



SPONSORSHIP

Helping you become a LEADER in COMMUNITY
ENGAGEMENT

SCHEDULE OF EVENTS

March 4 2018- Centennial Lodge,
New Westminister

Oscar Night Fundraiser

April 13 2018- Justice Institute

First Night Presentations

April 14 2018- Douglas College

Evening of Stars Awards Gala

May 19-27 2018 New Westminister

Hyack Festival Week

May 25-27 2018- Various

Hospitality Weekend

May 26 2018- 6th Street, New
Westminister

International Parade

May 26 2018- Belmont St.

Uptown Street Fest!

May 26 2018- NW City Hall

Seymour Battery Salute



Leader in Community Engagement

For over 47 years the Hyack Festival Association has been enriching the community of New Westminister and beyond through world-class festivals and co-operative events in which the community can participate and take pride.

The greatest impact that our events have is building the "Spirit of Community" and providing free entertainment and participatory engagement that is truly inclusive, intergenerational, diverse and multicultural.

Throughout the year, we organize events and projects that generate community spirit including the Hyack International Festival, one of BC's largest and most well-loved festivals, culminating with the International Parade and Uptown Street Fest!, the Canada Day Fireworks, the Hyack Leadership Ambassador Program, and the Royal City Show & Shine just to name a few.



May 27 2018- The Armoury

Heritage Picnic

June 16-17 2018- Justice Inst.

Family Days

July 1 2018- NW Quay

Canada Day Fireworks

July 22 2018- Justice Inst.

Royal City Show & Shine

August 2018- Queen's Park

Performing Arts Festival

November 2018 TBD

Trivia Night Fundraiser

Other opportunities

Year long- emailed to our members

Monthly Newsletter

Last Friday- Various New West

Monthly TGIF

Year long- Pacific North West

Float, Trailer

Benefits

- You will be recognized in Hyack event advertising*, collateral marketing materials in print*, digital format*, on social media* and through local news coverage (when available)*.
- Reach a target audience of families and well established individuals above 40, in New Westminster and surrounding municipalities.
- Your Brand will become synonymous of “community engagement”.
- Your Company will be recognized in public address announcements by the MC at individual events*.
- Your Company will help produce events that support community building, community pride and a sense of belonging.

Subject to sponsorship level*

Promote Your Business!

Hyack Festival Events are a perfect opportunity to provide samples or to distribute marketing materials. There are many options to engage and interact with potential clients. Hyack events reach a broad demographic spectrum, build community spirit and drive economic activity. Fill out the attached sponsorship form and forward it to the Hyack Festival Association office execdirector@hyack.bc.ca or call Brunella Battista at 604-522-6894.



May 26 2018- 6th Street, New Westminster

International Parade

Sponsor the International Parade, and your brand becomes synonymous with **Leadership in Community Engagement.**

The annual Hyack Festival culminates with the renowned Hyack International Parade featuring British Columbia's largest family-oriented parade with over 120 entries from throughout BC and the Pacific Northwest. You won't want to miss the impressive floats, marching bands, mascots and performance artists that fill the streets of New Westminster. It's a 'can't miss' event for the entire family.



The Record Insert, distribution: 16630

The audience of the Parade is as diverse as New Westminster. Many come from neighbouring communities (Surrey, Burnaby and Vancouver). Families and singles, old and young, the parade audience reaches in the tens of thousands. With three live Master of Ceremonies along the Parade Route, sponsors will be generously mentioned during the parade (previously televised by Shaw Cable) and included prominently in our pullout insert in the Record Newspaper.



Float at 2017 Parade

Marching at the 2017 Parade



Float at 2017 Parade



HYACK SPONSORSHIP	TITLE SPONSOR	MAJOR SUPPORTER	Participating Sponsor	Pirate's Sponsor
Naming Rights	Parade Naming Rights			
Live Plugs	3 MCs read Sponsor Paragraph 3 times	3 MCs mention Name during parade 3 times		by MCs, during Pirate's drive by
VIP TIX	2 VIP Tix to 2 events and Parade Vip Area	2 Vip tix to 1 event and Parade Vip Area	Parade Vip Area Access	2 Vip tix to 1 event and Parade Vip Area
Space	Booth Space with Branding placement and table	Booth Space with table at Uptown Street Fest	Shared Booth at Uptown Street Fest	Booth at Uptown Street Fest
Print	Large logo on front cover of and logo inside (1000) Record Newspaper Insert	Large logo on front cover of (1000) Record Insert	small logo on last page of Record Insert	Medium logo on front cover of (1000) Record Insert
On-line/ Digital	12 (online/social media) collaterals with link	6 (online/social media) collaterals with link	2 (online/social media) collaterals	
VALUE	\$8000	\$5000	\$500	\$2500
Availability	<i>max one</i>	<i>max three</i>	<i>max 12</i>	<i>max one</i>

