

From: [Whiteside, Dawn](#)
To: [Sloat, Ashley ENV:EX](#)
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 6:19:26 AM
Attachments: [image002.jpg](#)

Yes absolutely! I am working with the warehouse to determine a prize pack and I will get back to you.

From: Sloat, Ashley ENV:EX [mailto:Ashley.Sloat@gov.bc.ca]
Sent: Monday, August 15, 2016 7:19 PM
To: Whiteside, Dawn
Subject: BC Parks - Coleman Joint Social Media Marketing Opportunity

Hi Dawn,

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Thanks!

Ashley Sloat

Senior Marketing Officer
BC Parks | Ministry of Environment
250 953-3107

Ashley.Sloat@gov.bc.ca

www.bcparks.ca

Follow BC Parks on **Facebook**, the **BC Parks Blog** and **Instagram**



From: [Whiteside, Dawn](#)
To: [Sloat, Ashley ENV:EX](#)
Cc: [Castano, Beatriz](#)
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 7:08:46 AM
Attachments: [image002.jpg](#)
[3000002115 - 40 Qt Xtreme® Wheeled- Iceberg, 60 cans.jpg](#)
[2000020958_r_1.jpg](#)
[2000026868_3-4_open.jpg](#)
[2000012993_Hero.jpg](#)
[2000028936_Bue_PDQ.jpg](#)

Ashley – below is the assortment that we have been able to gather – the cooler may change – we will know by the end of today. I hope that this package is ok.

Total MSRP Value; \$ 459.99

1 Wheel cooler 45 quart blue. 2000002820 / 3000002115 MSRP \$ 54.97 (This image is as close as we can get)

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2 sleeping bags 3 in 1 model 2000026868 MSRP \$ 44.99

1 Rosewood 5 person tent 2000012993. MSRP \$ 154.99

2 Chairs (Blue) 2000028936 MSRP \$ 64.99

Please send me the link when it is live so I can logon and share it.

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To: [Sloat, Ashley ENV:EX](#)
Cc: [Castano, Beatriz](#)
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 7:59:18 AM
Attachments: [image001.jpg](#)
[3000002820_03.jpg](#)
[3000002820_01.jpg](#)
[3000002820_02.jpg](#)

More images – we will confirm the cooler later today ok?

From: Whiteside, Dawn

Sent: Wednesday, August 17, 2016 10:05 AM

To: 'Sloat, Ashley ENV:EX'

Cc: Castano, Beatriz

Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity

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To: ["Whiteside, Dawn"](#)
Cc: ["Castano, Beatriz"](#)
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 8:54:00 AM
Attachments: [image002.jpg](#)
[image006.jpg](#)

Wow Dawn these are great prizes... especially the tent,^{s.22}
be very happy! Also that's fine if you confirm the cooler later today.
Thanks again!

So someone will

Ashley Sloat

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Cc: Castano, Beatriz

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Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 9:03:00 AM
Attachments: [image001.jpg](#)
[image006.jpg](#)

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Sent: Wednesday, August 17, 2016 7:58 AM
To: Sloat, Ashley ENV:EX
Cc: Castano, Beatriz
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
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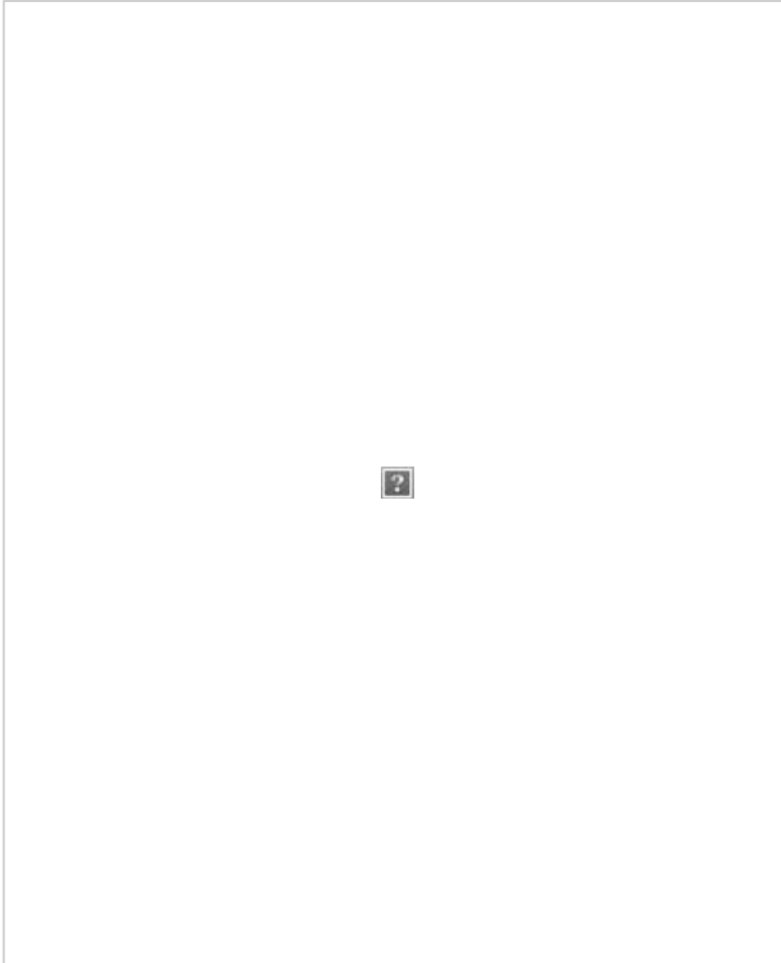
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Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 9:20:00 AM
Attachments: [image001.jpg](#)
[image008.jpg](#)
[image009.jpg](#)

Hi Dawn,

We had some extra Coleman gear left from your sponsorship earlier this year, so I thought I would run a similar campaign on Facebook. I've scheduled a Facebook post to go live today at 4:00pm PST. I will also update our cover photo and link to your page in the cover photo as well.



Thanks again!!

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BC Parks at Gladstone Provincial Park.

Written by Ashley Sloat [?] · August 17, 2016 at 3:58pm ·

Do you want win a BC Parks and Coleman Canada prize package? We want to see your BC Parks fun activities from this summer.

1. Share your BC Parks photos to our Facebook wall
2. Tag BC Parks in your description along with the name of the provincial park

The contest will run from August 17 – until September 5, 2016. We will select our favourite photos and share them with you in a Facebook album. The winner will be randomly selected after September 5th.

Photo by: Iain Robert Reid Photography

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From: [Sloat, Ashley ENV:EX](#)
To: ["Whiteside, Dawn"](#)
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 11:20:00 AM
Attachments: [image002.jpg](#)
[image004.jpg](#)
[image009.jpg](#)

Great thanks for confirming.

Our mailing address is:

Atten: Ashley Sloat

BC Parks

2975 Jutland Road

Victoria, BC

V8T 5J9

Also can you confirm that [@colemancanada_](#) is your Instagram handle? There looks to be a couple accounts online.

Thanks!

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From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]
Sent: Wednesday, August 17, 2016 11:04 AM
To: Sloat, Ashley ENV:EX
Cc: Castano, Beatriz
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Total MSRP Value; \$ 459.99

From: Sloat, Ashley ENV:EX [<mailto:Ashley.Sloat@gov.bc.ca>]
Sent: Wednesday, August 17, 2016 12:04 PM
To: Whiteside, Dawn <dwhiteside@coleman.com>
Cc: Castano, Beatriz <Beatriz.Castano@coleman.com>
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity

