one goal in mind: to bring play and happiness to children who have these basic rights taken away from them. One playground at a time.

A handwritten signature in black ink, reading "Paul Vantini".



**REZA IS DEDICATED TO LEAVE
EVERY CHILD
ACKNOWLEDGED
AND LOVED**



REZA MARVASTI
FOUNDER & CEO

15 years of experience in Business
Management, Construction Industry
with background in design.

A close-up photograph of two young African children. The child on the left is wearing a light blue school shirt and a patterned tie, looking slightly to the side with a gentle smile. The child on the right is wearing a purple sweater over a light blue collared shirt, smiling broadly at the camera. They are hugging each other, with the right child's hand on the left child's shoulder. The background is a soft, out-of-focus outdoor setting.

VISION

**A WORLD WHERE EVERY
CHILD'S SENSE OF PLAY,
CONNECTION AND
CREATIVITY IS INSPIRED
AND NURTURED**

#LETKIDSBEKIDS

A photograph of a rural setting. In the foreground, four young children are sitting on the ground, looking towards a large wooden play structure on the left. The structure is made of wood and has a thatched roof. In the background, there are trees and a small building with a thatched roof. A man is standing near the building, holding a long pole. The sky is cloudy.

MISSION

**TO SUPPORT EVERY
CHILD'S RIGHT TO LEARN
AND DEVELOP THROUGH
THE POWER OF PLAY**

TPOP FOR EVERY CHILD

By working together with the local communities to build playgrounds, we provide a space for teamwork, learning and of course, play, leaving those involved feeling empowered, as they become part of this transformation. The local children are the designers of their own playgrounds. The Power of Play team will create a feasible design based on the children drawing and imagination, and the build team will bring the children's dreams into reality.



PLAYGROUNDS BUILT: 20+
MAKING CHANGE ACROSS: 5 COUNTRIES
CHILDREN'S LIVES IMPACTED: 18,690+



Each playgrounds takes on average:
3-5 weeks to build from start to completion
Takes total of 9 people. 1 Project manager, 1 admin, 2 skill workers, 5 labours
\$21,000 per playground

Our goal for 2021 is to have 22 playgrounds built!



LET THEM PLAY ON THEIR OWN TERMS

THE POWER
OF PLAY

CLIMATE FRIENDLY



With the concern for our planet, our playgrounds are built environmentally friendly.

STRENGTHEN THE LOCAL ECONOMY



All the material and labour is sourced locally to impact the regional economy.



About 50% of our playgrounds are built from recycled material, such as metals, timbers, tires, bearings

COMMUNITY PARTICIPATION AND BUY-IN



20% of our playgrounds are funded by the locals; either by donation or volunteer work.

PRIORITIZATION



Areas with serious trauma, poverty, illness and/or war is always prioritized.



We aim to impact a minimum 400 children with each playground. Recently we have been building playgrounds for over 1000 children per playground

**SIMPLIFY: IMPROVE/ENRICH THE CHILDHOOD
OF 400-1000+ CHILDREN PER PLAYGROUND**

OUR PLAYGROUNDS PROVIDE

- Rich, colorful designs that blend into the immediate nature surrounding
- Newly planted trees to demonstrate the importance of protecting the environment.
- Musical instruments to encourage creative self-expression and to unify them in dance extravaganza
- Spontaneous and physically active play
- Opportunities for risk taking that are inherent in the value of play
- Surfaces that nurtures the development of physical strength, balance, and coordination
- The foundation of intellectual, social, physical, and emotional skills necessary for success in school and in life
- Challenging and innovative elements to support children creativity and problem solving
- Layout in a way to encourage children interact and develop social skills





- A journalist asked the girl to smile

THE POWER OF PLAY AND ITS ROLE IN THE LIFE OF CHILDREN IN CRISIS

Young children should spend around **20%** of their time and energy in play.

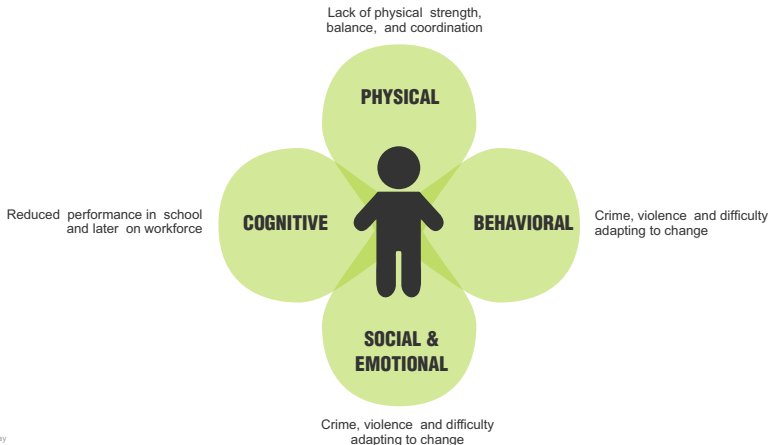
Children's opportunities for play and their access to play environments is changing not only here in Canada, but also globally.

It is almost nonexistent in impoverished areas of developing countries, refugee camps, and orphanages.

Play is simply overlooked, and this is where **TPOP** comes in.