Seattle Seafair Pirates will bring their cannon to New Westminster thanks to YOU!



May 26 2018- Belmont St.

Uptown Street Fest!

from 11:00 am to 5:00 pm



The Hyack Festival is excited to be hosting the 6th Annual Uptown Street Fest! This is a great chance for businesses and associations to be visible in the community and participate in a celebration of all things New West. Benefitting from the large crowds that attend the Parade, Uptown Street Fest! has been a success year after year, and this year, with an expected attendance of 10000, it's quickly selling out. This event is only possible thanks to the generosity of sponsors like you and gives the opportunity to friends and families to hang with us for the day at no charge!



Crowds at Uptown Street Fest! 2015

	Participating Sponsor	Presenting Sponsor	Vendor	Food Vendor/ Truck
VIP TIX	Parade Vip Area Access			
Space	Booth at Uptown Street Fest	based on your presentation needs (TBD)	10 x 10	
Print	small logo on last page of Record Insert	mention in Record Inser	mention in Record Inser	mention in Record Inser
On-line/ Digital	logo on USF webpage, two social media posts with logo	logo on USF webpage, two social media posts with logo	Mention on USF webpage, social media	Mention on USF webpage, social media
VALUE	\$500	\$250	\$150	\$175 or % of sales
Availability	only 12	only 5	only 13	only 8

July 22 2018- Justice Inst.

Royal City Show & Shine

A tried and true genuine Car Show for weekend mechanic enthusiasts to professionals alike, the Iconic Show and Shine is an inclusive exhibition showcasing the most beautiful, rare, and unique cars. We create an attractive and experiential social event where heritage, dedication, care and innovation are dispensed to record-breaking crowds in a diverse family setting.

The Show & Shine enhances and enlivens the quality of life for the citizens of New Westminster and our visitors, by providing an intergenerational social occasion, held dearly in the hearts of our community, that highlights hard work and dedication on the part of the participants and stretches the audience's imagination. The Show & Shine is promoted through radio, newspaper, on our social media channels, to car and motorbike clubs and on specialized car aficionados websites and social media.



Royal City

Show & Shine

2017



	Title Sponsor	Event Sponsor	Community Sponsor
Space	10x20 branded	10x10 branded	10x10
Print/ Posters	large logo (on top)	medium logo (bottom)	small logo (bottom)
Online/Digital	large logo with link	medium logo with link	small logo
Live Plug	paragraph by MC at event (5 times)	3 by MC at event (one line)	mention by MC
Value	\$5000	\$3000	\$1000
Availability	1	3	5

June 16-17 2018- TBD

Family Days

The Hyack Family Days is a community festival geared toward low to moderate income families in New Westminster and the Tri-Cities providing minimal cost entertainment and enrichment activities with a safety overlay.

The festival is intended to bring together families with art activities, an art contest, media stations, and fun rides while providing the interactive opportunity to learn about safety in fun ways all the while offering families minimal or no cost entertainment like rides and games., interactive displays, art activities and food vendors.

Public, entertainers and amusements at Family Days



	Event Sponsor	Presenting Sponsor	Vendor	Food Vendor/ Truck
Live Plug	once daily by MC	once daily by MC		
Space	10x 20 Booth at Family Days	based on your presentation needs (TBD)	10 x 10	
Print	Large prominent logo on all print materials			
On-line/ Digital	logo on Family Days webpage, two social media posts with logo/ link	logo on Family Days webpage, two social media posts with logo	Mention on Family Days webpage, social media	Mention on Family Days webpage, social media
VALUE	\$3500	\$550	\$250 (2 days)	\$225 or % of sales
Availability	1	max 5	only 13	only 8



More Ways to Sponsor

The Hyack Float

Transported inside the Hyack Trailer, the Hyack float travels throughout the Northwest region to participate in community parades including Seattle, Tacoma, Marysville, Wenatchee, and Leavenworth as well as locally, in Port Moody, Vancouver and Steveston to name a few. Our appearances help promote the City of New Westminster to the hundreds of thousands of people who line the parade routes as well as the millions of viewers watching on major Canadian and US television stations. Our Award winning Hyack Float is recognized and featured annually in numerous publications.