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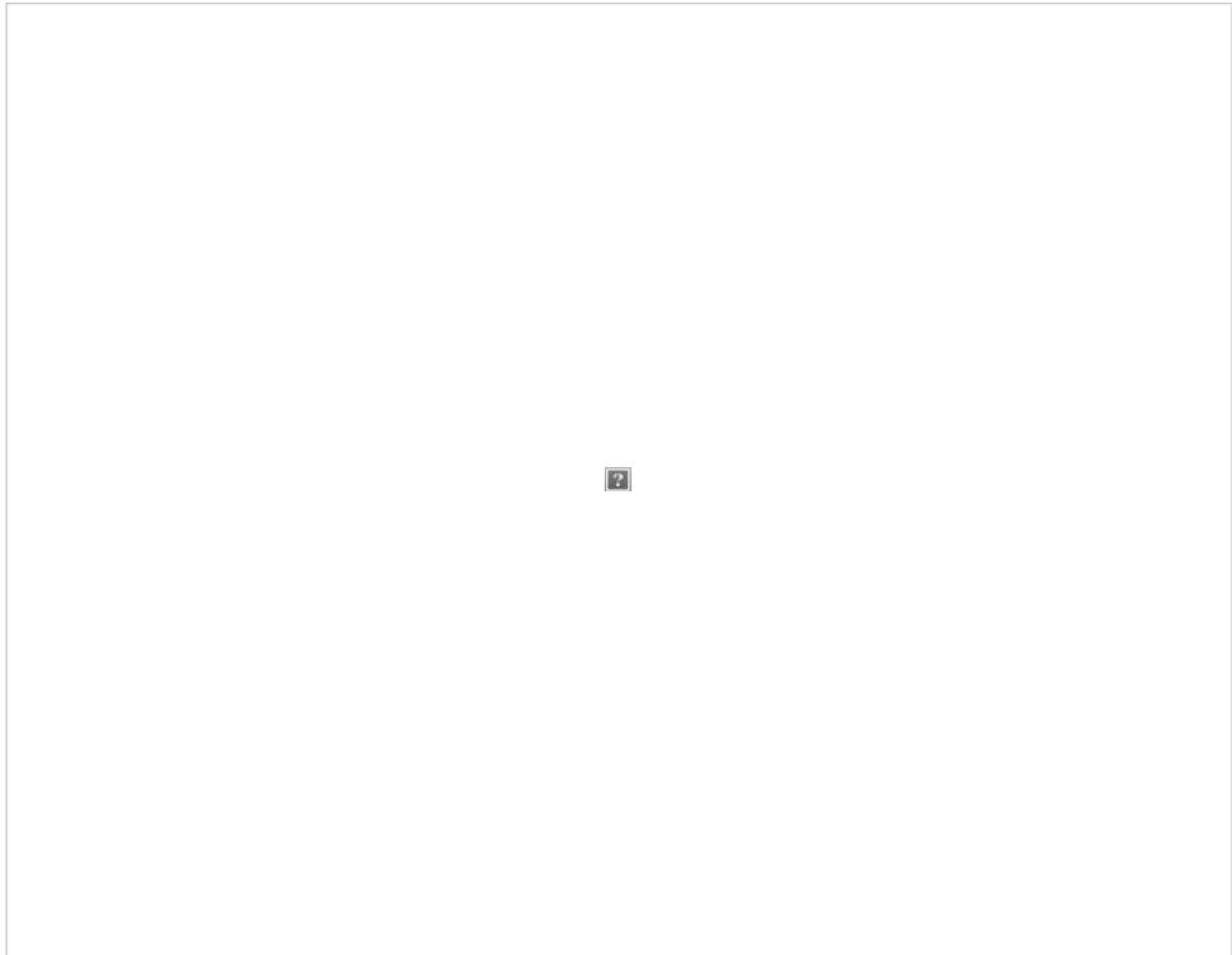
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Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 1:17:21 PM
Attachments: [image001.jpg](#)
[image008.jpg](#)
[image009.jpg](#)
[3000001966 - 50 Qt Xtreme® 5.jpg](#)

Ok the cooler will look like below; See attached image 3000001966
Can you send me the address info so we ca arrange to have the good sent to you?
Dawn



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Senior Marketing Officer

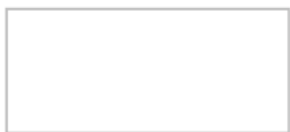
BC Parks | Ministry of Environment

250 953-3107

Ashley.Sloat@gov.bc.ca

www.bcparks.ca

Follow BC Parks on **Facebook**, the **BC Parks Blog** and **Instagram**



Page 28

Withheld pursuant to/removed as

Copyright

From: [Sloat, Ashley ENV:EX](#)
To: ["Whiteside, Dawn"](#)
Cc: ["Castano, Beatriz"](#)
Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity
Date: Wednesday, August 17, 2016 1:36:00 PM
Attachments: GIVEAWAY TIME!(2).jpg
image001.jpg
image009.jpg
image013.jpg
image014.jpg
image015.jpg

Looks great, thanks!

Our address is:

Atten: Ashley Sloat

BC Parks

2975 Jutland Road

Victoria, BC

V8T5J9

Also we have scheduled the Instagram post for 3:30pm today:

Content below, image is attached.

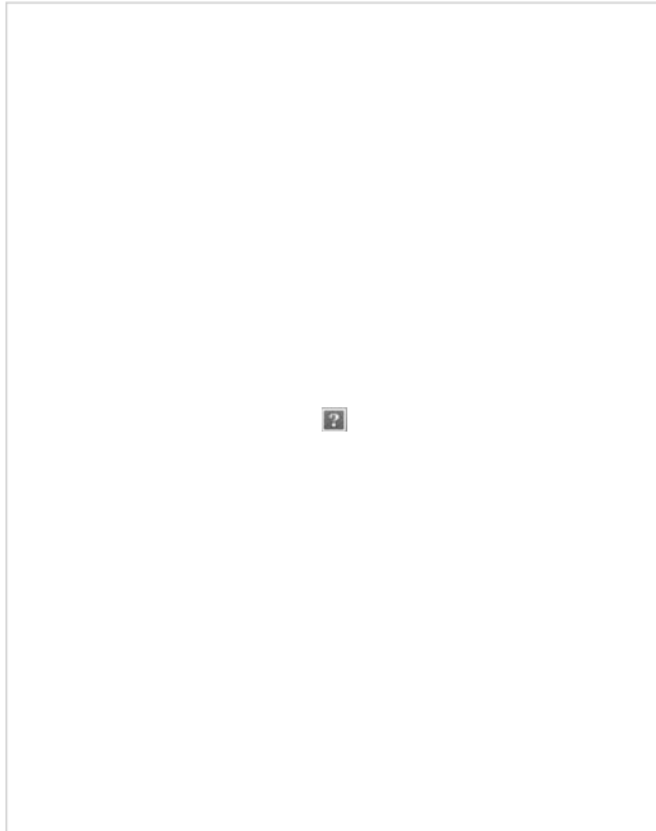
Would you like to win the ultimate @colemancanada_ & BC Parks prize package valued at \$500, perfect for a weekend for 2 of camping? Comment below and invite a friend you would like to go camping with, if you win the prize!

How to enter:

1. Snap a photo of you doing your favourite activity in BC Parks,
2. Tag & follow @colemancanada_ & @yourbcparks; and,
3. Hashtag #BCParks & #BCParksGiveaway to be entered!

Photo submissions will be accepted until the end of Labour Day Weekend. The winner will be selected at random. Prize package includes a cooler, bistro stove, a 5 person tent, 2 sleeping bags, and 2 chairs! Plus 2 BC Parks water bottles and a picnic blanket!

This is what the post looks like scheduled in Hootsuite:



Ashley Sloat

Senior Marketing Officer

BC Parks | Ministry of Environment

250 953-3107

Ashley.Sloat@gov.bc.ca

www.bcparks.ca

Follow BC Parks on [Facebook](#), the [BC Parks Blog](#) and [Instagram](#)



From: Whiteside, Dawn [mailto:dwhiteside@coleman.com]