A CHILD WITHOUT PLAY

Sustained, moderate-to-severe play deprivation during the first 10 years of life appears to be linked to poor early child development, and later leading to:



A young boy with a joyful expression is swinging on a green metal swing set. He is wearing a light blue short-sleeved shirt and dark blue shorts. His feet are in brown sandals. The background shows a sandy playground with other children and adults in the distance. The text 'PLAY IS RECOGNIZED BY THE UNITED NATIONS AS A CHILD'S RIGHTS' is overlaid on the right side of the image in large, white, bold, sans-serif capital letters.

PLAY IS RECOGNIZED BY THE UNITED NATIONS AS A CHILD'S RIGHTS

LET KIDS BE KIDS



The conflicts described here, will only produce ruthless and hostile generations in the future, causing so many new problems for societies, and on a global scale.



ORPHANS



Big migration movements caused by war and poverty result in orphan 10,000 children every day.

Source: UNICEF

WARZONES



1 in 6 children live in war zones, that is more than 357 million children.

Source: Save the Children

CHILD LABOUR



Nearly 1 in 10 children (some 152 million) are in child labour, almost half of whom work in hazardous conditions.

Source: UNICEF

CHILD SOLDIER



4 in 10 of child soldiers in Africa are girls, who are also heavily exposed to sexual violence.

Source: UN



ARC'TERYX

Arc'teryx's name represents the idea of accelerating evolution, helping to drive human progression in the outdoors

SHARED VALUES

- Sustainability
- Promotes curiosity, adventure, explore outdoors, play, achieve
- Passion & Commitment
- Friendship & accountability
- Community builder
- Physical & Emotional health and growth
- Family oriented

#LETKIDSBEKIDS

PROJECT LIFE CYRCLE

1

LOCATION DISCOVERY & ASSESSMENT:

Research on population and identify the most impactful location. Then apply for permit for land and construction

2

INSTALLATION & CONSTRUCTION:

Source material, tools for fabrication and hire local labour for construction.

3

MODEL & DESIGN:

Involve the community and children in the design process and train the locals for construction followed by maintenance.

4

GRAND OPENING CEREMONY:

assign a playground guardian for maintenance, and provide a meal for the children of the village.

COME ALONG, LET'S PLAY

In the West, we have distorted life by separating work and play, forgetting our pasts as hunter-gatherers, in which sharing and joyfulness were integrated into the task of finding food. Honoring a human need to be in a state of play and seeing this as a public health necessity is as important as hand washing, good nutrition or careful driving.

Since the birth of TPOP, we have partnered with several non-profits, charities and non-governmental organizations.

One thing that is consistent is that they're all incredible. We're grateful for the dedication and passion that they bring to our partnership, as well as the work they're doing to bring play to the most deserved communities around the globe.

Some organizations focus on a single country, whereas others are international agencies.

SPONSORSHIP OPPORTUNITIES

Why should invest in TPOP

This is how TPOP thrives to bring value through our partnership:

GAIN VISIBILITY

Get recognition and credibility within communities served (locally and/or globally) and promote your business in the process.

PLAY FOR ALL

Be intimately associated with one of the most exciting movements of our times.

GIVE BACK

Opportunities to collaborate with organizations that have a similar mission and serve a greater number of children and communities.

SPONSORSHIP TIERS

So who wants to join TPOP in providing play to the neglected children of our planet?!

TIER 1
\$1,000

TIER 2
\$2,500

TIER 3
\$7,500

TIER 4
\$12,000+

SPONSORSHIP BENEFITS

	Tier 1	Tier 2	Tier 3	Tier 4
	\$1,000	\$2,500	\$7,500	\$12,000+
Receive a Thank You Card designed by TPOP kids	✓	✓	✓	✓
Receive a team apparel	✓	✓	✓	✓
Mention in our newsletters	✓	✓	✓	✓
Shoutout in our social media (story and post)	✓	✓	✓	✓
Print of a playground element		✓	✓	✓
Logo and backlink on our website		✓	✓	✓
Framed kids painting			✓	✓
Hand print on canvas			✓	✓
Your message to kids on an element (element ownership)			✓	✓
Thank you video from kids (shouting your brand)			✓	✓
Team building event (designing a playground)				✓
Your name on a plaque (playground ownership)				✓
Kids of one playground wear your t-shirts with logo on opening				✓
Have your own webpage on our website as long term sponsor				✓

MEET THE TEAM



REZA MARVASTI
FOUNDER & CEO

15 years of experience in Business Management, Construction Industry with background in design.

Reza is dedicated to leave every child acknowledged and loved.

A handwritten signature in black ink, appearing to read 'Reza Marvasti'.

BOARD OF DIRECTORS



WENDY ANG
SECRETARY

Senior Product Manager at TELUS. She holds the team accountable and works with integrity.



DAVID DENEIRE
CHAIRMAN

Award-Winning Mortgage Broker and Corporate Consultant. Philanthropy is incredibly important to David and he has attracted the attention of various supporters and sponsors for many organizations over the years.



BEN KHALEGHI
TREASURER

Entrepreneur, founder of Topick, clothing company. He enjoys being challenged and concentrates on developing solutions.



"Play is the highest form of research."

- Albert Einstein



Let's start a conversation on how your business can take the first step towards supporting every child's right to learn and develop through

THE POWER OF PLAY.