



# TSAWWASSEN SUN FESTIVAL 2018

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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 4 – 6, 2018 marks the 46<sup>th</sup> year and planning has begun to celebrate “Farm to Table”!

Over the past 45 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 36<sup>th</sup> year, Beer Garden, Skateboard Competition, Volleyball Tournament and an Antique Show, that bring in participants giving the business community an opportunity to increase visibility & sales. The festival starts off with a Volleyball Tournament, Skateboard Competition, BINGO, and Drive In Movie. On Monday, the day starts with a Parade along 56<sup>th</sup> Street hosted by the Tsawwassen Rotary Club and Winkill Park is full of activities with the Car Show, Lions Club Pancake Breakfast & Beer Garden, Ball Tournament Finals, Marketplace, Kids Funzone & Midway, Petting Zoo, Men in Black, and Delta Gymnastics. Food vendors, Stage Entertainment, BINGO and the popular Pie Eating contest round up the three day festival.

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 46 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](mailto: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, 2018. 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

## **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 the opportunity of featuring your name with one of the festival highlights.

### **Festival Highlights include:**

#### **PRESENTING & GOLD SPONSOR**

- **CAR SHOW**
- **DRIVE IN MOVIE**
- **KIDS FUNZONE**
- **BEER GARDEN**
- **STAGE ENTERTAINMENT**

#### **SILVER SPONSOR**

- **SLOPITCH TOURNAMENT**
- **SKATEBOARD COMPETITION**
- **VOLLEYBALL TOURNAMENT**
- **CHILDREN'S MIDWAY**
- **PETTING ZOO**
- **BINGO**
- **PETTING ZOO**
- **PANCAKE BREAKFAST**

### **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

## **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 6th while in the parade. The Tsawwassen Sun Festival is pleased to offer the following benefits to our sponsors:

### **PRESENTING \$3,500+ (1 SPOT)**

- ✓ Named Presenting Sponsor in all Sun Festival correspondence and notable mention in all Sun Festival advertisements, that include Social Media and printed advertisement
- ✓ Festival website sponsorship page including link
- ✓ Sole banner near the stage entertainment designating Presenting Sponsor
- ✓ Public announcements in the beer gardens throughout the weekend
- ✓ Public announcements on stage throughout Monday August 6<sup>th</sup>
- ✓ Opportunity to Sponsor an activity and be sole recipient of recognition

### **Gold \$3,000+ (4 SPOTS)**

- ✓ Named Gold Sponsor on Social Media and printed advertisement
- ✓ Shared banner near the Main stage designating Gold Sponsorship
- ✓ Public announcements in the beer gardens throughout the weekend
- ✓ Public announcements on stage Monday August 6<sup>th</sup> at commencement of entertainment
- ✓ Opportunity to Sponsor an activity and be sole recipient of recognition

### **Silver Sponsor \$2,000+ (6 SPOTS)**

- ✓ Named Silver Sponsor on Social Media and printed advertisement
- ✓ Shared banner near the Main Stage designating Silver Sponsorship
- ✓ Public announcements in the beer gardens throughout the weekend
- ✓ Opportunity to Sponsor an activity and be sole recipient of recognition

### **Bronze Sponsor \$750+**

- ✓ Named Bronze Sponsor on Social Media and printed advertisement
- ✓ Newspaper advertising the week prior and after the event
- ✓ Shared banner designating Bronze Sponsorship on grounds

### **Friendship Sponsorship \$100+**

- ✓ Corporate logo as a Friendship Sponsor on Social Media
- ✓ Newspaper advertising the week prior 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

## I'd like to be involved and sponsor the 2018 Tsawwassen Sun Festival

Company Name:

Contact:

Address:

City:

Postal Code:

Email:

Telephone:

Fax:

### Please indicate the Sponsorship Level:

**Presenting** \$3,500 +

Sponsorship Choice: \_\_\_\_\_

**Gold** \$3,000+

Sponsorship Choice: \_\_\_\_\_

**Silver** \$1,500+

Sponsorship Choice: \_\_\_\_\_

**Bronze** \$500+

**Friendship** \$100+

**In Kind:** Value \_\_\_\_\_

Description: \_\_\_\_\_

To confirm your level of commitment and to set off planning costs associated with staging the 2018 Sun Festival, we appreciate your commitment by **April 30, 2018.**

**Company logo for our rack cards deadline is May 30, 2018.**

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 your cheque payable to: Tsawwassen Sun Festival Society**

Cheque to be mailed to: 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