Sent: Wednesday, August 17, 2016 1:16 PM

To: Sloat, Ashley ENV:EX

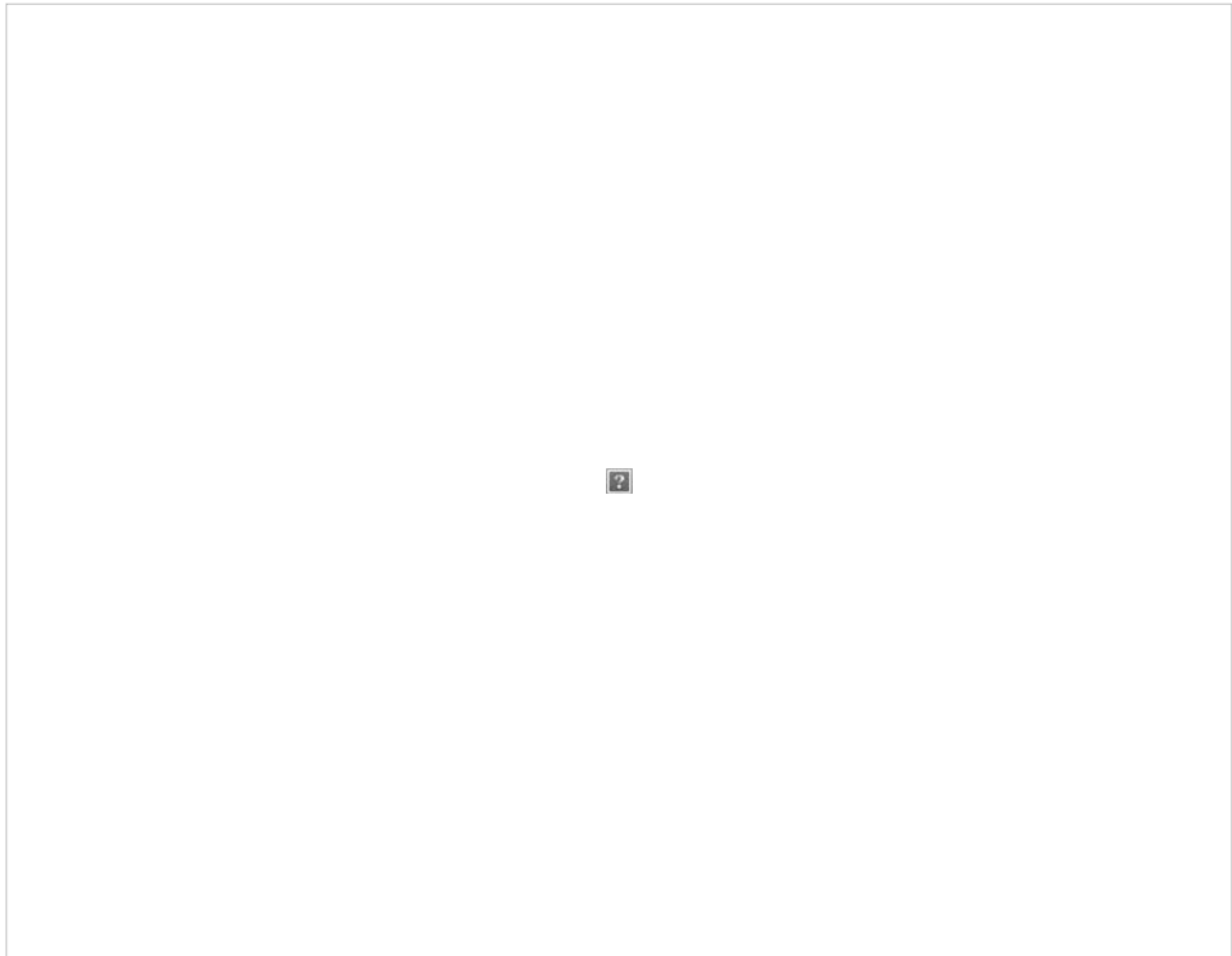
Cc: Castano, Beatriz

Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity

Ok the cooler will look like below; See attached image 3000001966

Can you send me the address info so we ca arrange to have the good sent to you?

Dawn



From: Sloat, Ashley ENV:EX [mailto:Ashley.Sloat@gov.bc.ca]

Sent: Wednesday, August 17, 2016 12:04 PM

To: Whiteside, Dawn <dwhiteside@coleman.com>

Cc: Castano, Beatriz <Beatriz.Castano@coleman.com>

Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity

Hi again Dawn,

What is the retail price for all this amazing gear, because I'm going to say something like "and win a @ColemanCanada prize pack valued at over \$600" or something.

Also do you have any photos of the tent or gear in a park that I could use?

Thanks!

Ashley Sloat

Senior Marketing Officer

BC Parks | Ministry of Environment

250 953-3107

Ashley.Sloat@gov.bc.ca

www.bcparks.ca

Follow BC Parks on **Facebook**, the **BC Parks Blog** and **Instagram**



From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Wednesday, August 17, 2016 7:58 AM

To: Sloat, Ashley ENV:EX

Cc: Castano, Beatriz

Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity

More images – we will confirm the cooler later today ok?

From: Whiteside, Dawn

Sent: Wednesday, August 17, 2016 10:05 AM

To: 'Sloat, Ashley ENV:EX' <Ashley.Sloat@gov.bc.ca>

Cc: Castano, Beatriz <Beatriz.Castano@coleman.com>

Subject: RE: BC Parks - Coleman Joint Social Media Marketing Opportunity

Ashley – below is the assortment that we have been able to gather – the cooler may change – we will know by the end of today. I hope that this package is ok.

Total MSRP Value; \$ 459.99

1 Wheel cooler 45 quart blue. 2000002820 / 3000002115 MSRP \$ 54.97 (This image is as close as we can get)

1 bistro stove 2000020958 MSRP \$ 29.98

2 sleeping bags 3 in 1 model 2000026868 MSRP \$ 44.99

1 Rosewood 5 person tent 2000012993. MSRP \$ 154.99

2 Chairs (Blue) 2000028936 MSRP \$ 64.99

Please send me the link when it is live so I can logon and share it.

Also, please provide your complete address of where you would like these items sent.

Thanks

Dawn

From: Sloat, Ashley ENV:EX [<mailto:Ashley.Sloat@gov.bc.ca>]

Sent: Monday, August 15, 2016 7:19 PM

To: Whiteside, Dawn <dwhiteside@coleman.com>

Subject: BC Parks - Coleman Joint Social Media Marketing Opportunity

Hi Dawn,

Is there interest from Coleman to do a joint marketing campaign to help drive traffic to both our Instagram channels? I'm guessing this is Coleman's official channel: <https://www.instagram.com/colemancanada/>?

We are close to getting 6,000 followers but our goal is to reach 8-10,000 followers on Instagram.

My thought was to come up with a campaign that says something like:

Help @ColemanCanada and @YourBCParks spread the love for #BCParks! Enter to win a BC Parks & Coleman Canada prize pack.

Submissions will be accepted until Labour Day Weekend.

How to enter:

1. Snap a photo of you in a BC Park with your favourite Coleman gear,
2. Tag & follow @ColemanCanada & @YourBCParks; and,
3. Tag #BCParks to be entered!

What do you think? Do you think Coleman would be interested in participating? From your end it would be great if you could share the post on your Instagram page, if you have any photos of Coleman gear in a BC Park (I've also asked my photographer to take a photo too), and if you have any product you could send that we could include in the prize pack that would be awesome.

Thanks!

Ashley Sloat

Senior Marketing Officer

BC Parks | Ministry of Environment

250 953-3107

Ashley.Sloat@gov.bc.ca

www.bcparks.ca

Follow BC Parks on **Facebook**, the **BC Parks Blog** and **Instagram**



BC Parks

Coleman

GIVEAWAY

time



From: [Whiteside, Dawn](#)
To: [Sloat, Ashley ENV:EX](#)
Subject: Re: B.C. Parks - Ashley Sloat
Date: Friday, August 19, 2016 12:37:16 PM
Attachments: [image002.jpg](#)
[image006.jpg](#)

@Colemancanada_

Dawn Whiteside
Coleman Canada
Brand and Digital Marketing Manager
905-593-6122

On Aug 19, 2016, at 3:35 PM, Sloat, Ashley ENV:EX <Ashley.Sloat@gov.bc.ca> wrote:

Would you be able to send me Coleman Canada's handle again?

Thanks

Ashley Sloat

Senior Marketing Officer
BC Parks | Ministry of Environment
Telephone: 250 953-3107
Mobile: 250-896-6748
Ashley.Sloat@gov.bc.ca
www.bcparks.ca

Follow BC Parks on **Facebook**, the **BC Parks Blog** and **Instagram**

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Friday, August 19, 2016 12:31 PM

To: Sloat, Ashley ENV:EX

Subject: RE: B.C. Parks - Ashley Sloat

Ashley I just shared it. Through my own and to Coleman Canada.

I didn't say much because it is specific to BC after all. I didn't want to call that out to much and upset the other provinces...

Dawn

From: Sloat, Ashley ENV:EX [<mailto:Ashley.Sloat@gov.bc.ca>]

Sent: Friday, August 19, 2016 3:20 PM

To: Whiteside, Dawn <dwhiteside@coleman.com>

Subject: RE: B.C. Parks - Ashley Sloat

Thanks, it looks like the contest is going well. I even noticed you had a bump in followers by 46 followers! Do you think you will get a chance to share the post to your Instagram?

Thanks,

Ashley Sloat

Senior Marketing Officer
BC Parks | Ministry of Environment
Telephone: 250 953-3107
Mobile: 250-896-6748
Ashley.Sloat@gov.bc.ca
www.bcparks.ca

Follow BC Parks on **Facebook**, the **BC Parks Blog** and **Instagram**

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Friday, August 19, 2016 12:13 PM

To: Sloat, Ashley ENV:EX

Subject: FW: B.C. Parks - Ashley Sloat

Prizing is on the way to you – see tracking number below

From: Mclean, Don

Sent: Friday, August 19, 2016 2:26 PM

To: Whiteside, Dawn <dwhiteside@coleman.com>

Subject: B.C. Parks - Ashley Sloat

Hi Dawn,

The ups tracking # is 1Z826E592049846332 -3 ctns

Thanks,

Don

From: [Martin, Sydney D ENV:EX](#)
To: ["dwhiteside@coleman.com"](mailto:dwhiteside@coleman.com)
Subject: Fw: BC Parks Website Advertising
Date: Tuesday, January 5, 2016 8:49:20 AM
Attachments: Coleman Donations.msg
Coleman Website Advertising Agreement 2016.docx
Coleman Invoice 2015.docx

Hi Dawn,

I'm forwarding you an email I sent back in Dec which gives you an option for the size of the ad for the "Top 5" bundle. Please see the attached agreement, appendix 3 for the 2 options. Let me know what you prefer.

Thanks,
Sydney

From: Martin, Sydney D ENV:EX
Sent: Thursday, December 10, 2015 11:14 AM
To: 'Whiteside, Dawn'
Subject: BC Parks Website Advertising

Hello Dawn,

Please find the attached advertising agreement and invoice. Let me know if you have any questions or suggested changes to the agreement. Please note there are two size options for artwork on the individual park webpages. Please let me know if you want option 1 or 2.

