

# SPONSORSHIP PACKAGE 2018



## VICTORIA DAY PARADE

Monday May 21, 2018

Downtown Victoria

- Victoria's largest parade attracting over 100,000 people; 30% of the population!
- Floats, community groups, our local businesses and cultural performances during the parade
- Over 3000 participants
- Over 70 volunteers will support the parade
- Exclusive Live Stream Broadcast Produced in Partnership with [Roll. Focus. Productions](#) and [Victoria Buzz](#).
- Bands will be performing throughout the weekend at the Legislature, Inner Harbour and the Cameron Bandshell
- Pre-parade performances and Pre Parade Social Media releases for sponsors
- [#CelebrationSquare](#) at Centennial Square with food trucks, entertainment, Bouncy Castles and Family Fun providing on-site brand & engagement opportunities.

## ISLAND FARMS SANTA CLAUS PARADE

Saturday, November 24, 2018

Downtown Victoria

- Victoria's largest Christmas parade attracting over 60,000 people
- Over 75 lighted floats and cultural performances during the parade
- Over 40 volunteers will support the parade
- Exclusive Live Stream Broadcast Produced in Partnership with [Roll. Focus. Productions](#) and [Victoria Buzz](#)
- Donations collected for [The Mustard Seed](#) during the parade
- [#ChristmasSquare](#) with Santa giving away milk and cookies, live entertainment and food post parade!

# SPONSORSHIP OPPORTUNITIES



## PRESENTING SPONSOR \$10,400

**120th Island Farms Victoria Day Parade Presented by \_\_\_\_\_**

- Logo recognition as Presenting Sponsor on all applicable print marketing materials distributed prior to the event, news releases, print advertising, and Social Media Platforms
- Logo and Link Recognition as Presenting Sponsor for both events on banners, all print media, and social media platforms
- Logo presence on parade multi-sponsor Wallpaper on [www.victoriabuzz.com](http://www.victoriabuzz.com) May 1st-May 21st
- 3 solo banners: business logo and parade sponsor mobile/desktop/sidebar for 6 weeks
- Live, Interactive, custom coverage during the Exclusive Livestream broadcast of both parades (1 min interactive element on buzz side stage)
- Facebook like-building contest give-a-way during the broadcast; 3 second ad banner graphic during broadcast with moveable icon, min 3 times during the broadcast
- 3 day Facebook like-building contest launched in May
- Promotional video posted the week before the parade including one parade host
- Contest Event Advertorial with Facebook post, Twitter post and Instagram story with link to be used in 2018
- Full color logo features on Christmas Square
- 12 seats at VIP Seating for Both Parades
- Logo and link on GVFS Website

## **GOLD SPONSOR - \$7,500**

- Recognition as Gold Sponsor for both events
- Banner placed in well viewed area for marketing/branding for both events
- 3 mentions during Roll Focus Production's live stream of parades
- Sponsor mention in news release
- Logo recognition as Gold Sponsor on all applicable print marketing materials distributed prior to the event
- Logo and link on GVFS website and social media mentions
- Full color logo features on signage at Celebration Square and Christmas Square
- 8 seats at VIP Seating for Both Events

## **SILVER SPONSOR - \$3,500**

- Recognition as Silver Sponsor for both events
- Logo recognition as Silver Sponsor on all applicable print marketing materials distributed prior to the event
- Sponsor mention in news releases
- Logo and link on GVFS website and social media mentions
- Full color logo features on signage at Celebration Square and Christmas Square
- 2 Seats at VIP Seating for Both Events

## **BRONZE SPONSOR \$1,500**

- Recognition as Bronze Sponsor for both events
- Logo recognition as Bronze Sponsor on all applicable print marketing materials distributed prior to the event
- Sponsor mention in news release
- Logo and link on GVFS website and social media mentions
- Full color logo features on signage at Celebration Square

## **COMMUNITY/BUSINESS SUPPORTER - \$750**

- Recognition as Community Supporter; logo on GVFS website
- Recognition on event signage in Celebration Square

# OTHER SPONSORSHIP OPPORTUNITIES



## ISLAND FARMS VICTORIA DAY PARADE PRE-PARADE EVENT- PRESENTING SPONSOR \$2,500

- Recognized as presenting sponsor for pre-parade entertainment event at the Legislature
- Logo recognition as presenting sponsor on all applicable print marketing materials distributed prior to the event
- Sponsor mention in news release for pre-parade event
- Recognized as presenting sponsor of pre-parade event on GVFS website and social media mentions (when applicable)
- Full colour logo features on signage at pre-parade event

## CELEBRATION SQUARE TITLE SPONSOR FOR VICTORIA DAY MAY 21, 2018 - \$3,500

- Recognized as Celebration Square Title Sponsor for May 21, 2018 in Centennial Square – Banner Created
- Logo and link on GVFS website
- Logo on all print media for Celebration Square; event signage
- Social Media mentions daily throughout May and 1 per month remainder of year
- Large Activation area for your Business or Community Group complete with table and chairs
- Social media mentions of contest on GVFS social channels prior to parade
- Mentions throughout the event by 100.3 The Q as Title Sponsor  
“Brought to you By,” or “Presented by”

## CELEBRATION SQUARE ACTIVATION SPONSOR FOR VICTORIA DAY MAY 21, 2018 - \$500

- Logo and link on GVFS website
- Logo on event signage
- Social Media mentions throughout May 21 1030-330 and 1 per month remainder of year
- Activation area 10x10 for your Business or Community Group complete with table and chairs to promote your group

## **4TH ANNUAL WICKED VICTORIA – PROMOTING A WALKABLE DOWNTOWN - TITLE SPONSOR \$5,000**

- Recognized as the Official Title Sponsor of Wicked Victoria on all Social Media updates, website, promotional print materials, and radio during the event
- Logo and link on Website recognized as Official Title Sponsor of event
- Promotional area at event provided and can promote on all your sites as Title Sponsor

## **KID ZONE SPONSOR \$2,500**

- Recognized as the Official Kid Zone Sponsor on all promotional materials, Social Media, media, radio and logo on sandwich boards, coroplast signs throughout Kid Zone
- Logo on Website recognized as Official Kid Zone Sponsor

## **COMMUNITY SUPPORTER - \$500**

- Recognized as Community Supporter on promotional materials, social media, logo on sandwich boards throughout event

Connect with us to learn how you can become a part of  
Greater Victoria Festival Society's events

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**CONTACT NOW**