



# STEVESTON SALMON FESTIVAL

*It's about COMMUNITY*

January 27, 2025

The 78<sup>th</sup> Steveston Salmon Festival will be held on July 1, 2025. 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 over 75,000 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 Salmon Festival Parade, Salmon Bake, Chow Mein, Spirit of Steveston Zone featuring local live entertainment and an adult beverage area, Sammy’s Fun Zone with live entertainment and hands-on activities, Catch of the Day Stage, Youth Zone, Marketplace, Japanese Cultural Show, Art Show, and Kid’s Bike Parade.

***New this year is Sponsors Row in the heart of the Village!***

Community is at the core of the Festival programming, highlighting themes of family, fun, fitness and togetherness. We encourage you to read this sponsorship package to see what opportunities are available this year to highlight your business/organization as a sponsor of the 2025 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 April 15, 2025.

If you require any further information, please contact:

Mary Ann Pizzinato  
[admin@stevestonsalmonfest.ca](mailto:admin@stevestonsalmonfest.ca)  
604.238.8013

Sincerely,

The Steveston Salmon Festival Sponsorship Team





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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 75,000 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 2025 Steveston Salmon Festival will be directed towards the new community centre and library, and scholarships for high school students in need of financial aid.

### **Festival highlights include:**

**Adult Beverage Area**

**Art Show**

**Catch of the Day Stage**

**Chow Mein**

**Food Trucks**

**Japanese Cultural Show**

**Kid's Bike Parade**

**Marketplace**

**Salmon Festival Parade**

**Salmon Bake**

**Sammy's Fun Zone & Stage**

**Spirit of Steveston Zone & Stage**

**Sponsors Row**

**Youth Zone**

### **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 April 15, 2025. 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.





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## **Sponsorship Program**

Sponsorship is available at multiple levels. Sponsorship 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 - \$25,000+**

- Diamond Sponsor with your company name featured prominently as the main sponsor for the 2025 Steveston Salmon Festival
- In addition, your name as the sponsor of the following area:
  - **Spirit of Steveston Entertainment Zone – Main Stage**
- Two banners (supplied by you) prominently displayed in your sponsored area of the Festival
- Invitation to the Directors' Reception (up to 8 people)
  - Diamond Sponsor VIP gift bags for your attendees (must pre-register for up to 8 people)
- Corporate logo as the Diamond Sponsor on all Steveston Salmon Festival promotional material including:
  - Signs at key locations on the festival grounds, including the Main SOS stage
  - Festival poster prominently displayed around Steveston Village, at key locations in the City of Richmond, on Social Media, and on the Steveston 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 SOS Stage
  - Meet and greet with Steveston Society Board members at the Directors Reception





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- 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
  - Option for 2 exhibit spaces on Sponsors Row or in the Marketplace at no charge
  - Option to enter the parade at no charge

## **Platinum Sponsor - \$20,000+**

- Platinum Sponsor with your company name featured at the 2025 Steveston Salmon Festival
- In addition, your name as a sponsor of one of the following areas:
  - **Sammy's Fun Zone - Stage & Hands-On Activities**
  - **Catch of the Day Entertainment Zone - Stage**
- Two banners (supplied by you) prominently displayed in your sponsored area of the Festival
- Invitation to the Directors' Reception (up to 6 people)
  - Platinum Sponsor VIP gift bags for your attendees (must pre-register for up to 6 people)
- Corporate logo as a Platinum Sponsor on all Steveston Salmon Festival promotional material including:
  - Signs at key location on the festival grounds, including your sponsored area
  - Festival poster prominently displayed around Steveston Village, at key locations in the City of Richmond, on Social Media, and on the Steveston 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 SOS Stage
  - Meet and greet with Steveston Society Board members at the Directors Reception





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  - Regular mentions on Steveston Salmon Festival social media sites leading up to and including Festival Day. Reciprocal tags/follows used when appropriate
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  - Option for 2 exhibit spaces on Sponsors Row or in the Marketplace at no charge
  - Option to enter the parade at no charge