If you agree with everything I've laid out, please sign/scan and send the top page of the agreement back to me. Once signed on my end, I'll provide you with a scanned copy.

I also had our Sr Marketing Officer go "shopping" on your website... she's come up with a list of items we are interested in (see attached email). Please send us whatever you have in stock up to the \$300 MRSP amount. (A mix of big and small items would be great... she's got the list divided in 2 ☺).

Thanks!

Sydney

Sydney Martin

Manager of Partnerships
BC Parks and Conservation Officer Service
PO Box 9398 STN Prov Gov't
Victoria, BC V8W 9M9

Phone: 250-387-9599

www.bcparks.ca

From: [Sloat, Ashley ENV:EX](#)
To: [Martin, Sydney D ENV:EX](#)
Subject: Coleman Donations
Date: Tuesday, December 8, 2015 2:04:45 PM

Hi Sydney,

Here's our wish list:

Bigger items:

- 6-Person Instant Dome Tent
- Perfectflow Instastart Grill
- 11 x 11 Instant Screen House
- 2 – Walkabout Mobile Sleeping Bags – Blue
- 2 - Portable aluminum deck chair
- Lightweight sling hammock
- LED Headlamp Mixed Pack
- Wheeled cooler
- Badminton set
- Bean bag toss
- Bocce ball pro
- 4AA LED camp lantern neon colour assortment
- Elate 38L Daypack

I can look for more if we need. And if they have cheaper versions or other types of things (like the tent or grill etc) that'd be good too.

Thanks!

Ashley Sloat | Senior Marketing Officer
BC Parks | Ministry of Environment
250 953-3107 | Ashley.Sloat@gov.bc.ca



BC Parks

Invoice

Ministry of Environment
Visitor Experience and Business Development Branch
BC Parks and Conservation Officer Service Division
PO Box 9398 Stn Prov Govt
Victoria BC V8W 9M8

December 11, 2015
INVOICE # 2015/3

TO Dawn Whiteside
Coleman Canada
20B Hereford Street
Brampton, Ontario L6Y 0M1
Ph: 905-593-6122

Qty	Description	Unit Price	Line Total
1 @ 12 months	BC Parks Home Page (PNG file; 200 pixels wide x 65 pixels high)	s.17,s.21	
1 @ 12 months	BC Parks' Making Reservations webpage (PNG file; 183 pixels wide x 65 pixels high)		
5 @ 4 months	"Top 5 Bundle" - Park webpages - April, May, June, July PNG file; Size: Option 1 or 2 (see agreement) <ul style="list-style-type: none">• Golden Ears Park• E.C. Manning Park• Garibaldi Park• Alice Lake Park• Cultus Lake Park		
Total			\$4,500

Make all checks payable to Minister of Finance

Thank you for your business!

BC Parks - 4th floor - 2975 Jutland Road, Victoria, BC V8W 9M9
Phone 250-387-9599 Fax 250-387-5757 Sydney.Martin@gov.bc.ca

BC Parks Website Advertising Agreement: Coleman Canada

This agreement is for 2016.

BC Parks commits to:

- Displaying Coleman's artwork, with a link to Coleman's website, on the following webpages:
 - BC Parks' Homepage – for a period of up to 12 months, commencing no later than March 1, 2016;
 - BC Parks' "Making Reservations" webpage – for a period of up to 12 months, commencing no later than March 1, 2016;
 - BC Parks' "Top 5 Bundle" individual web pages – for a 4 month period (April 1, 2016 – July 31, 2016). The top 5 individual park pages include: Golden Ears, E.C. Manning, Garibaldi, Alice Lake and Cultus Lake Parks.
- Providing the following web analytics for each page displaying Coleman's artwork:
 - number of visits per page, and
 - number of clickthroughs (to Coleman's website) per page.
- Using Coleman's logo, where appropriate, for prize giveaways of Coleman products.

Coleman Canada commits to:

- Providing artwork according to BC Park's specifications (see Appendix A, B & C for details).
- Making a payment of \$4,500 for the advertisement space (see attached invoice) and,
- Providing BC Parks with \$300 MSRP* worth of Coleman products for prize giveaways no later than May 1, 2016.

Signatures:

Dawn Whiteside, Brand & Digital Marketing Manager, Coleman Canada

DATE

Sydney Martin, Manager of Partnerships, BC Parks

DATE

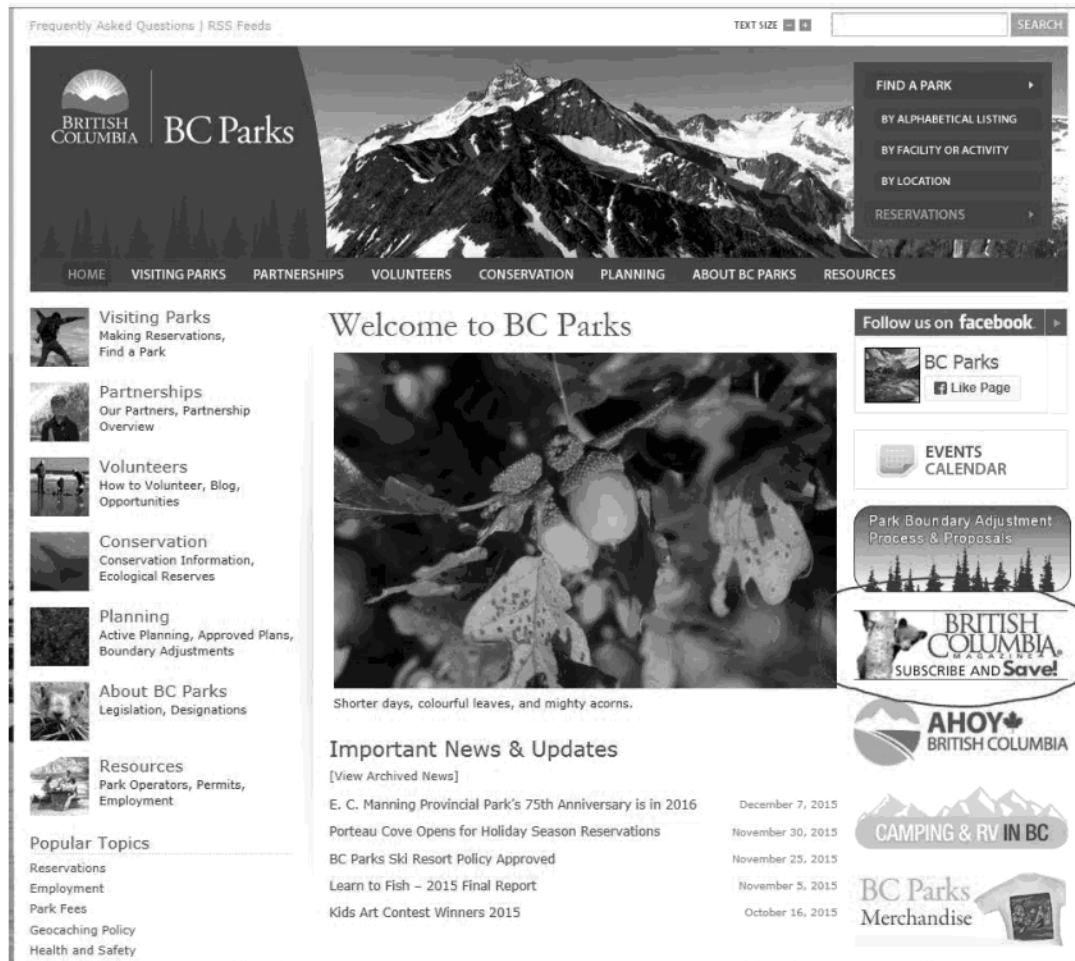
BC Parks directs 100% of corporate partnership funding into the Park Enhancement Fund. This account provides funding for a variety of enhancements in parks from educational and outreach initiatives to trail improvements and research and restoration projects. Not only will your company's brand receive positive exposure on BC Parks' website – your sponsorship dollars will be spent on meaningful projects that enhance our provincial parks! Thank you for your support.

APPENDIX A:

BC Parks Homepage Example

FORMAT: PNG file

SIZE: 200 pixels wide x 65 pixels high



APPENDIX B:

“Making Reservations” Page Example

FORMAT: PNG file

SIZE: 183 pixels wide x 65 pixels high



Frequently Asked Questions | RSS Feeds

TEXT SIZE

SEARCH

BC Parks

HOME VISITING PARKS PARTNERSHIPS VOLUNTEERS CONSERVATION PLANNING ABOUT BC PARKS RESOURCES

Visiting Parks

Find a Park

Making Reservations

- Front-Country Reservations
- Group Camping & Picnicking Reservations
- Berg Lake Reservations
- Bowron Lake Reservations
- Top Tips for Making Reservations
- Guidelines for Refund Application

Backcountry Registration

Events and Initiatives

Know Before You Go

Park User Fees

Children & Youth

Purchasing Giftware

Frequently Asked Questions (General)

Partnerships

Volunteers

Conservation

Planning

About BC Parks

Resources

Home » Visiting Parks

BC Parks Reservation Service

[MAKE A RESERVATION NOW](#)

Please click on one of the **icons** below to view the appropriate policies by reservation type:

FRONT COUNTRY RESERVATIONS

GROUP CAMPING RESERVATIONS

BERG LAKE TRAIL RESERVATIONS

BOWRON LAKES RESERVATIONS

Take a Hike!

