



February 1, 2024

The 77th Steveston Salmon Festival will be held on July 1, 2024. This endearing family tradition has been celebrated by generations of people since 1945. Hundreds of volunteers come together to organize one of the largest non-profit Canada Day celebrations in the country!

What began as a "family sports day" to raise funds for a new children's playground has grown into an event that now attracts 100,000 people. Despite its growth, the philosophy remains the same: raising funds to support programming and projects in and around Steveston for the benefit of the whole community – children, youth, adults and seniors.

The daylong Festival program will include the Parade, Salmon Bake, Chow Mein, Spirit of Steveston Entertainment Zone featuring local live entertainment and an adult beverage area, Kid's Fun Zone with hands-on activities, Youth Festival, Trade Show/Marketplace, Japanese Cultural Show, Art Show, and Kid's Bike Parade. Community is at the core of the festival programming, highlighting themes of family, fun, fitness, and togetherness.

We encourage you to read through this sponsorship package to see what opportunities are available this year to showcase your business/organization as a sponsor of the 2024 Steveston Salmon Festival.

The Steveston Salmon Festival and Steveston Community Society recognizes our sponsors as an integral part of our success and we thank you for supporting this signature community event.

We look forward to your earliest response and we recognize that without your support, this event would not be possible.

The deadline to secure your spot is May 3, 2024.

If you require any further information, please contact:

Mary Ann Pizzinato (604-238-8013).

Email: admin@stevestonsalmonfest.ca

Sincerely,

The Salmon Festival Sponsorship Team



4111 Moncton Street
Richmond, British Columbia
Canada V7E 3A8

P: 604-238-8094 F: 604-718-8096
E: society@stevestoncommunitysociety.com
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Steveston Salmon Festival Sponsorship Opportunities

The Steveston Salmon Festival is pleased to invite you to be a sponsor of one of the largest non-profit Canada Day celebrations in the country. With an estimated annual attendance of over 100,000 people, our event offers excellent exposure for your company and an opportunity to support the community. We recognize our sponsors as an integral part of our success and appreciate your support. Surplus funds generated by the 2024 Salmon Festival are directed towards the new community centre and library, the Steveston Community Park playground renewal, and scholarships for high school students in need of financial aid.

Festival highlights include:

- Salmon Festival Parade
- Salmon Bake
- Chow Mein
- Spirit of Steveston Entertainment Zone
- Kid's Fun Zone
- Youth Festival
- Trade Show/Marketplace
- Japanese Cultural Show
- Art Show
- Kids' Bike Parade
- Food Trucks

As a Steveston Salmon Festival sponsor, you can choose from benefits that will:

- ✓ Showcase your business
- ✓ Increase customer awareness
- ✓ Provide cooperative promotion and marketing
- ✓ Entertain your clients
- ✓ Involve your employees
- ✓ Enhance your community profile
- ✓ Support a wonderful community event

Please make your commitment no later than May 3, 2024. Although we will continue to consider sponsorship proposals after this date, we cannot guarantee all benefits will be met after this date due to production deadlines.

Sponsorship Program

Sponsorship is available at multiple levels. Sponsorships can be cash, equivalent value goods and/or services, or a combination of both. *If these levels do not work, we can also work with your organization to customize a sponsorship program.* The Steveston Salmon Festival is pleased to offer the following benefits to our corporate sponsors:

Diamond Sponsor (Partner Level) - \$25,000+

- Diamond sponsor level with your company name featured prominently as a main sponsor of the 2024 Steveston Salmon Festival
- In addition, your name as a sponsor of one of following Areas:
 - Spirit of Steveston Entertainment Zone – Main Stage
 - Trade Show/Marketplace
 - Kid's Fun Zone
 - Other Areas TBD
- Two banners (supplied by you) prominently displayed in your sponsored area of the festival
- Invitation to the Directors' Reception (up to 6 people)
- Diamond Sponsor VIP gift bags for your attendees (must pre-register for up to 6 people)
- Corporate logo as a main sponsor on all Steveston Salmon Festival promotional material including:
 - Signs at key locations on the festival grounds, including the Main Stage