## **Gold Sponsor - \$15,000+**

- Gold Sponsor with your company name featured at the 2025 Steveston Salmon Festival
- In addition your name as a sponsor of one of the following areas:
  - **Sponsors Row**
  - **Marketplace**
- Two banners (supplied by you) prominently displayed in your sponsored area of the Festival
- Invitation to the Directors' Reception (up to 4 people)
  - Gold Sponsor VIP gift bags for your attendees (must pre-register for up to 4 people)
- Corporate logo as a Gold Sponsor on all Steveston Salmon Festival promotional material including:
  - Signs at key location on the Festival grounds, including your sponsored area
  - Festival poster prominently displayed around Steveston Village, at key location in the City or Richmond, on Social Media, and on the Steveston 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 SOS Stage
  - Meet and greet with Steveston Community Society Board members at the Directors' Reception





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- Social Media
  - Regular mention on Steveston Salmon Festival social media sites, up to and including Fest Day. Reciprocal tags/follows used when appropriate
- Advertising/Marketing
  - Option for 1 exhibit space on Sponsors Row or in the Marketplace at no charge
  - Option to enter the parade at no charge

## **Silver Sponsor - \$10,000+**

- Silver Sponsor with your company name featured at the 2025 Steveston Salmon Festival
- In addition your name as a sponsor of one of the following areas:
  - **Japanese Cultural Show**
  - **Youth Zone**
- Two banners (supplied by you) prominently displayed in your sponsored area of the Festival
- Invitation to the Directors' Reception (up to 4 people)
  - Silver Sponsor VIP gift bags for your attendees (must pre-register for up to 4 people)
- Corporate logo as a Silver Sponsor on all Steveston Salmon Festival promotional material including:
  - Signs at key location on the Festival grounds, including your sponsored area
  - Festival poster prominently displayed around Steveston Village, at key location in the City or Richmond, on Social Media, and on the Steveston Salmon Festival website
  - Option to display up to 2 banners (supplied by you) at prominent Festival locations
  - Festival website sponsorship page
  - Media 'thank you' advertisement post event
- Opening Ceremonies
  - Special Silver Sponsor mention from the Main SOS Stage
  - Meet and greet with Steveston Community Society Board members at the Directors' Reception





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- Social Media
  - Regular mention on Steveston Salmon Festival social media sites, up to and including Fest Day. Reciprocal tags/follows used when appropriate
- Advertising/Marketing
  - Option for 1 exhibit space on Sponsors Row or in the Marketplace at no charge
  - Option to enter the parade at no charge

### **Bronze Sponsor - \$5,000+**

- Bronze Sponsor with your company name featured at the 2025 Steveston Salmon Festival
- Invitation to the Directors' Reception (up to 2 people)
  - Bronze level sponsor VIP gift bags for your attendees (must pre-register for 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 Steveston Salmon Festival website
  - Festival website sponsorship page
  - Media 'thank you' advertisement post event
- Opening Ceremonies
  - Special Bronze sponsor mention from the SOS Main Stage
  - Meet and greet with Steveston Community Society Board members at the Directors' Reception
- Social Media
  - Regular mention on Steveston Salmon Festival social media sites leading up to and including Festival Day
- Advertising/Marketing
  - Option for 1 exhibit space on Sponsors Row or in the Marketplace
  - Option to enter the parade at no charge





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### **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







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**Sponsorship Application:**

*Please make your commitment no later than April 15, 2025. 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: \_\_\_\_\_ PC: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Website: \_\_\_\_\_ Social Media Sites: \_\_\_\_\_

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

- Diamond Sponsor \$25,000+
- Platinum Sponsor \$20,000+
- Gold Sponsor \$15,000+
- Silver Sponsor \$10,000+
- Bronze Sponsor \$ 5,000+
- 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

\_\_\_\_\_  
Steveston Salmon Festival Signature

\_\_\_\_\_  
Print Name – Date

\_\_\_\_\_  
Print Name - Date

**Thank you for supporting the Steveston Salmon Festival!**





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## **SPONSOR CHECKLIST**

Following are some reminders of what we need from you by April 15<sup>th</sup> to ensure our recognition commitments are met. Please submit material to [admin@stevestonsalmonfest.ca](mailto:admin@stevestonsalmonfest.ca)

- Submit logo – high resolution ESP/Vector or PNG format.
- Please provide your Website, and Social Media handles.

### **Please confirm the following (depending on sponsor level):**

- We will provide banners for display in our sponsored area
- We will exhibit on Sponsors Row or the Marketplace, please contact us with details
- We will enter the Parade, please contact us with details
- We would like VIP parking passes
- We would like an invitation to the Directors Reception, please contact us