Reservation Service Contact Information

ONLINE RESERVATIONS:

Reservation website:
www.discovercamping.ca

Reservations can be made 24 hours/day.

CALL CENTRE:
(\$5 surcharge applies)

Toll free from CAN/USA:
☎ 1-800-689-9025

Other International:
☎ 1-519-826-6850

Weekdays: 7.00 am to 7.00 pm (PDT)

Saturday, Sunday and holidays: 9.00 am to 5.00 pm (PDT)

Mobile Interface:
[DiscoverCamping/Mobile/](#)

APPENDIX C:

“Top 5 Bundle” - Individual Park Page Example

FORMAT: PNG file

SIZE:

- OPTION 1: Top Banner (720 pixels wide x 75 pixels high)
- OR
- OPTION 2: Left Side Bar (235 pixels wide x 128 pixels high)

Frequently Asked Questions | RSS Feeds

TEXT SIZE

SEARCH

BRITISH COLUMBIA BC Parks

HOME VISITING PARKS PARTNERSHIPS VOLUNTEERS CONSERVATION PLANNING ABOUT BC PARKS RESOURCES

OUR FUTURE

FIND A PARK

BY ALPHABETICAL LISTING

BY FACILITY OR ACTIVITY

BY LOCATION

RESERVATIONS

IN THIS PARK Click icon to view

ACTIVITIES

FACILITIES

ON THIS PAGE

Location and Maps

Nature & Culture

Management Planning

Photo Gallery

VISITOR INFORMATION

Park User Fees

Park User Information and Ethics

Health & Safety

Frequently Asked Questions

Have Your Say Management Plan Public Consultation

VANCOUVER ISLAND UNIVERSITY A PROUD PARTNER OF BC PARKS

FIND A PARK ALPHABETICALLY: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

VANCOUVER ISLAND UNIVERSITY A PROUD PARTNER OF BC PARKS

Bear Glacier Provincial Park

Attention Visitors – Important Notice!

The day-use area in this park has been closed. We apologize for any inconvenience this may cause.

Visitors can still view Bear Glacier from Hwy 37 pull-out located directly across from Bear Glacier. For an alternative day-use picnicking area, Meziadin Lake Provincial Park is located approximately 30km east of Bear Glacier. There are also several spots in the nearby communities of Stewart, BC and Hyder, Alaska for visitors to enjoy camping and picnicking.

About This Park

Bear Glacier is a destination for travellers heading north on Highway 37. Just a short side trip on Highway 37A towards Stewart, the Bear Glacier descends towards Strohn Lake, down Bear River Pass.

Ice once filled all of the pass, but in the 1940's, the glacier began to retreat and Strohn Lake formed in the exposed basin. In 1967, Bear Glacier melted away from the valley wall and Strohn Lake was no longer dammed. Since then the glacier has continued its retreat.

Established Date: May 15, 2000

Park Size: 542 hectares

Location and Maps

Please note: Any maps listed are for information only – they may not represent legal boundaries and should not be used for navigation.

Location Map

Bear Glacier Park is located on Highway 37A, between Meziadin Junction and Stewart. The closest community, town and city is Stewart.

Nature and Culture

History: Ice once filled all of Bear River Pass. In the 1940's, Bear Glacier began to retreat and Strohn Lake formed in the exposed basin. Acting as an ice dam, the glacier prevented the lake from draining down the Bear River Valley. If enough water collects behind an ice dam, a glacier may begin to float. Water flowing under the ice quickly creates a large tunnel. The lake empties, the ice dam resettles, and water again begins to collect until another flood is triggered. Five times between 1958 and 1962 Strohn Lake emptied underneath its ice dam in a catastrophic tumult of muddy water, rock and ice. This type of flood is known by the Icelandic term "jökulhlaup." In 1967, Bear Glacier melted away from the valley wall and Strohn Lake was no longer dammed. The threat of sudden destructive icy floods in the Bear River Valley disappeared with the glacier's retreat. Bear Glacier Park was designated as a Class A Provincial Park in 1998.

Conservation: Bear Glacier Park lies within the Nass Wildlife area and protects part of a large glacier and a glacial lake.

Management Planning

Management Planning Information

From: [Martin, Sydney D ENV:EX](#)
To: [Whiteside, Dawn](#)
Subject: Re: BC Parks Website Advertising
Date: Tuesday, January 5, 2016 8:50:49 AM
Attachments: image001.jpg

And Happy New Year to you as well!

From: Whiteside, Dawn
Sent: Tuesday, January 05, 2016 8:39 AM
To: Martin, Sydney D ENV:EX
Subject: RE: BC Parks Website Advertising
Hi Sydney – Happy New year
Can you confirm the size of the 5 Parks Pages banner?
No Size was given.

BC Parks

Home Page – PNG File 200 pixels wide x 65 pixels high
Reservations page – PNG file 183 pixels wide x 65 pixels high
Park Pages (Top 5) – PNG File Size - TBD

Thanks

From: Martin, Sydney D ENV:EX [mailto:Sydney.Martin@gov.bc.ca]
Sent: Wednesday, December 16, 2015 11:46 AM
To: Whiteside, Dawn
Subject: RE: BC Parks Website Advertising

Hi Dawn,
Please find the attached signed contract and invoice dated for 2016.
I'm just trying to finalize our "wish list" ...
Since the perfect flow instastart grill is not available – do you have any other grills in stock? How about any other headlamps in stock? AS for wheeled coolers... do you have the 62QT Xtreme and/or the 82QT Xtreme or the 50AT Xtreme coolers available?
Once we know what is available I will be able to finalize our list.
Thx!
Sydney
Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [mailto:dwhiteside@coleman.com]
Sent: Tuesday, December 15, 2015 1:51 PM
To: Martin, Sydney D ENV:EX
Subject: RE: BC Parks Website Advertising
Sydney –

As discussed in an earlier email, I will need the invoice date January 2016 at the earliest.
Attached is the signed contract. Please send the final contract to me once it is signed. I will need to forward the final contract to Legal.
Thanks

Dawn Whiteside

Brand and Digital Marketing Manager
Coleman Canada
905-593-6122 Direct
905-593-6254 Fax
1-866-718-2267 Toll Free



Become a Fan of Coleman

<http://www.facebook.com/pages/Coleman-Canada/100008965145>

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, December 10, 2015 2:15 PM

To: Whiteside, Dawn

Subject: BC Parks Website Advertising

Hello Dawn,

Please find the attached advertising agreement and invoice. Let me know if you have any questions or suggested changes to the agreement. Please note there are two size options for artwork on the individual park webpages. Please let me know if you want option 1 or 2.

If you agree with everything I've laid out, please sign/scan and send the top page of the agreement back to me. Once signed on my end, I'll provide you with a scanned copy.

I also had our Sr Marketing Officer go "shopping" on your website... she's come up with a list of items we are interested in (see attached email). Please send us whatever you have in stock up to the \$300 MRSP amount. (A mix of big and small items would be great... she's got the list divided in 2 ☺).

Thanks!

Sydney

Sydney Martin

Manager of Partnerships
BC Parks and Conservation Officer Service
PO Box 9398 STN Prov Gov't
Victoria, BC V8W 9M9

Phone: 250-387-9599

www.bcparks.ca

From: [Martin, Sydney D ENV:EX](#)
To: [Whiteside, Dawn](#)
Subject: Re: BC Parks Website Advertising
Date: Wednesday, January 6, 2016 9:06:04 AM

Sounds good! :)

Sent from my iPhone

> On Jan 6, 2016, at 9:05 AM, Whiteside, Dawn <dwhiteside@coleman.com> wrote:

>

> Ok well I am working on the art now so we will see once it is done.

>

> Thanks

>

>

> -----Original Message-----

> From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

> Sent: Wednesday, January 06, 2016 12:05 PM

> To: Whiteside, Dawn

> Subject: Re: BC Parks Website Advertising

>

> Yes, I agree it is. But we wanted to give you the option in case your artwork worked better in a square ad space vs a banner. Totally your call, but I agree that a banner is more exposure.

>

> Sent from my iPhone

>

>> On Jan 6, 2016, at 9:01 AM, Whiteside, Dawn <dwhiteside@coleman.com> wrote:

>>

>> Right I see now, thanks for that - Option 1 is a better value / exposure for Coleman is it not?

