



2017 Sponsorship Opportunities

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Introduction

In 2017 the Friends of Heritage Society was established to ensure the sustainability of Nanaimo Heritage Days for years to come – it's now a 100% community supported and volunteer based not-for-profit event without political affiliations.

Nanaimo Heritage Days offers a range of sponsorship opportunities, from \$100 to \$5,000. Sponsorship features for each level are detailed in the sections below. There are a variety of benefits that come from sponsoring Nanaimo Heritage Days including:

- Increased brand awareness, focused attention on your business
- Enhanced corporate image and reputation
- Positive consumer purchasing and investment decisions
- Customer loyalty recognition that the sponsor is a community supporter
- Great bang-for-the-buck advertising and tax deduction

We look forward to working with you to help meet your objectives through sponsorship participation including in-kind sponsorships, or creating a sponsorship package that fits your specific goals and needs. Contact us directly at [250-667-4088](tel:250-667-4088), email sponsorships@nanaimoheritage.org, or fill out the form at nanaimoheritage.org/sponsorships to get started!

NOTE: To ensure placement in the Nanaimo Heritage Days Promotional Poster, Schedule of Events Program, Educational Promotion Flyer, and Official Volunteer T-Shirts, sponsorships must be confirmed by May 11, 2017.

Grand Sponsor - \$5,000

- Logo on the Nanaimo Heritage Days Promotional Poster
- Logo on the front cover of the Schedule of Events Program
- Logo inside the Schedule of Events Program
- Listed as a presenting sponsor in the Educational Promotion Flyer
- Logo on the Parade Entry Application
- Logo displayed on banners of Event Tents
- Logo displayed on start-of-parade Banner
- Banner (provided by sponsor) displayed at sponsored area or stage
- 10' x 10' booth space at Maffeo Sutton Park or Diana Krall Plaza
- Special recognition by the area/stage hosts
- Logo in event newspaper ads
- Promotion in parade, contest, and entertainment press releases
- Nanaimo Heritage Days web site coverage on nanaimoheritage.org:
 - Logo on the Home Page with link to sponsor's website
 - Logo on the Sponsors Page with link to sponsor's website

- Logo on the Schedule of Events Page with link to sponsor's website
- Listed as a presenting sponsor on the Schedule of Events Page with link to sponsor's website
- Logo in the footer of all website pages with link to sponsor's website
- Nanaimo Heritage Days social media coverage at facebook.com/nanaimoheritagedays:
 - Listed as a sponsor in the cover photo of social media page
 - Recognized and promoted in social media ad campaigns
 - Recognized and promoted in social media posts
- Prominently displayed logo on Official Volunteer T-Shirts
- Listed in the sponsor Thank You ad in the Nanaimo Bulletin

Presenting Sponsor - \$2,500

- Listed as a presenting sponsor on the Nanaimo Heritage Days Promotional Poster
- Logo on the back cover of the Schedule of Events Program
- Listed on the back of the Schedule of Events Program
- Listed as a presenting sponsor in the Educational Promotion Flyer
- Logo on the Parade Entry Application
- Banners (provided by sponsor) displayed at Maffeo Sutton Park and Diana Krall Plaza
- Logo displayed on banners of Event Tents
- Logo displayed on start-of-parade Banner
- 10' x 10' booth space at Maffeo Sutton Park or Diana Krall Plaza
- Special recognition by the area/stage hosts
- Logo in event newspaper ads
- Promotion in parade, contest, and entertainment press releases
- Nanaimo Heritage Days web site coverage on nanaimoheritage.org:
 - Logo on the Home Page with link to sponsor's website
 - Logo on the Sponsors Page with link to sponsor's website
 - Logo on the Schedule of Events Page with link to sponsor's website
 - Listed as a presenting sponsor on the Schedule of Events Page with link to sponsor's website
- Nanaimo Heritage Days social media coverage at facebook.com/nanaimoheritagedays:
 - Recognized and promoted in social media ad campaigns
 - Recognized and promoted in social media posts
- Prominently displayed logo on Official Volunteer T-Shirts
- Listed in the sponsor Thank You ad in the Nanaimo Bulletin

