



65th Annual Steveston Salmon Festival

2010 SPONSOR PACKAGE

Welcome Letter
Sponsorship Program
Application Form



STEVESTON COMMUNITY SOCIETY

4111 Moncton Street, Richmond, BC V7E 3A8

Tel: 604-718-8080 Fax: 604-718-8096

Salmon Festival Tel: 604-718-8094

www.stevestoncommunitysociety.com

www.stevestonsalmonfest.ca

January 15, 2010

Dear Friends,

The Steveston Salmon Festival has become an endearing family tradition celebrated by generations of people since 1945. For the past 65 years, hundreds of volunteers have come together to organize one of the largest non-profit-driven Canada Day celebrations in the country – an achievement we are very proud of! What began as a “Family Sports Day” to raise funds to build a children’s playground has grown into an event that now attracts over 80,000 people each July 1st. Despite this growth, the fundamental philosophy of our founders remains the same: to raise funds to support projects in and around the community centre for the benefit of the whole community. This year, we will focus on our new community garden project.

“Canada’s biggest little birthday party” is a free family event featuring many components: from the morning parade to an afternoon of activities including: children’s festival, youth rock fest, craft fair, trade show, food fair, Japanese cultural show, carnival rides, fabulous entertainment and our signature salmon barbecue. Among the participants are many other non-profit organizations that directly benefit from participating in our festival. The Salmon Festival welcomes all members of the community, is culturally diverse and intergenerationally inclusive.

This year, the 65th Annual Steveston Salmon Festival theme is “RED is GREEN” and will feature many components promoting initiatives on how to reduce our carbon footprint including the three “R”s – Reduce, Reuse and Recycle. Among our new additions will be a bicycle parkade complete with secure check in.

As this is a non-profit organized event, we rely heavily on the generosity of the community to help fund our festival. With this in mind, we are seeking your support as a Salmon Festival Sponsor. Will you join our sponsorship team with a donation of a gift in-kind or become one of our signature cash sponsors?

The Steveston Salmon Festival recognizes our sponsors as an integral part of our success and is committed to ensuring all our sponsors are properly acknowledged. We offer a number of options depending on the level of sponsorship, including recognition at our festival and in our marketing. Please review the attached package and let us know how you would like to participate.

Thank you for considering supporting this signature community event. We look forward to your earliest response. We do request that you respond no later than April 30th so we can ensure all our recognition commitments are met. We know that without your help this event would not be possible, and we truly appreciate any support you have to offer. If you require any further information, please contact me at 604-816-1655 or Janice Froese, Executive Director at 604-718-8094 or sponsor@stevestonsalmonfest.ca

Sincerely,

Charmis De Boer, Marketing and Sponsorship Chair
Steveston Community Society/Salmon Festival
Society 3100 Incorporated 1946



Home of the **STEVESTON SALMON FESTIVAL** Since 1945



Steveston Salmon Festival Sponsorship Opportunities

Steveston Salmon Festival is pleased to invite you to be a sponsor of one of the largest non-profit Canada Day celebrations in the country. With an estimated annual attendance of over 80,000, our event offers excellent exposure for your company. We recognize our corporate sponsors as an integral part of our success and have many ways of featuring your name.

Surplus funds generated by the 2010 Salmon Festival will be directed towards our community garden project.

Festival highlights include:

- Salmon Festival Parade
- Salmon Barbecue
- Carnival and Midway
- Trade Show
- Horticultural Show
- Craft Fair
- Pancake Breakfast
- Main Stage Entertainment
- King of the Fraser competition
- Art Show
- Belt Sander Drag Races
- Children's Festival
- Food Fair
- Youth Rock Fest
- Japanese Cultural Show
- Children's Bike Parade
- Community Groups

As a Salmon Festival sponsor, you can choose from benefits that will:

- ✓ Showcase your business
- ✓ Increase customer awareness
- ✓ Provide cooperative promotion and marketing
- ✓ Entertain your clients
- ✓ Involve your employees
- ✓ Enhance your community profile
- ✓ Support a wonderful community event

Corporate Sponsorship Program

Corporate sponsorship is available at five levels, and provides overall support to the Steveston Salmon Festival. It does not link the sponsor to any specific events or activities within the Festival. Steveston Salmon Festival is pleased to offer the following benefits to our corporate sponsors:

Platinum \$6000+

- Named as a Platinum sponsor of the Steveston Salmon Festival
- Corporate logo as Platinum sponsor on all Steveston Salmon Festival promotional material including:
 - ✓ 4x8' signage at park entrances and at the main stage
 - ✓ Festival poster
 - ✓ Festival program
 - ✓ Parade Banner leading the parade
 - ✓ Festival website sponsorship page including reciprocal link
 - ✓ Richmond Review advertisement after the event
 - ✓ Steveston Community Society August newsletter
- verbal recognition from the main stage throughout the day
- Option for exhibit space in the Trade Show at no charge (subject to availability: Must be pre-arranged through the Salmon Festival office a minimum 6 weeks prior to the Festival and must comply with all rules and regulations of the Trade Show)
- Option to enter the parade at no charge (subject to available space; entry supplied by sponsor; subject to the rules and regulations of the Salmon Festival Parade and must be registered through the Salmon Festival office a minimum 6 weeks prior to the Festival)
- Option for VIP seating on the Parade review stand (advance reservation required)
- Option for 2 VIP parking passes (advance booking required as availability is limited)

Gold \$4000 - \$5999

- Named as a Gold sponsor of the Steveston Salmon Festival
- Corporate logo as Gold sponsor on all Steveston Salmon Festival promotional material including:
 - ✓ 4x8' signage at park entrances and at the main stage
 - ✓ Festival poster
 - ✓ Festival program
 - ✓ Parade Banner leading the parade
 - ✓ Festival website sponsorship page including reciprocal link
 - ✓ Richmond Review advertisement after the event
 - ✓ Steveston Community Society August newsletter
- Option for VIP seating on the Parade review stand (advance reservation required)
- Option for 2 VIP parking passes (advance booking required as availability is limited)

Silver \$2500 - \$3999

- Named as a Silver sponsor of the Steveston Salmon Festival
- Corporate logo as Silver sponsor on prime Steveston Salmon Festival promotional material including:
 - ✓ 4x8' signage at park entrances and at the main stage
 - ✓ Festival poster
 - ✓ Festival program
 - ✓ Parade Banner leading the parade
- Corporate name listed as Silver sponsor of the Steveston Salmon Festival on related promotional material including:
 - ✓ Festival website sponsorship page including reciprocal link
 - ✓ Richmond Review advertisement after the event
 - ✓ Steveston Community Society August newsletter

Bronze \$1000 - \$2499

- Named as a Bronze sponsor of the Steveston Salmon Festival
- Corporate name listed as Bronze sponsor on key Steveston Salmon Festival promotional material including:
 - ✓ 4x8' signage at park entrances and at the main stage
 - ✓ Festival poster
 - ✓ Festival program
 - ✓ Parade Banner leading the parade
 - ✓ Festival website sponsorship page including reciprocal link
 - ✓ Richmond Review advertisement after the event
 - ✓ Steveston Community Society August newsletter

Friends of Steveston \$50 - \$999

- Named as a Friend of Steveston Salmon Festival
- Corporate name listed as Friend of Steveston Salmon Festival sponsor on promotional material including:
 - ✓ Festival program
 - ✓ Festival website sponsorship page
 - ✓ Steveston Community Society August newsletter

In addition to our Corporate Cash Sponsorship programs listed above, we also welcome proposals of in-kind sponsorship of equivalent values.



**STEVESTON
SALMON
FESTIVAL
JULY 1ST 2010**

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Richmond, BC V7E 3A8
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www.stevestonsalmonfest.ca
sponsor@stevestonsalmonfest.ca

SPONSORSHIP

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APPLICATION

Sponsorship Application - Commitment Deadline April 30th.

Company: _____ Contact: _____

Address: _____ City/Province: _____ PC: _____

Phone: _____ Fax: _____ E-mail: _____

Sponsorship Levels

- Platinum \$6000+
- Gold \$4000 - \$5999
- Silver \$2500 - \$3999
- Bronze \$1000 - \$2499
- Friends of Steveston \$50 - \$999

Gift In-Kind valued at \$_____

Gift In-Kind valued at \$_____ and cash \$_____ totaling \$_____

***Event sponsorship subject to availability – please confirm with Charmis De Boer at 604-816-1655 or Janice Froese at 604-718-8094.**

Surplus funds generated by the 2010 Salmon Festival will be directed towards our community garden project.

Sponsor Signature

Salmon Festival Signature

Print Name

Print Name

Date

Date

Thank you for supporting the Steveston Salmon Festival!!