>>

>> -----Original Message-----

>> From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

>> Sent: Tuesday, January 05, 2016 11:49 AM

>> To: Whiteside, Dawn

>> Subject: Fw: BC Parks Website Advertising

>>

>> ?Hi Dawn,

>>

>>

>> I'm forwarding you an email I sent back in Dec which gives you an option for the size of the ad for the "Top 5" bundle. Please see the attached agreement, appendix 3 for the 2 options. Let me know what you prefer.

>>

>>

>> Thanks,

>>

>> Sydney

>>

>>

>>

>> -----
>> From: Martin, Sydney D ENV:EX

>> Sent: Thursday, December 10, 2015 11:14 AM

>> To: 'Whiteside, Dawn'

>> Subject: BC Parks Website Advertising

>>

>> Hello Dawn,
>>
>> Please find the attached advertising agreement and invoice. Let me know if you have any questions or suggested changes to the agreement. Please note there are two size options for artwork on the individual park webpages. Please let me know if you want option 1 or 2.
>>
>> If you agree with everything I've laid out, please sign/scan and send the top page of the agreement back to me. Once signed on my end, I'll provide you with a scanned copy.
>>
>> I also had our Sr Marketing Officer go "shopping" on your website... she's come up with a list of items we are interested in (see attached email). Please send us whatever you have in stock up to the \$300 MRSP amount. (A mix of big and small items would be great... she's got the list divided in 2 :)).
>>
>> Thanks!
>> Sydney
>>
>>
>> Sydney Martin
>> Manager of Partnerships
>> BC Parks and Conservation Officer Service PO Box 9398 STN Prov Gov't Victoria, BC V8W 9M9
>> Phone: 250-387-9599
>> www.bcparks.ca<<http://www.bcparks.ca/>>
>>

From: [Whiteside, Dawn](#)
To: [Martin, Sydney D ENV:EX](#)
Subject: RE: 2016 Coleman /BC Parks Partnership
Date: Tuesday, January 26, 2016 2:30:17 PM
Attachments: image001.jpg

Wonderful Syndey – that is exactly the timeline I thought for the web banners.
Things might change – you never know..s.22 I will advise.
Dawn

From: Martin, Sydney D ENV:EX [mailto:Sydney.Martin@gov.bc.ca]
Sent: Tuesday, January 26, 2016 5:27 PM
To: Whiteside, Dawn
Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,
Coleman is paying for 12 months of ad space on BC Parks homepage and “Making Reservations” page, commencing no later than March 1. There is no “deadline” for artwork per se; but if we don’t receive the artwork a few days before March 1, then Coleman will be paying for ad space that it’s not occupying. Does that make sense? We can get the artwork up on our website in a couple days... but it’s up to you when you want to send it.

As for the meeting in March, I’m happy to meet with any of Coleman’s representatives – and I’ll be sure to invite some of our Senior Executives as well. Please keep me posted on the location and times so I can get something in our calendars here. Too bad you can’t come! ☺

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [mailto:dwhiteside@coleman.com]
Sent: Tuesday, January 26, 2016 1:41 PM
To: Martin, Sydney D ENV:EX
Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – can you advise the deadline for the artwork again> I have asked both our internal creative team and our agency for creative for the Banners and haven’t seen anything yet.

As for the items listed below I will answer you back shortly...Just off to another meeting.

I most likely won’t be at the meeting on the 29th but our senior management will. If that changes I will advise.

I will get back to you on the times and confirm the location ok?

Thanks

Dawn

From: Martin, Sydney D ENV:EX [mailto:Sydney.Martin@gov.bc.ca]
Sent: Tuesday, January 26, 2016 2:36 PM
To: Whiteside, Dawn
Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

I’d be happy to meet with you on March 29th! Anytime between 1:30-4:30pm works for me. I assume you will be in Victoria then? (not Vancouver?). BC Parks headquarters office is on Vancouver Island... so I just want to make sure we’re clear on the location ;). Let me know what works for you. On another note, I haven’t quite finalized our Coleman “wish list” yet – but I’d like to get that done and sent to you shortly. I had one question about inventory before Xmas, but I think it must have

gotten lost in the mix. This was my previous question: Since the perfect flow instastart grill is not available – do you have any other grills in stock? How about any other headlamps in stock? AS for wheeled coolers... do you have the 62QT Xtreme and/or the 82QT Xtreme or the 50AT Xtreme coolers available?

Once we know what is available I will be able to finalize our list.

How is the artwork coming along? ☺

Talk to you later,

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Monday, January 25, 2016 8:20 AM

To: Martin, Sydney D ENV:EX

Subject: 2016 Coleman /BC Parks Partnership

Sydney

Hope you are doing well, Happy New Year! We are planning some customer meetings in your area on March 29th and would like the opportunity discuss partnership opportunities between BC Parks and Coleman. We would like the opportunity to meet with you personally to introduce ourselves, find out about how we can partner with BC Parks in support of the programs that you offer and to discuss our GETOUTSIDECANADA campaign.

In addition to your BC Parks website advertising that we have secured for 2016 season I wanted to let you know that we will also be featuring a Coleman brand ad in the Go Camping BC Guide along with a Contest to Win a Coleman Camp Package this season that will be promoted on the front cover and online.

If you can advise if March 29th works for you and suggest a time that works for you it would be appreciated.

Look forward to hearing from you.

Thank you

Dawn Whiteside

Brand and Digital Marketing Manager

Coleman Canada

905-593-6122 Direct

905-593-6254 Fax

1-866-718-2267 Toll Free



Become a Fan of Coleman

<http://www.facebook.com/pages/Coleman-Canada/100008965145>

From: [Whiteside, Dawn](#)
To: [Martin, Sydney D ENV:EX](#)
Subject: RE: 2016 Coleman /BC Parks Partnership
Date: Tuesday, February 2, 2016 1:50:41 PM
Attachments: [image001.jpg](#)
[2000025258](#) [2000025266](#) [2000025267-1.jpg](#)

Sydney

Some of these items are on our site and some of the newer ones aren't yet. Sorry for the delay in getting back to you.

Grills - I recommend

Grill Stoves MSRP

2000020925		PerfectFlow™ InstaStart™ Grill Stove, 20K BTU, electronic ignition	\$ 139.99
2000020935		EvenTemp™ InstaStart™ 3-Burner Stove with Griddle, 28K BTU, InstaStart™	\$ 239.99

Grills

2000020937		Road Trip® LXE Propane Grill, two 10K BTU, 285 sq inch	\$ 349.99
2000012521	NEW	NXT™ 300 Propane Grill	\$ 449.99
2000014018	NEW	NXT™ Lite Standup Propane Grill	\$ 299.99
2000014017	NEW	NXT™ Lite Table Top Propane Grill	\$ 219.99

Headlamps -

2000025258	NEW	Divide™+ 175L LED Headlamp	\$ 26.99
2000025266	NEW	Divide™+ 225L LED Headlamp	\$ 29.99
2000025267	NEW	Divide™+ 275L LED Headlamp	\$ 34.99

Coolers – available

3000001052		52 Qt. Xtreme® 5 Cooler, hinged lid with beverage holders, Iceberg, 82 cans	\$ 79.99
3000004025	NEW	62 Qt. Xtreme® 5 Wheeled Cooler, hinged lid with beverage holders, Blue, 85 cans	\$ 94.99
3000001836		70 Qt. Xtreme® 5 Cooler, hinged lid with beverage holders, Iceberg, 100 cans	\$ 94.99
3000001054		100 Qt. Xtreme® 5 Wheeled Cooler, 2-way handles, one handed tow handle, Iceberg, 130 cans	\$ 139.99

From: Martin, Sydney D ENV:EX [mailto:Sydney.Martin@gov.bc.ca]

Sent: Tuesday, January 26, 2016 5:27 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Coleman is paying for 12 months of ad space on BC Parks homepage and "Making Reservations" page, commencing no later than March 1. There is no "deadline" for artwork per se; but if we don't receive the artwork a few days before March 1, then Coleman will be paying for ad space that it's not occupying. Does that make sense? We can get the artwork up on our website in a couple days... but it's up to you when you want to send it.

As for the meeting in March, I'm happy to meet with any of Coleman's representatives – and I'll be sure to invite some of our Senior Executives as well. Please keep me posted on the location and times so I can get something in our calendars here. Too bad you can't come! ☺

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Tuesday, January 26, 2016 1:41 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – can you advise the deadline for the artwork again? I have asked both our internal creative team and our agency for creative for the Banners and haven't seen anything yet.

As for the items listed below I will answer you back shortly...Just off to another meeting.

I most likely won't be at the meeting on the 29th but our senior management will. If that changes I will advise.

I will get back to you on the times and confirm the location ok?

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Tuesday, January 26, 2016 2:36 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

I'd be happy to meet with you on March 29th! Anytime between 1:30-4:30pm works for me. I assume you will be in Victoria then? (not Vancouver?). BC Parks headquarters office is on Vancouver Island... so I just want to make sure we're clear on the location ;). Let me know what works for you.

