



2018 Sponsorship Opportunities

History

The Nanaimo Heritage Festival is an exciting community focused and volunteer-based celebration held annually on the May long weekend. Its roots precede Nanaimo's incorporation in 1874, with the earliest known date of this long-standing Nanaimo event being in 1863 - it is the oldest known community celebration held on the May long weekend in the Commonwealth without interruption.

Being such a popular and historically celebrated legacy with perfect timing for the warm-weather of the spring, it draws a large attendance and in essence sets the stage for the summer's activities. The Nanaimo Heritage Festival is a fully inclusive celebration that attracts thousands of children, adults, families and everything in between - it's treasured by those who have experienced the event throughout the decades and by the many spectators that are new to the area or visiting as tourists.

Celebration

For many, it all starts with the parade - while for others, the fun starts well before then and continues on throughout this full day of celebration. With an abundance of activities, entertainers, bands, performances, local goods, and plenty of delicious food - there's plenty of fun for everyone!

The parade has a distinct emphasis on community and heritage, with awards presented for the Best Heritage Theme, Best Community Entry, Best Musical Entry, and Best of Parade. Led by an Honorary Parade Marshall that's chosen through a community-based contest which takes place prior to the celebration, the marshalling and escort vehicles for the Honorary Parade Marshall and other dignitaries in the parade consist of classic cars which accentuate this community focused heritage themed celebration. This year's theme is focused on the 60s - Peace, Love, and Revolution.

New to 2018

This year's celebration introduces some exciting new components that will expand the event - a Heritage Show 'n Shine on Front Street, a 60s focused Fashion Show, a Battle of the Bands competition, and plenty of prizes and bragging rights to take away. Along with all that - with your support, wrapping up this year's Nanaimo Heritage Festival will be a dazzling display of fireworks for all to enjoy.

Sponsorship

The importance of being able to help get your message out there in broad ways - to showcase your business through a wide variety of touchpoints and highlight your community focus, is very well supported by the Nanaimo Heritage Festival.

With our expanded budget and new components, we're excited to be significantly increasing our marketing and promotional efforts this year. The Nanaimo Heritage Festival provides sponsors with solid value by making available the broad range of touchpoints that the festival utilizes - which delivers your business a variety of benefits including:

- Increased brand awareness and a spotlighted focus on your business
- Customer loyalty through recognition of being a strong community supporter
- Enhanced image and reputation that stimulates consumer purchasing and investment
- Excellent bang-for-the-buck advertising options which are 100% tax deductible

We have identified a variety of ways to help spotlight and provide focuses that can serve your needs best. Below are many of the potential touchpoints available to help showcase and promote your business through our marketing and promotional channels:

Premium “Presented By” Sponsoring

- Fireworks
- Parade
- Show ‘n Shine
- Battle of the Bands
- Entertainment Stage
- Community Stage

Marketing Materials Logo/Text Coverage

- Advertising Signs throughout Nanaimo
- Promotional Poster distribution
- Schedule of Events Program
- Educational Promotion distribution
- Parade Entry Application

Day of Event Coverage

- Logo on Banners at the event
- Logo on Event Tent setups
- Presenting sponsor on start-of-parade banner
- Logo on start-of-parade banner
- Booth space at Maffeo Sutton and Front Street
- Recognition by on-site and live coverage hosts

Radio and News Media Coverage

- Promotion and recognition in radio ads
- Logo or listing in news media ads
- Recognition in press releases
- Post-event thank you ad and press release

Online Coverage at nanaimoheritage.org

- Logo Representation
 - Home Page with link to sponsor site
 - Sponsors Page with link to sponsor site
 - Schedule of Events Page with link to sponsor site
 - Footer logo with link to sponsor site
- Listing Representation
 - Home Page with link to sponsor site
 - Sponsors Page with link to sponsor site
 - Schedule of Events Page with link to sponsor site
 - “Presented By” featured focus

Social Media Coverage via the [Facebook Page](https://www.facebook.com/nanaimoheritage)

- Logo/Text on cover photo
- Recognition promoted in ads
- Recognition in posts

We look forward to partnering with you in this year's Nanaimo Heritage Festival! To get started, contact us directly by phone at [250-327-5035](tel:250-327-5035), by email at sponsorships@nanaimoheritage.org, or online at nanaimoheritage.org/sponsorships.