Parade Sponsor - \$1,500

- Logo inside the Schedule of Events Program
- Listed on the back of the Schedule of Events Program
- Logo on the Parade Entry Application
- Logo displayed on banners of Event Tents
- Logo displayed on start-of-parade Banner
- Banner (provided by sponsor) displayed at sponsored area or stage
- 10' x 10' booth space at Maffeo Sutton Park or Diana Krall Plaza
- Special recognition by the area/stage hosts
- Listing in event newspaper ads
- Promotion in parade press releases
- Nanaimo Heritage Days web site coverage on nanaimoheritage.org:
 - Listed on the Home Page with link to sponsor's website
 - Logo on the Sponsors Page with link to sponsor's website
 - Listed in the applicable section of the Schedule of Events Page with link to sponsor's website
- Nanaimo Heritage Days social media coverage at facebook.com/nanaimoheritagedays:
 - Recognized and promoted in social media ad campaigns
 - Recognized and promoted in social media posts
- Logo displayed on Official Volunteer T-Shirts
- Listed in the sponsor Thank You ad in the Nanaimo Bulletin

Contest Sponsor - \$1,250

- Logo inside the Schedule of Events Program
- Listed on the back of the Schedule of Events Program
- Banner (provided by sponsor) displayed at sponsored area or stage
- 10' x 10' booth space at Maffeo Sutton Park or Diana Krall Plaza
- Special recognition by the area/stage hosts
- Listing in event newspaper ads
- Promotion in contest press releases
- Nanaimo Heritage Days web site coverage on nanaimoheritage.org:
 - Listed on the Home Page with link to sponsor's website
 - Logo on the Sponsors Page with link to sponsor's website
 - Listed in the applicable section of the Schedule of Events Page with link to sponsor's website

- Nanaimo Heritage Days social media coverage at facebook.com/nanaimoheritagedays:
 - Recognized and promoted in social media ad campaigns
 - Recognized and promoted in social media posts
- Logo displayed on Official Volunteer T-Shirts
- Listed in the sponsor Thank You ad in the Nanaimo Bulletin

Entertainment Sponsor - \$1,000

- Logo inside the Schedule of Events Program
- Listed on the back of the Schedule of Events Program
- Banner (provided by sponsor) displayed at sponsored area or stage
- 10' x 10' booth space at Maffeo Sutton Park or Diana Krall Plaza
- Special recognition by the area/stage hosts
- Listing in event newspaper ads
- Promotion in entertainment press releases
- Nanaimo Heritage Days web site coverage on nanaimoheritage.org:
 - Listed on the Home Page with link to sponsor's website
 - Logo on the Sponsors Page with link to sponsor's website
 - Listed in the applicable section of the Schedule of Events Page with link to sponsor's website
- Nanaimo Heritage Days social media coverage at facebook.com/nanaimoheritagedays:
 - Recognized and promoted in social media ad campaigns
 - Recognized and promoted in social media posts
- Logo displayed on Official Volunteer T-Shirts
- Listed in the sponsor Thank You ad in the Nanaimo Bulletin

Sustaining Sponsor - \$500

- Listed on the back of the Schedule of Events Program
- 10' x 10' booth space at Maffeo Sutton Park or Diana Krall Plaza
- Nanaimo Heritage Days web site coverage on nanaimoheritage.org:
 - Listed on the Sponsors Page with link to sponsor's website
 - Listed on the bottom of the Schedule of Events Page with link to sponsor's website
- Nanaimo Heritage Days social media coverage at facebook.com/nanaimoheritagedays:
 - Recognized and promoted in social media posts
- Listed in the sponsor Thank You ad in the Nanaimo Bulletin

Community Sponsor - \$250

- Nanaimo Heritage Days web site coverage on nanaimoheritage.org:
 - Listed on the Sponsors Page with link to sponsor's website
 - Listed on the bottom of the Schedule of Events Page with link to sponsor's website
- Nanaimo Heritage Days social media coverage at facebook.com/nanaimoheritagedays:
 - Recognized and promoted in social media posts
- Listed in the sponsor Thank You ad in the Nanaimo Bulletin

Supporting Sponsor - \$100

- Nanaimo Heritage Days web site coverage on nanaimoheritage.org:
 - Listed on the Sponsors Page with link to sponsor's website
- Nanaimo Heritage Days social media coverage at facebook.com/nanaimoheritagedays:
 - Recognized and promoted in social media posts
- Listed in the sponsor Thank You ad in the Nanaimo Bulletin

Nanaimo Heritage Days – Past and Present

For over 152 continuous years our city has celebrated the May long weekend as part of Nanaimo's tradition. Transitioning from Empire Days in 2015, the event underwent a name change to Nanaimo Heritage Days in order to fully recognize and respect the diverse cultural heritage present in our inclusive community.

With this event having such a historically celebrated legacy and its perfect warm-weather timing in the spring, it continues to grow as it draws in long-time residents and attracts new members of the community - and in essence, sets the stage for the summer's activities. Being on the spring long weekend just prior to the summer, a significant amount of out-of-town tourists also attend which includes those who have experienced and enjoyed the event over the years, as well as those who are new to the area.