- Festival poster prominently displayed around Steveston village, at key locations in the City of Richmond, on social media, and on the Salmon Festival website
- Option to display up to 4 banners (supplied by you) at prominent festival locations
- Festival website sponsorship page
- Media 'thank you' advertisement post event
- Opening ceremonies:
 - Special Diamond sponsor mention from the Main Stage
 - Reserved VIP Seating at Opening Ceremonies up to 6 people including 6 VIP parking passes (advance booking required)
 - Meet and greet with opening ceremony special guests and Steveston Society Board members at Directors Reception
- Social Media:
 - Regular mentions on Steveston Salmon Festival social media sites leading up to and including Festival Day. Reciprocal tags/follows used when appropriate
- Advertising/Marketing:
 - Opportunity to advertise in the Steveston Salmon Festival local media prior to the Festival
 - Option for 2 exhibit spaces in the Trade Show at no charge (subject to availability, and must be arranged through the Salmon Festival office a minimum six weeks in advance of the Festival and must comply with all rules and regulations of the Trade Show; a complimentary space for your use only, and cannot be sublet or consigned)
 - Option to enter the parade at no charge (subject to available space, entry supplied by sponsor, subject to the rules and regulations of the Salmon Festival Parade, must be registered through the Salmon Festival office a minimum 6 weeks prior to the Festival, and positioning to be considered)
 - Corporate banner (supplied by you) in a prominent position in the parade or immediately preceding your parade entry should you choose to enter one

Platinum Sponsor - \$20,000+

- Platinum sponsor level with your company name featured at the 2024 Steveston Salmon Festival
- In addition, your name as a sponsor of one of following Areas:
 - Youth Zone
 - Trade Show/Marketplace
 - Community Information Tent
 - Japanese Cultural Show
 - Volunteer Centre
 - Other Areas TBD based on availability
- Two banners (supplied by you) prominently displayed in your sponsored area of the festival
- Invitation to the Directors' Reception (up to 4 people)
- Platinum Sponsor VIP gift bags for your attendees (must pre-register for up to 4 people)
- Corporate logo as a Platinum sponsor on all Steveston Salmon Festival promotional material including:
 - Signs at key locations on the festival grounds
 - Festival poster prominently displayed around Steveston village, at key locations in the City of Richmond, on social media, and on the Salmon Festival website
 - Option to display up to 4 banners (supplied by you) at prominent festival locations
 - Festival website sponsorship page
 - Media 'thank you' advertisement post event
- Opening ceremonies:
 - Special Platinum sponsor mention from the Main Stage
 - Reserved VIP Seating at Opening Ceremonies up to 4 people including 4 VIP parking passes (advance booking required)

- Meet and Greet with Steveston Community Society Board members at Directors Reception
- Social Media:
 - Regular mentions on Steveston Salmon Festival social media sites leading up to and including Festival Day. Reciprocal tags/follows used when appropriate
- Advertising/Marketing:
 - Opportunity to advertise in the Steveston Salmon Festival local media prior to the Festival
 - Option for 1 exhibit space in the Trade Show at no charge (subject to availability, and must be arranged through the Salmon Festival office a minimum six weeks in advance of the Festival and must comply with all rules and regulations of the Trade Show, a complimentary space for your use only, and cannot be sublet or consigned)
 - Option to enter the parade at no charge (subject to available space, entry supplied by sponsor, subject to the rules and regulations of the Salmon Festival Parade, must be registered through the Salmon Festival office a minimum 6 weeks prior to the Festival, and positioning to be considered)
 - Corporate banner (supplied by you) in a prominent position in the parade or immediately preceding your parade entry should you choose to enter one.

Gold Sponsor - \$15,000+

- Gold sponsor level with your company name featured at the 2024 Steveston Salmon Festival
- In addition, your name as a sponsor of one of following Areas:
 - Marketplace & Artisan Market
 - Art Show
 - Japanese Cultural Show
 - Volunteer Centre
 - Other Areas TBD
- One banner (supplied by you) prominently displayed in your sponsored area of the Festival
- Invitation to the Directors' Reception (up to 2 people)
- Gold Sponsor VIP gift bags for your attendees (must pre-register for up to 2 people)
- Corporate logo as a Gold sponsor on all Steveston Salmon Festival promotional material including:
 - Signs at key locations on the festival grounds
 - Festival poster prominently displayed around Steveston village, at key locations in the City of Richmond, on social media, and on the Salmon Festival website
 - Option to display up to 4 banners (supplied by you) at prominent festival locations
 - Festival website sponsorship page
 - Media 'thank you' advertisement post event
- Opening ceremonies:
 - Special Gold sponsor mention from the Main Stage
 - Option for reserved 2 VIP seating on the Parade review stand (advance reservation required), and option for 1 VIP parking pass (advanced booking required)
 - Meet and Greet with Steveston Community Society Board members at Directors Reception
- Social Media:
 - Regular mentions on Steveston Salmon Festival social media sites up to and including Festival Day. Reciprocal tags/follows used when appropriate
- Advertising/Marketing:
 - Opportunity to advertise in the Steveston Salmon Festival local media week prior to the Festival
 - Option to enter the parade at no charge (subject to available space, entry supplied by sponsor, subject to the rules and regulations of the Salmon Festival Parade, must be registered through the Salmon Festival office a minimum 6 weeks prior to the Festival, and positioning to be considered)

- Corporate banner (supplied by you) in a prominent position in the parade or immediately preceding your parade entry should you choose to enter one

