

Festival Sponsorships

Partnering with “Christmas on the Peninsula”



The “Christmas On the Peninsula” (COTP) festival is blessed with an enthusiastic Board of Directors plus a talented and energetic team of volunteers. However, to accomplish the mission and goals of the Festival, significant funding from external sponsors is needed.

Examples of the festival costs include:

- insurance (with \$5,000,000 liability) - \$1,000,
- bond for “Right of Way” for the Christmas Parade,
- potential road closure expenses.

An estimated \$19,000 is needed to cover the full costs of the Festival.

“Christmas on the Peninsula” helps to attract visitors to the White Rock and South Surrey community during the off-season, and to develop an enhanced and vibrant business community. Public response to the festival has been enthusiastic and very encouraging. The COTP Board invites businesses to share this enthusiasm by providing sponsor support to the festival.

The “Christmas on the Peninsula” Sponsorship Program can provide companies with unique marketing opportunities by means of which they can reach Festival audiences throughout the Peninsula and enhance business profiles among them.



Sponsorship Opportunities

Opportunities for financial sponsorship



Sponsorship Package Options	Sponsorship Amount
<u>PLATINUM SPONSORSHIP</u> One (1) Festival Sponsor	\$ 5 000+
<u>DIAMOND SPONSORSHIP</u> Two (2) Event Sponsors •Christmas Parade •Christmas Market	\$ 3 000+
<u>DIAMOND SPONSORSHIP</u> Media Sponsors	\$ 3 000+
<u>GOLD SPONSORSHIP</u>	\$ 2 000+

Sponsorship Package Options	Sponsorship Amount
<u>SILVER SPONSORSHIP</u>	\$ 1 000+
<u>BRONZE SPONSORSHIP</u>	\$ 500+
<u>PEWTER SPONSORSHIP</u>	\$ 250+
<u>FRIENDS</u>	\$ 50+

Many businesses and organizations may prefer to customize their Sponsorship Package to suit their particular needs and budget.

The "Christmas on the Peninsula" Board of Directors welcomes new ideas for sponsor partnerships.



Goods & Services in Kind

A valuable alternative to financial sponsorship



Companies or organizations that would like to support the “Christmas on the Peninsula” Festival but which are unable to become a sponsor at this time, can donate goods or services as an alternative to direct monetary support.

With the **exception of the Festival Sponsor (Platinum) and Event Sponsor levels (Diamond)**, all goods and/or services used for the operation of the “Christmas on the Peninsula” Festival are eligible for credit towards the cost of sponsorship.



Platinum Sponsor - \$5,000+



Marketing & Public Relations Benefits

As a Christmas on the Peninsula Festival Sponsor, your corporation will receive the following benefits- items written in red are additional benefits to those of the previous sponsor level:

Advertising Exposure

- Acknowledgement on website
- Corporate name, logo and URL link to sponsor website will be posted on COTP website
- Corporate name and logo on COTP schedule as part of newspaper pullout
- Year-round poster and newspaper recognition at all COTP Festival- related functions
- Year-round social media exposure in all COTP Festival-related communications
- Corporate logo on Festival poster distributed to local businesses, organizations, and Pacific Northwest churches
- Corporate logo in newspaper ads, distributed to 31,000 households in White Rock/South Surrey
- *Permanent recognition on COTP letterhead and other communication vehicles*
- *Corporate logo on Festival volunteer scarves (100 to be produced) & four scarves provided to sponsor*

Exposure On-site

- Name and logo on two sponsorship display boards prominently located in the Community Centre
- Acknowledgement on two stage schedule boards posted prominently
- Space and table provided free in prominent spot in lobby or the Christmas Market
- Acknowledgement during Christmas Entertainment and at volunteer appreciation events
- One corporate banner prominently displayed at the Christmas Market OR ahead of the Christmas Parade and at any volunteer appreciation events
- *One corporate banner prominently displayed at the Christmas Market PLUS one corporate banner at head of the Christmas Parade. Banner on display at all COTP events*

Thank You

- Invitation to VIP Reception
- Corporate name and logo in 'thank you' acknowledgement in Newspaper
- *Acknowledgement of Festival sponsor at presentations throughout year*
- *Invitation to, and VIP seating at the volunteer appreciation event*



Diamond Sponsor - \$3,000+



Marketing & Public Relations Benefits

As a **Christmas Parade, Christmas Market or Media Sponsor**, your corporation will receive the following benefits - *items written in red are additional benefits to those of the previous sponsor level:*

