

2024

4 Wing Cold Lake  
**Oktoberfest**

Sponsorship Opportunities



PERSONNEL SUPPORT PROGRAMS



# Who We Are



We are truly grateful for the strong relationships we have built with our community and our local and regional businesses. Your continued support allows us to not only contribute to the operational readiness and effectiveness of the Canadian Armed Forces (CAF), it also ensures that we are able to provide valuable services and support to our Military and the community at large.

D.K. Turenne  
Colonel, CD  
Commander  
4 Wing Cold Lake



Your support ensures that the programs and services we provide continue to contribute to the morale, welfare, and quality of life of those who serve. Your sponsorship not only helps us achieve our goals of supporting the Defence team, it also provides you with an unparalleled opportunity to support your community while promoting your organization.

Rob Larson  
Senior Manager  
Personnel Support Programs



There are so many opportunities for your organization to show their support to our military community. I'm here for you to help you achieve your organization's objectives. We offer fully customizable packages that work to benefit you.

Janae Wandler  
Corporate Services Manager  
Personnel Support Programs



#### Facebook Followers

- 4 Wing Connection | 3,859
- Courier News | 418
- 4 Wing Messes | 495



#### Instagram Followers

- 4 Wing Recreation | 640
- 4 Wing Health Promotion | 471
- Courier News | 270
- 4 Wing Messes | 304



#### YouTube

- Subscribers | 125

Contact PSP Corporate Services for more information at 780-840-8000 ext. 7857 or email: [wandler.janae@cfmws.ca](mailto:wandler.janae@cfmws.ca)

**2000+**

Military  
and Civilian  
Personnel

**1100+**

Children and youth  
call 4 Wing home.

**>55,000**

Was the 2023  
reach for the 4  
Wing Connection  
Facebook Page



*PSP utilizes social media platforms to share content on upcoming events and activities. This is just one of the many ways your organization can be showcased to the community.*

# OKTOBERFEST



The Oktoberfest celebration at 4 Wing highlights the connection between the modern 4 Wing in Cold Lake and the 4 Wing that once called CFB Baden–Soellingen in Germany home! It's a traditional Oktoberfest for the whole community to enjoy with authentic German food, music and beverages.

A partnership with PSP will ensure the development of this cultural event and allow the Defence and Cold Lake communities an unforgettable night of food and tradition they may never experience elsewhere!

## Prost!

There are many advantages to businesses that are willing to invest in their local community and the groups within it. Some of the benefits include:

- Increased Visibility
- Helping Businesses Engage Specific Demographics
- Improve a Company's Reputation
- Generates Sales Leads
- Generates Content for Social Media
- Can be Mutually Beneficial for Businesses and Communities

*We recognize that each contribution is unique; therefore, we will work with you to customize a sponsorship package to help you reach your objectives.*



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