On another note, I haven't quite finalized our Coleman "wish list" yet – but I'd like to get that done and sent to you shortly. I had one question about inventory before Xmas, but I think it must have gotten lost in the mix. This was my previous question: Since the perfect flow instastart grill is not available – do you have any other grills in stock? How about any other headlamps in stock? AS for wheeled coolers... do you have the 62QT Xtreme and/or the 82QT Xtreme or the 50AT Xtreme coolers available?

Once we know what is available I will be able to finalize our list.

How is the artwork coming along? ☺

Talk to you later,

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Monday, January 25, 2016 8:20 AM

To: Martin, Sydney D ENV:EX

Subject: 2016 Coleman /BC Parks Partnership

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If you can advise if March 29th works for you and suggest a time that works for you it would be appreciated.

Look forward to hearing from you.

Thank you

Dawn Whiteside

Brand and Digital Marketing Manager

Coleman Canada

905-593-6122 Direct

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1-866-718-2267 Toll Free



Become a Fan of Coleman

<http://www.facebook.com/pages/Coleman-Canada/100008965145>

Page 17

Withheld pursuant to/removed as

Copyright

From: [Whiteside, Dawn](#)
To: [Martin, Sydney D ENV:EX](#)
Subject: RE: 2016 Coleman /BC Parks Partnership
Date: Thursday, March 3, 2016 10:23:08 AM
Attachments: image001.jpg

Sydney – sorry for the delay – I am looking into availability of the items and will advise.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [mailto:Sydney.Martin@gov.bc.ca]

Sent: Thursday, February 04, 2016 12:42 PM

To: Whiteside, Dawn

Subject: FW: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Here is a couple wish list options for the \$300 MRSP contributions from Coleman. We're happy to receive whatever you have available to send us.

Nice chatting with you this morning... looking forward to the visit in March! Please let us know what you and others want to do and we'll be happy to plan an eventful day out here in BC.

Thanks,

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Sloat, Ashley ENV:EX

Sent: Wednesday, February 3, 2016 12:03 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Here you go!

I did an option 1 and option 2.

Both are nice, what I like about option 2 is there are more items, which means more things to include in possible campaigns.

The nice thing about option 1 are there are some decent prizes that could be given on their own.

Hope this helps,

Ashley Sloat

Senior Marketing Officer

BC Parks | Ministry of Environment

250 953-3107

Ashley.Sloat@gov.bc.ca

www.bcparks.ca

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Option 1:

6-Person Instant Dome Tent
 PerfectFlow InstaStart Grill
 Lightweight sling hammock
 Divide™+ 175L LED Headlamp
 Stadium Seat
 Food Cover

Part #	MSRP	Available Y or N
2000017027	99.99	
2000008262	109.99	
2000015457	38.88	
2000025258	26.99	
2000020281	21.99	
2000016431	3.29	
	301.13	

Option 2:

Walkabout Mobile Sleeping Bag
 Lightweight sling hammock
 Utopia Beach Chair
 Perfect Flow 2 Burner Propane Stove
 32 Can Cube Collapsible Cooler
 4AA LED Camp Lantern Neon Colour Assortment
 2.5 Gallon Water Carrier
 Divide™+ 175L LED Headlamp

Part #	MSRP	Available Y or N
2000018174	68.88	
2000015457	38.88	
2000023475	34.88	
2000008901	69.99	
2000015071	39.99	
2000013371	16.99	
2000016360	10.99	
2000025258	26.99	
	307.59	

Quantity	Total Cost
1	
1	
1	
1	
1	
1	

Quantity	Total Cost
1	
1	
1	
1	
1	
1	
1	
1	

From: [Martin, Sydney D ENV:EX](#)
To: ["Whiteside, Dawn"](#)
Subject: RE: 2016 Coleman /BC Parks Partnership
Date: Thursday, March 10, 2016 12:55:00 PM

Ok no problem... I just wanted to check in again to see if any plans had been made. We'd love to host you and your team sometime so please keep us on your radar! It would be really great to get together face-to-face to chat about expanding our partnership in the future. Just know the invite is always there ☺

Cheers,

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Wednesday, March 9, 2016 5:42 PM

To: Martin, Sydney D ENV:EX

Subject: Re: 2016 Coleman /BC Parks Partnership

I'm not sure. Due to your location I think the plans changed. I will have to ask again. We will hopefully get out there eventually! If not maybe we can arrange a conference call.

Dawn Whiteside

Coleman Canada

Brand and Digital Marketing Manager

905-593-6122

On Mar 9, 2016, at 8:14 PM, Martin, Sydney D ENV:EX <Sydney.Martin@gov.bc.ca> wrote:

Hi Dawn,

Yes, my apologies. I see our invoice # now. ☺ Thanks for clarifying!

On another note – is your CEO and others still planning to visit BC Parks this spring?
Just wondering if we should be planning for some field trip options for your team (??).
Thanks!

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Tuesday, March 8, 2016 11:22 AM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Does it reference your invoice number?

Jarden is the current company that owns Coleman so our accounting is done by them.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Tuesday, March 08, 2016 1:15 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Sounds good, thanks Dawn!

As a side note.. I have received a cheque for \$4,500 from Jarden Consumer Solutions... which I am assuming is from you (?). Can you please confirm? It doesn't say Coleman on it anywhere...

Thanks!

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Thursday, March 3, 2016 10:23 AM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – sorry for the delay – I am looking into availability of the items and will advise.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, February 04, 2016 12:42 PM

To: Whiteside, Dawn

Subject: FW: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Here is a couple wish list options for the \$300 MRSP contributions from Coleman.

We're happy to receive whatever you have available to send us.

Nice chatting with you this morning... looking forward to the visit in March! Please let us know what you and others want to do and we'll be happy to plan an eventful day out here in BC.

Thanks,

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Sloat, Ashley ENV:EX

Sent: Wednesday, February 3, 2016 12:03 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Here you go!

I did an option 1 and option 2.

Both are nice, what I like about option 2 is there are more items, which means more things to include in possible campaigns.

The nice thing about option 1 are there are some decent prizes that could be given on their own.

Hope this helps,

Ashley Sloat

Senior Marketing Officer

BC Parks | Ministry of Environment

250 953-3107

Ashley.Sloat@gov.bc.ca

www.bcparks.ca

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From: [Whiteside, Dawn](#)
To: [Martin, Sydney D ENV:EX](#)
Subject: RE: 2016 Coleman /BC Parks Partnership
Date: Thursday, March 10, 2016 12:57:23 PM
Attachments: image001.jpg

Sorry Option #2 items were all available, not many with option #1.

Sorry for the confusion.

I will arrange shipping and you can take it from there.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, March 10, 2016 3:55 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Ok great, we'll go with option #1.

Please ship to:

ATTN: Sydney Martin

BC Parks (Ministry of Environment)

4th floor, 2975 Jutland Road

Victoria, BC

V8T 5J9

Phone: 250-387-9599

Thanks Dawn!

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Thursday, March 10, 2016 5:59 AM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – availability of these items are better than your Option #1

Confirm today that these will work for you and I will arrange to have the ordered and shipped direct to you.

Please email me back with Complete shipping address, contact name and number.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, February 04, 2016 12:42 PM

To: Whiteside, Dawn

Subject: FW: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Here is a couple wish list options for the \$300 MRSP contributions from Coleman. We're happy to receive whatever you have available to send us.

Nice chatting with you this morning... looking forward to the visit in March! Please let us know what you and others want to do and we'll be happy to plan an eventful day out here in BC.

Thanks,
Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Sloat, Ashley ENV:EX

Sent: Wednesday, February 3, 2016 12:03 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

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From: [Whiteside, Dawn](#)
To: [Martin, Sydney D ENV:EX](#)
Subject: RE: 2016 Coleman /BC Parks Partnership
Date: Friday, April 8, 2016 1:01:39 PM
Attachments: image001.jpg

Sorry the URL for these Get Outside Banners is <http://getoutsidecanada.com/>

And

The URL for our corporate website is www.colemancanada.ca

Thanks

From: Whiteside, Dawn

Sent: Friday, April 08, 2016 3:59 PM

To: 'Martin, Sydney D ENV:EX'

Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – Attached are the Get Outside Banners for your website. The Badge is a bonus if there is somewhere that you can use it.

I would like to supply a Coleman version of these banners as well for our [colemancanada.ca](http://www.colemancanada.ca) site since we are launching online May 1st, 2016. Is it possible to circulate the banners?

Also, I supplied these in French but I am not sure that was needed.

Please let me know.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, February 04, 2016 12:42 PM

To: Whiteside, Dawn

Subject: FW: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Here is a couple wish list options for the \$300 MRSP contributions from Coleman. We're happy to receive whatever you have available to send us.

Nice chatting with you this morning... looking forward to the visit in March! Please let us know what you and others want to do and we'll be happy to plan an eventful day out here in BC.

