



TSAWWASSEN SUN FESTIVAL 2017

Dear Friends,

The Tsawwassen Sun Festival Committee is pleased to bring you sponsorship opportunities for the annual Tsawwassen Sun Festival taking place on the BC Day August weekend from August 5 – 7, 2017 marks our 45th year and planning has begun for a fantastic celebration of “Take me out to the Ball Game”!

Over the past 44 years, the Sun Festival has become a fun tradition celebrated by generations of Tsawwassen residents. Although each year the festival has a new theme, its main objective is to gather people in a joint family-fun celebration while working in partnership with the businesses, community and non-profit organizations such as the Lions Club and the Rotary Club of Tsawwassen in the promotion of growth in our community. We're proud to say, that despite our growth, our primary goal remains the same: to unite our vibrant community with family fun activities.

Each year the Festival grows into an extraordinarily high spirited celebration. The festival begins with a 3-day ball tournament now in its **35th YEAR**, beer garden, and antique show, which bring people into our community giving the business community an opportunity to increase visibility & sales. A Volleyball Tournament, skateboard competition, BINGO, and Drive In Movie prepares people for the last day of the festivities. On the third and final day, from morning to night, Winskill Park is full of activity with the Lions Club pancake breakfast & Beer Garden, the Rotary parade, Ball Tournament finals, marketplace, children's midway, petting zoo, Men in Black, and Delta Gymnastics. Delicious food from many vendors, stage entertainment and the popular pie eating contest round up the diverse entertainment.

**The Tsawwassen Sun Festival will host the Car Show and Volleyball
Tournament in its 4th year.**



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As a non-profit society, the Tsawwassen Sun Festival Society puts together this event while relying heavily on the generosity of the business community to assist with its funding. With this in mind, we are seeking your continued support as a Sponsor. We ask that you consider the sponsorship package with in-kind sponsorship or a cash contribution.

The Tsawwassen Sun Festival Society 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 media coverage.

Thank you in advance for considering to support the Tsawwassen Sun Festival as we celebrate 45 years in the community bringing family, friends, and the community together. If you require further information please contact the coordinator by phone 604-220-2147 or anytime by email at tsunfestival@gmail.com.

***** Please note: Deadline for placement of your logo on our rack card that is distributed in Tsawwassen and Ladner is May 31, 2017. Please provide your commitment and logo before this date.**

We look forward to hearing back from you.

Sincerely,

Elaine Campbell

Sun Festival Coordinator, on behalf of the Tsawwassen Sun Festival Society



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Tsawwassen Sun Festival Sponsorship Opportunities

The Tsawwassen Sun Festival is pleased to invite you to once again be part of our event that unites local service clubs, businesses, and individuals in celebration of our exceptional community. With an estimated attendance of over 12,000, our 3-day event offers excellent exposure for your company. We recognize that our sponsors are a crucial part of our success and have a variety of ways of featuring your name within some of the festival highlights.

Festival Highlights include:

- Drive In Movie
- Pancake Breakfast
- Parade
- Stage Entertainment
- Children's Midway
- Children's Amusement Area
- Bingo
- Pie Eating Contest
- Petting Zoo
- Skateboard Competition
- Car Show
- Ball Tournament
- Beer Gardens
- Volleyball Tournament

As a Sun Festival sponsor, you will be able to benefit in many ways:

- ✓ Showcase your business
- ✓ Increase customer awareness
- ✓ Involve your employees
- ✓ Support a superb community event
- ✓ Enhance your community profile



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Corporate Sponsorship Program:

Corporate sponsorship is available at four levels and provides overall support to the Tsawwassen Sun Festival. All sponsors can be tied to a specific event or activity during the festival according to level of sponsorship. All sponsors will also have the opportunity to appear on Delta Cable television while the festival is being televised on Monday, August 7th while in the parade. The Tsawwassen Sun Festival is pleased to offer the following benefits to our sponsors:

Gold \$3,000+

- ✓ Named Presenting Sponsor in all Sun Festival correspondence and notable mention in all Sun Festival advertisements, that include website, Facebook, Newspaper, Twitter & rack cards
- ✓ Festival website sponsorship page including link
- ✓ Banner near the stage entertainment designating Gold Sponsorship
- ✓ Public announcements in the beer gardens throughout the weekend
- ✓ Public announcements on stage throughout Monday August 7st
- ✓ Opportunity to Sponsor an activity and be sole recipient of recognition

Silver Sponsor \$1,500+

- ✓ Named Silver Sponsor with Corporate Logo on all Sun Festival correspondence that include website, Facebook, Newspaper & rack cards
- ✓ Banner near the stage entertainment designating Silver Sponsorship
- ✓ Banner designating Silver Sponsorship on grounds and in the parade
- ✓ Public announcements in the beer gardens throughout the weekend



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Bronze Sponsor \$500+

- ✓ Named Bronze Sponsor at the Sun Festival
- ✓ Corporate logo as a Bronze Sponsor on the Sun Festival website, Facebook & rack cards
- ✓ Newspaper advertising the weeks prior, during and after the event
- ✓ Banner designating Bronze Sponsorship on grounds

Friendship Sponsorship \$100+

- ✓ Corporate logo as a Friendship Sponsor on Site Banner of our festival website
- ✓ Recognition on our festival ground banner
- ✓ Newspaper advertising the weeks prior, during and after the event

**Even though Corporate Cash Sponsorships are mainly required,
We also welcome proposals of in-kind sponsorship of equivalent values.**



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Sponsorship Agreement

YES!

I'd like to be involved and sponsor the 2017 Tsawwassen Sun Festival

Company Name:

Contact:

Address:

City:

Postal Code:

Email:

Telephone:

Fax:

Please indicate the Sponsorship Level:

Gold \$3,000 +

SOLE Sponsorship Choice: _____

Silver \$1,500+

Bronze \$500+

Friendship \$100+

In Kind: Value _____

Description: _____



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To confirm your level of commitment and to set off planning costs associated with staging the 2017 Sun Festival, we appreciate your commitment by **May 01, 2017.**

Company logo for our rack cards deadline is May 30, 2017.

For clarification and/or for further information on the festival, please contact the Tsawwassen Sun Festival Coordinator, Elaine Campbell at 604-220-2147 or by email ******tsunfestival@gmail.com******

Please make cheque payable to: *Tsawwassen Sun Festival Society*

Cheque to be mailed to: Tsawwassen Sun Festival Society
 P.O. Box 1254 Postal Station "A"
 Delta, B.C. V4M 3T3

Many thanks in advance for your sponsorship involvement and wishing you an enjoyable and prosperous festival.

Sincerely,

Elaine Campbell

Sun Festival Coordinator, on behalf of the Sun Festival Society



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ADVERTISING

ADVERTISING with the SUN FESTIVAL includes the following media - www.sunfestival.ca, Facebook, Twitter and rack cards (commitment by **May 31, 2017**) which are distributed throughout local businesses in our community, posters, local papers and acknowledgement on our banner during the festival.

** (Level of advertising is dependent on level of sponsorship) **

The collage features three main promotional items:

- Facebook Page:** A screenshot of the Tsawwassen Sun Festival's Facebook profile, showing a cover photo of people holding a large cluster of colorful balloons. The page name is 'Tsawwassen SunFestival'.
- Rack Card:** A yellow and white card titled 'BC DAY LONG WEEKEND' and 'Come & celebrate with us!'. It promotes the 41st year of the festival, held from August 3-5, and lists activities such as fireworks, skateboard competition, parade, antique fair, BMX bike show, BINGO, and a main stage. It also mentions the 32nd year of Slo-Pitch.
- Website Screenshot:** A screenshot of the festival's website, 'www.sunfestival.ca', featuring a 'TSAWWASSEN SUN FESTIVAL' header with a sun character logo. The page lists various events and attractions, including a 'Classic Car Show & Shine', 'Slo-Pitch Tournament', and 'Parade'. It also includes a section for 'JOIN US IN A 3 DAY CELEBRATION OVER THE BC DAY LONG WEEKEND' with a registration deadline of March 1, 2014.