Advertising Exposure

- Acknowledgement on website
- Corporate name, logo and URL link to sponsor website will be posted on COTP website
- Corporate name and logo on COTP schedule as part of newspaper pullout
- Year-round poster and newspaper recognition at all COTP Festival- related functions
- Year-round social media exposure in all COTP Festival-related communications
- Corporate logo on Festival poster distributed to local businesses, organizations, and Pacific Northwest churches
- Corporate logo in newspaper ads, distributed to 31,000 households in White Rock/South Surrey

Exposure On-site

- Name and logo on two sponsorship display boards prominently located in the Community Centre
- Acknowledgement on two stage schedule boards posted prominently
- Space and table provided free in prominent spot in lobby or the Christmas Market
- *Acknowledgement during Christmas Entertainment and at volunteer appreciation events*
- *One corporate banner prominently displayed at the Christmas Market or ahead of the Christmas Parade and at any volunteer appreciation events*

Thank You

- Invitation to VIP Reception
- Corporate name and logo in 'thank you' acknowledgement in Newspaper



Gold Sponsor - \$2,000+



Marketing & Public Relations Benefits

As a Christmas on the Peninsula Festival Gold Sponsor, your corporation will receive the following benefits - items written in red are additional benefits to those of the previous sponsor level:

Advertising Exposure

- Acknowledgement on website
- Corporate name, logo and URL link to sponsor website will be posted on COTP website
- Corporate name and logo on COTP schedule as part of newspaper pullout
- Year-round poster and newspaper recognition at all COTP Festival- related functions
- Year-round social media exposure in all COTP Festival-related communications
- Corporate logo on Festival poster distributed to local businesses, organizations, and Pacific Northwest churches
- Corporate logo in newspaper ads distributed to 31,000 households in White Rock/South Surrey

Exposure On-site

- Name *and logo* on two sponsorship display boards prominently located in the Community Centre
- Acknowledgement on two stage schedule boards posted prominently
- Space and table provided free in prominent spot in lobby or the Christmas Market

Thank You

- Invitation to VIP reception
- Corporate name and logo in 'thank you' acknowledgement in Newspaper



Silver Sponsor - \$1000+



Marketing & Public Relations Benefits

As a Christmas on the Peninsula Festival Silver Sponsor, your corporation will receive the following benefits - items written in red are additional benefits to those of the previous sponsor level:

Advertising Exposure

- Acknowledgement on website
- Corporate name, **logo** and URL link to sponsor website will be posted on COTP website
- Corporate name **and logo** on COTP schedule as part of newspaper pullout
- Year-round poster and newspaper recognition at all COTP Festival- related functions
- Year-round social media exposure in all COTP Festival-related communications
- **Corporate logo on Festival poster distributed to local businesses, organizations, and Pacific Northwest**

Exposure On-site

- Name **and logo** on two sponsorship display boards prominently located in the Community Centre
- Acknowledgement on two stage schedule boards posted prominently

Thank You

- Invitation to VIP reception
- Corporate name **and logo** in 'thank you' acknowledgement in Newspaper



Bronze Sponsor - \$500+



Marketing & Public Relations Benefits

As a Christmas on the Peninsula Festival Bronze Sponsor, your corporation will receive the following benefits - items written in red are additional benefits to those of the previous sponsor level:

Advertising Exposure

- *Acknowledgement on our website*
- *Corporate name on COTP schedule as part of newspaper pullout*
- *Corporate name and URL link to sponsor website will be posted on COTP website*
- *Year-round poster and newspaper recognition at all COTP Festival- related functions*
- *Year-round social media exposure in all COTP Festival-related communications*

Exposure On-site

- *Name on two sponsorship display boards prominently located in the Community Centre*
- *Acknowledgement on two stage schedule boards posted prominently*

Thank You

- *Invitation to the VIP Reception*
- *Corporate name on 'Thank You' acknowledgement in the newspaper*



Pewter Sponsor - \$250+

Friend - \$50+



Pewter

Marketing & Public Relations Benefits

As a Christmas on the Peninsula Festival Pewter Sponsor, your Corporations will receive the following - *benefits written in red are additional benefits to those at the previous lower sponsor level:*

Advertising Exposure

- Acknowledgement on our website
- *Corporate name on COTP schedule as part of newspaper pullout*

Exposure On-site

- Name on two sponsorship display boards prominently located in the Community Centre
- *Acknowledgement on two stage schedule boards posted prominently*

Thank-you

- *Invitation to VIP Reception*

Friend

Marketing & Public Relations Benefits

As a Christmas on the Peninsula Festival Friend, your Corporation will receive the following benefits:

Advertising Exposure

- Acknowledgement on our website

Exposure On-Site

- Name on two sponsorship display boards prominently located in the Community Centre