2005 Hyack Float



2017 Hyack Float

HYACK SPONSORSHIP	TRAILER SPONSOR	FLOAT SPONSOR	NEWSLETTER SPONSOR	TGIF supporter
Live Plugs		Name when possible	Name at Fundraisers and TGIFs	Name at 6 TGIF
Brand on swag	Brand on trailer	Brand on brochure	Brand on event swag (if any)	
VIP TIX	1 VIP tix to any event	1 Vip tix to Unveiling and Parade Vip Area	1 Vip tix	Parade Vip Area Access
Space	2 branding on trailer	sign on float (TBD)	Top Branding placement monthly	8x10 desk poster, biz cards at TGIF
Electronic	2 electronic collateral with link	3 electronic collateral with link	12 electronic collateral with logo and link	Name or logo in TGIF in soc. med. promotion
VALUE	\$1500	\$2000	\$1200	\$250
Availability	<i>only six</i>	<i>only three</i>	<i>one per year</i>	<i>only 24</i>

2018 New Westminster Hyack Ambassador Leadership Program

Sponsorship Opportunity Levels

Premiere **Diamond Sponsorship** - \$2500 (Presenting Sponsors)

Presenting Sponsors receive priority placement and are showcased at each major event/activity within the New Westminster Hyack Ambassador Leadership Program.

- President's Tea
- **"Evening of Stars"** Awards Gala weekend
- Continued priority placement throughout our City, Lower Mainland and Pacific Northwest

Ruby Sponsorship - \$1500 (Leadership Training and/or Event Venue)

Ruby Sponsors are again showcased and acknowledged as the Leadership Training main sponsor. The Hyack Ambassador Leadership Program brings in professional business people and leaders to train the candidates in a variety of life leadership skills that will last a lifetime.

Emerald Sponsorship - \$1000 (Individual Candidate: Business Wardrobe, Candidate Scholarship)

By sponsoring an individual candidate you receive the following:

- Recognition throughout the year through advertising, press releases, personal Candidate appearances and promotion of the Hyack Ambassador Program
- At each event, your representative will wear a sash advertising your business name, as well as a name badge including your sponsor's name.
- During public appearances, your candidate will deliver a speech on your business.
- The **"Evening of Stars"** Awards Gala event, your candidate will introduce you and your business to the audience.
- The knowledge that your support includes a \$250 scholarship to your candidate

Sapphire Sponsorship - \$500 (Events Sponsor: President's Tea, Trivia Nite etc and/or Program Expenses)

"Connect with your Community!" Sapphire Sponsors join a growing list of community-minded individuals who value contributing to our youth with their support. Sponsoring an individual event gives you additional exposure.

Pearl Sponsorship - \$250+ (Post - Secondary Scholarship Awards)

Each participant accepted into the New Westminster Hyack Leadership Program receives a minimum \$250 post-secondary scholarship at the end of their Ambassadorial year. Additional awards are presented for Top Communicator, Top Essay, Knowledge Exam, Alumni Award and recognition for Top Participation and Volunteering. Contribute to the Scholarship Award of your choice!





Hyack 2018 Sponsorship Form

Business Name: _____

Business Address: _____

Contact Person: _____ Title: _____

Phone: _____ Cell: _____

Email: _____

We agree to become a Hyack Festival Association Sponsor for the following opportunity

We understand our contribution will be \$ _____

A cheque for this amount, payable to the Hyack Festival Association, will be issued on or before this date (payment is due by date of event) _____

Signature for Sponsoring Company

Signature for Hyack Festival Association

Please Print Name

Please Print Name

Date _____

Date _____

Hyack reserves the right to change these terms and conditions at any time, without prior notice. In the event that any changes are made, you shall be notified.