



# *Sport Bay of Plenty*

more people, more active, more often

## *Sport Bay of Plenty – our story*

*Sport and recreation are in our nature. We were born to move and play. Some are team players; others are fierce competitors pushing the limits. Some would rather breathe forest air, follow a river, or feel the sand between their toes. Some don't get out to play much, even though they might like to. It's easy to get stuck on the couch and it can be hard to get started again.*

*For 25 years, Sport Bay of Plenty has helped to get our community moving and to keep them going. When your group needs a boost, we're there to cheer you on. If your coach needs a hand, we are happy to help. If you need motivation to get started, we'll give you a reason to step out the door. Even when the effort seems too big, we'll find a way to make it fun, because enthusiasm is infectious.*

*Sport Bay of Plenty goes out to bat for the people who make sport and recreation happen. We know everyone needs encouragement and that volunteers need help. We are your support crew on the side and leaders in the field. Whoever your team or group may be, we help you to get out and get active. We do it because we know everyone will feel better for it.*

*Here in the Bay of Plenty, sport is all around and nature is our playground. Let's make the most of it, so you can make the most of us.*



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## *Sport Bay of Plenty – our logo*

*The main font/typeface is rounded and italic giving a sense of softness and movement.*

*Having a rounded typeface reflects the company as approachable and caring.*

*The italics gives the sense of movement (sports related) and going forward ( progressive organisation).*

*The symbol connects with the power of three -*

*Our boundaries - Western BOP, Central BOP and Eastern BOP.*

*Our areas of focus - Health, Sport and Recreation.*

*Our interconnectedness – Whanau, Hapu, Iwi.*

*Our commitment to the Treaty of Waitangi – Participation, Protection and Partnership.*

*It also reflects the Bay of Plenty as our playground – with water, sand and sun, while the circle is reflective of a ball associated with sport and recreation – and movement.*

*This symbol allows a continued association with current logo.*