Silver Sponsor - \$10,000+

- Silver sponsor level with your company name featured at the 2024 Steveston Salmon Festival
- Invitation to the Directors' Reception (up to 2 people)
- Silver Sponsor VIP gift bags for your attendees (must pre-register for up to 2 people)
- Corporate logo as a Silver sponsor on all Steveston Salmon Festival promotional material including:
 - Signs at key locations on the festival grounds
 - Festival poster prominently displayed around Steveston village at key locations in the City of Richmond, on social media, and on the Salmon Festival website
 - Festival website sponsorship page
 - Media 'thank you' advertisement post event
- Opening ceremonies:
 - Special Silver sponsor mention from the Main Stage
 - Meet and Greet with Steveston Community Society Board members at Directors Reception
- Social Media:
 - Regular mentions on Steveston Salmon Festival social media sites leading up to and including Festival Day. Reciprocal tags/follows used when appropriate
- Advertising/Marketing:
 - Opportunity to advertise in the Steveston Salmon Festival local media prior to the Festival
 - Option to enter the parade at no charge (subject to available space, entry supplied by sponsor, subject to the rules and regulations of the Salmon Festival Parade, must be registered through the Salmon Festival office a minimum 6 weeks prior to the Festival, positioning to be considered)
 - Corporate banner (supplied by you) in a prominent position in the parade or immediately preceding your parade entry should you choose to enter one

Bronze Sponsor - \$5,000+

- Bronze sponsor level with your company name featured at the 2024 Steveston Salmon Festival
- Invitation to the Directors Reception (up to 2 people)
- Bronze Sponsor VIP gift bags (must pre-register up to 2 people)
- Corporate logo as a Bronze sponsor on all Steveston Salmon Festival promotional material including:
 - Signs at key locations on the festival grounds
 - Festival poster prominently displayed around Steveston village, at key locations in the City of Richmond, on social media, and on the Salmon Festival website
 - Festival website sponsorship page
 - Media 'thank you' advertisement post event
- Opening ceremonies:
 - Special Bronze sponsor mention from the Main Stage
- Social Media:
 - Regular mentions on Steveston Salmon Festival social media sites leading up to and including Festival Day. Reciprocal tags/follows used when appropriate
- Advertising/Marketing:
 - Opportunity to advertise in the Steveston Salmon Festival local media prior to the Festival

Friends of Steveston - \$1,000

- Named as a Friend of the Steveston Salmon Festival
- Corporate name listed as Friend of Steveston Salmon Festival sponsor on promotional material including:
 - Festival website sponsorship page
 - Media 'thank you' advertisement post event
 - Mentions, when possible, on Steveston Salmon Festival social media sites



**Steveston
Salmon
Festival
July 1, 2024**

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Richmond, BC V7E 3A8
Tel: 604-238-8094
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www.stevestonsalmonfest.ca
Email: admin@stevestonsalmonfest.ca

Sponsorship Application

Please make your commitment no later than May 3, 2024. Although we will continue to consider sponsorship proposals after this date, we cannot guarantee all benefits will be met after this date due to production deadlines.

Company: _____ Contact: _____

Address: _____

City/Province: _____ Phone: _____

Postal Code: _____ Fax: _____

E-mail: _____ Website: _____

Social Media Sites: _____

Sponsorship Levels (please refer to the sponsor package for details)

- | | |
|--|-----------|
| <input type="checkbox"/> Diamond Sponsor (Partner) | \$25,000+ |
| <input type="checkbox"/> Platinum Sponsor | \$20,000+ |
| <input type="checkbox"/> Gold Sponsor | \$15,000+ |
| <input type="checkbox"/> Silver Sponsor | \$10,000+ |
| <input type="checkbox"/> Bronze Sponsor | \$ 5,000+ |
| <input type="checkbox"/> Friends of Steveston | \$ 1,000+ |

Payable by:

- Cash
- Goods and/or Services valued at \$ _____
- Cash \$ _____ and Goods and/or Services valued at \$ _____ totaling \$ _____
Please make your Cheque payable to "Steveston Community Society"

Sponsor Signature

Print Name

Date

ADMIN ONLY

Salmon Festival Authorized Signature

Print Name

Date

Thank you for supporting the Steveston Salmon Festival!

SPONSOR CHECKLIST

The following are reminders of what we need from you by May 3, 2024, to ensure our recognition commitments are met. Please submit material to admin@stevestonsalmonfest.ca

- Submit logo in either ESP format or Vector format
- Please provide your Social Media information

Please confirm the following (depending on sponsor level):

- Sponsor will provide banners for display
- Sponsor will exhibit in the Marketplace, please contact us with details
- Sponsor will enter the Parade, please contact us with details
- Sponsor will require reserve seating on the Parade review stand
- Sponsor will require VIP parking passes