Thanks,

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Sloat, Ashley ENV:EX

Sent: Wednesday, February 3, 2016 12:03 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Here you go!

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Both are nice, what I like about option 2 is there are more items, which means more things to include in possible campaigns.

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BC Parks | Ministry of Environment

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From: [Martin, Sydney D ENV:EX](#)
To: [Whiteside, Dawn](#)
Subject: Re: 2016 Coleman /BC Parks Partnership
Date: Monday, April 11, 2016 1:10:13 PM
Attachments: image001.jpg

Sounds great! Thanks Dawn.

Sent from my iPhone

On Apr 11, 2016, at 12:47 PM, Whiteside, Dawn <dwhiteside@coleman.com> wrote:

Sydney – for now yes, until we have our NEW Site up and running.
Once I have the new Coleman Banners – I will send to you and ask that they be switched over .. Is that ok?

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Monday, April 11, 2016 2:48 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

We have the Coleman banners/ads ready on our development site and should be able to have them live later today. I just wanted to confirm with you that we're sending all clickthroughs to : <http://getoutsidecanada.com/> right?

Thanks,

Sydney

Sydney Martin | BC Parks, Manager of Marketing & Community Engagement | Ph: 250-387-9599

From: Martin, Sydney D ENV:EX

Sent: Friday, April 8, 2016 1:27 PM

To: 'Whiteside, Dawn'

Subject: RE: 2016 Coleman /BC Parks Partnership

Great – Thanks Dawn! We'll get these on our website next week.

As for circulating the banners... I don't see a problem with that at all. Please send me an email a week before you want the banners changed out and we can do that.

We'll only be using the English version over here in BC... but thanks for sending the French version just in case 😊

Have a great weekend,

Sydney

Sydney Martin | BC Parks, Manager of Marketing & Community Engagement | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Friday, April 8, 2016 1:00 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – Attached are the Get Outside Banners for your website. The Badge is a bonus if there is somewhere that you can use it.

I would like to supply a Coleman version of these banners as well for our colemancanada.ca site since we are launching online May 1st, 2016. Is it possible to circulate the banners?

Also, I supplied these in French but I am not sure that was needed.

Please let me know.

Thanks

Dawn

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Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

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To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

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250 953-3107

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www.bcparks.ca

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From: [Martin, Sydney D ENV:EX](#)
To: ["Whiteside, Dawn"](#)
Subject: RE: 2016 Coleman /BC Parks Partnership
Date: Friday, May 13, 2016 2:23:00 PM
Attachments: [image002.jpg](#)
[image003.jpg](#)

Hi Dawn,

The new ads/banners are live on our website now.

BC Parks Home: <http://www.env.gov.bc.ca/bcparks/>

Alice Lk: http://www.env.gov.bc.ca/bcparks/explore/parkpgs/alice_lk/

Cultus: http://www.env.gov.bc.ca/bcparks/explore/parkpgs/cultus_lk/

EC Manning: <http://www.env.gov.bc.ca/bcparks/explore/parkpgs/ecmanning/>

Garibaldi: <http://www.env.gov.bc.ca/bcparks/explore/parkpgs/garibaldi/>

Golden Ears: http://www.env.gov.bc.ca/bcparks/explore/parkpgs/golden_ears/

Cheers,

Sydney

Sydney Martin | BC Parks, Manager of Marketing & Community Engagement | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Friday, May 13, 2016 8:26 AM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Sydney –

I ordered the product for you on March 10th so I am following up now and will advise on the shipping details or the ETA depending on what I hear back.

The banner should be back to our e-commerce site – I have those – see attached! Thanks for the reminder.

Dawn Whiteside

Brand Manager

Coleman Canada

905-593-6122 Direct

905-593-6254 Fax

1-866-718-2267 Toll Free



Become a Fan of Coleman

<http://www.facebook.com/pages/Coleman-Canada/100008965145>

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, May 12, 2016 6:57 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

I just wanted to follow up with you on the Coleman products you were going to send... we haven't received them yet (?). Do you know if they have been shipped?

Also – did you want us to change out the advertising banners for you as it's after May 1?

Thanks! Hope you're doing well,

Sydney

Sydney Martin | BC Parks, Manager of Marketing & Community Engagement | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Thursday, March 10, 2016 12:57 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sorry Option #2 items were all available, not many with option #1.

Sorry for the confusion.

I will arrange shipping and you can take it from there.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, March 10, 2016 3:55 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Ok great, we'll go with option #1.

Please ship to:

ATTN: Sydney Martin

BC Parks (Ministry of Environment)

4th floor, 2975 Jutland Road

Victoria, BC

V8T 5J9

Phone: 250-387-9599

Thanks Dawn!

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Thursday, March 10, 2016 5:59 AM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – availability of these items are better than your Option #1

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Thanks

Dawn

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Sent: Thursday, February 04, 2016 12:42 PM

To: Whiteside, Dawn

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Thanks,

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Sloat, Ashley ENV:EX

Sent: Wednesday, February 3, 2016 12:03 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Here you go!

I did an option 1 and option 2.

Both are nice, what I like about option 2 is there are more items, which means more things to include in possible campaigns.

The nice thing about option 1 are there are some decent prizes that could be given on their own.

Hope this helps,

Ashley Sloat

Senior Marketing Officer

BC Parks | Ministry of Environment

250 953-3107

Ashley.Sloat@gov.bc.ca

www.bcparks.ca

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From: [Martin, Sydney D ENV:EX](#)
To: ["Whiteside, Dawn"](#)
Subject: RE: 2016 Coleman /BC Parks Partnership
Date: Tuesday, May 24, 2016 8:31:00 AM
Attachments: [image001.jpg](#)
[image002.jpg](#)

No problem – thanks for letting me know, Dawn. I'll let you know when they arrive! ☺

Sydney Martin | BC Parks, Manager of Marketing & Community Engagement | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Tuesday, May 24, 2016 7:53 AM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – the plan is for all items to ship this week. Sorry for the delay in getting back to you.

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Friday, May 13, 2016 11:48 AM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Thanks Dawn! We'll get those new banners up asap. And I look forward to hearing an update on the Coleman product ordered for us.

Have a great weekend!

Sydney

Sydney Martin | BC Parks, Manager of Marketing & Community Engagement | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Friday, May 13, 2016 8:26 AM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Sydney –

I ordered the product for you on March 10th so I am following up now and will advise on the shipping details or the ETA depending on what I hear back.

The banner should be back to our e-commerce site – I have those – see attached! Thanks for the reminder.

Dawn Whiteside

Brand Manager

Coleman Canada

905-593-6122 Direct

905-593-6254 Fax

1-866-718-2267 Toll Free



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From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, May 12, 2016 6:57 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

I just wanted to follow up with you on the Coleman products you were going to send... we haven't received them yet (?). Do you know if they have been shipped?

Also – did you want us to change out the advertising banners for you as it's after May 1?

Thanks! Hope you're doing well,

Sydney

Sydney Martin | BC Parks, Manager of Marketing & Community Engagement | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Thursday, March 10, 2016 12:57 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sorry Option #2 items were all available, not many with option #1.

Sorry for the confusion.

I will arrange shipping and you can take it from there.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, March 10, 2016 3:55 PM

To: Whiteside, Dawn

Subject: RE: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Ok great, we'll go with option #1.

Please ship to:

ATTN: Sydney Martin

BC Parks (Ministry of Environment)

4th floor, 2975 Jutland Road

Victoria, BC

V8T 5J9

Phone: 250-387-9599

Thanks Dawn!

Sydney

Sydney Martin | BC Parks, Manager of Partnerships | Ph: 250-387-9599

From: Whiteside, Dawn [<mailto:dwhiteside@coleman.com>]

Sent: Thursday, March 10, 2016 5:59 AM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Sydney – availability of these items are better than your Option #1

Confirm today that these will work for you and I will arrange to have the ordered and shipped direct to you.

Please email me back with Complete shipping address, contact name and number.

Thanks

Dawn

From: Martin, Sydney D ENV:EX [<mailto:Sydney.Martin@gov.bc.ca>]

Sent: Thursday, February 04, 2016 12:42 PM

To: Whiteside, Dawn

Subject: FW: 2016 Coleman /BC Parks Partnership

Hi Dawn,

Here is a couple wish list options for the \$300 MRSP contributions from Coleman. We're happy to receive whatever you have available to send us.

Nice chatting with you this morning... looking forward to the visit in March! Please let us know what you and others want to do and we'll be happy to plan an eventful day out here in BC.

Thanks,

Sydney

From: Sloat, Ashley ENV:EX

Sent: Wednesday, February 3, 2016 12:03 PM

To: Martin, Sydney D ENV:EX

Subject: RE: 2016 Coleman /BC Parks Partnership

Here you go!

I did an option 1 and option 2.

Both are nice, what I like about option 2 is there are more items, which means more things to include in possible campaigns.

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