In 2017 the Friends of Heritage Society was established to ensure the sustainability of Nanaimo Heritage Days for years to come – it's now a 100% community supported and volunteer based not-for-profit event without political affiliations.

As such, the Friends of Heritage Society is focused on making it an even greater success through community building aspects by working together in support and inclusion of the entire community in the event's shaping, growing, funding, and presentation of the event.

We are building upon the event's foundation that's cemented in our heritage through the addition of some exciting enhancements this year which will carry through as part of its continuing legacy in future years. The key elements being added this year are as follows:

- The parade now has a defined heritage focus, with awards being presented for Best Heritage Theme, Best Community Entry, Best Musical Entry, Best Parade Float, and Best of Parade.
- The marshalling and escort vehicles for dignitaries in the parade are now comprised entirely of classic vehicles which further brands the parade as heritage focused and themed.
- A new contest has been added to the parade for the "Honorary Parade Marshall". This is a community contest taking place prior to event day where the community as a whole will help nominate this year's Honorary Parade Marshall. The focus of this contest is to recognize and honour members of the community that are part of Nanaimo's heritage - with the winner being selected based on their community spirit, contributions to the community, historical significance, time spent in the community, and of course their acceptance to be honoured in the parade.
- A new contest has been added for the festival – the Heritage Treat Competition. This is a competition where the best-of-the-best compete against each other and the community does the delicious taste testing and judging to determine the winners. Along with the winners taking home their bragging rights, there is also 1st, 2nd, and 3rd place awards and a prize package.

We look forward to working with you and together making this year's Nanaimo Heritage Days celebration one that is packed full of great memories and fun had by all. We encourage you to participate in this year's Nanaimo Heritage Days and thank you for your support!

Contact us directly about a sponsorship at [250-667-4088](tel:250-667-4088), email sponsorships@nanaimoheritage.org, or fill out the form at nanaimoheritage.org/sponsorships to get started!

Sponsorship Features Matrix

	Grand Sponsor \$5,000	Presenting Sponsor \$2,500	Parade Sponsor \$1,500	Contest Sponsor \$1,250	Entertainment Sponsor \$1,000	Sustaining Sponsor \$500	Community Sponsor \$250	Supporting Sponsor \$100
Logo on the Nanaimo Heritage Days Promotional Poster	●							
Listed as a presenting sponsor on the Nanaimo Heritage Days Promotional Poster		●						
Logo on the front cover of the Schedule of Events Program	●							
Logo on the back cover of the Schedule of Events Program		●						
Logo inside the Schedule of Events Program			●	●	●			
Listed on the back of the Schedule of Events Program	●	●	●	●	●	●		
Listed as a presenting sponsor in the Educational Promotion Flyer	●	●						
Logo on the Parade Entry Application	●	●	●					
Banners (provided by sponsor) displayed at Maffeo Sutton Park and Diana Krall Plaza	●	●						
Logo displayed on banners of Event Tents	●	●	●					
Logo displayed on start-of-parade banner	●	●	●					
Banner (provided by sponsor) displayed at sponsored area or stage			●	●	●			
10' x 10' booth space at Maffeo Sutton Park or Diana Krall Plaza	●	●	●	●	●	●		
Special recognition by the area or stage hosts	●	●	●	●	●			
Logo in event newspaper ads	●	●						
Listing in event newspaper ads			●	●	●			
Promotion in parade, contest, and entertainment press releases	●	●						
Promotion in parade press releases			●					
Promotion in contest press releases				●				
Promotion in entertainment press releases					●			
Logo on Home Page with link to sponsor's website	●	●						
Listed on Home Page with link to sponsor's website			●	●	●			
Logo on Sponsors Page with link to sponsor's website	●	●	●	●	●			
Listed on Sponsors Page with link to sponsor's website						●	●	●
Logo on Schedule of Events Page with link to sponsor's website	●	●						
Listed as a presenting sponsor on Schedule of Events Page with link to sponsor's website	●	●						
Listed in applicable section of Schedule of Events Page with link to sponsor's website			●	●	●			
Listed on the bottom of Schedule of Events Page with link to sponsor's website						●	●	
Logo in the footer of the web site with link to sponsor's website	●							
Listed as a sponsor in the cover photo of social media page	●							
Recognized and promoted in social media ad campaigns	●	●	●	●	●			
Recognized and promoted in social media posts	●	●	●	●	●	●	●	●
Prominently displayed logo on Official Volunteer T-Shirts	●	●						
Logo displayed on Official Volunteer T-Shirts			●	●	●			
Listed in the sponsor Thank You ad in the Nanaimo Bulletin	●	●	●	●	●	●	●	●