



# SPONSORSHIP

Helping you become a LEADER in  
COMMUNITY ENGAGEMENT

## SCHEDULE OF EVENTS

January 27

**President's Tea**

February 21

**Hyack Ambassador Leadership Program  
Etiquette Dinner**

March 2

**Hyack Ambassador Leadership Program  
Trivia Night Fundraiser**

April 12

**Hyack Ambassador Leadership Program  
Speech Night**

April 13

**Hyack Ambassador Leadership Program  
Awards Gala**

May 22

**May Day Tea**

May 20-26

**Hyack Festival Week**

May 24-26

**Hospitality Weekend**

May 25, 2019- 6th Street, New Westminster

## Benefits

- **Brand visibility** and business exposure to a crowd of thousands.
- **Targeted Marketing** to youth, families and well established individuals above 40, in New Westminster and surrounding municipalities.
- **On-site promotion** in public address announcements by the MC at individual events\*.
- **Engagement and experiential marketing** with your own booth\*.
- **Efficient Lead Generation**
- **Off-site and social media promotions** to your target market
- **Recognition** in Hyack event **advertising\***, collateral marketing materials in print\*, digital format\*, on social media\* and through local news coverage (when available)\*.
- **Content and audience data**
- Your Company will help produce events that support community building, community pride and a sense of belonging.
- Your Brand will become synonymous of "community engagement".



Subject to sponsorship level\*

## SCHEDULE OF EVENTS

May 24

**Hospitality Banquet**

May 25

**International Parade**

**Uptown Street Festival**

**Seymour Artillery Firing**

**Rose Planting**

**Masquerade Ball**

May 26, 2018

**Heritage Picnic**

**Sunset Stroll and Mascot March**

June 21

**Wine Tasting Night**

June 23

**Volunteer Appreciation BBQ**

July 1

**Canada Day at the Quay**

**Canada Day Fireworks**

**VIP Banquet**

September 22

**Royal City Scavenger Hunt**

October 5

**Music Bingo Fundraiser**

November 23

**Breakfast with Santa**

## 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](mailto:execdirector@hyack.bc.ca) or call Brunella Battista at 604-522-6894.

## Leader in Community Engagement

For over 48 years the Hyack Festival Association has been enriching the community of New Westminster 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 25, 2019- 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 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.

*"It gives variety to media spend and allows us to connect with consumers in a much different way than traditional media can get you. We look at [return on investment] on many different levels...we measure it much more than the 2 hour parade,"* Scotts Miracle-Gro vice president John Sass told CNBC about participating in a parade.

*"Floats are very memorable... they also promote your business as civic minded and community oriented, which is worth its weight in gold for building goodwill in the community"* says James Stephenson in Ultimate Small Business Marketing Guide

Marching at the 2017 Parade



Float at 2017 Parade





HYACK SPONSORSHIP	TITLE SPONSOR	MAJOR SUPPORTER	Participating Sponsor	Pirate's Sponsor
<b>Naming Rights</b>	Parade Naming Rights			
<b>Live Plugs</b>	3 MCs read Sponsor Paragraph 3 times	3 MCs mention Name during parade 3 times		by MCs, during Pirate's drive by
<b>VIP TIX</b>	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
<b>Space</b>	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
<b>Print</b>	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
<b>On-line/ Digital</b>	12 (online/social media) collaterals with link	6 (online/social media) collaterals with link	2 (online/social media) collaterals	
<b>VALUE</b>	\$5000	\$3000	\$500	\$2500
<b>Availability</b>	<i>max one</i>	<i>max three</i>	<i>max 12</i>	<i>SOLD</i>

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







May 25 2019- Belmont St.

## Uptown Street Fest!

from 11:00 am to 5:00 pm

*The Hyack Festival is excited to be hosting the 6<sup>th</sup> Annual Uptown Street Fest! This is a great chance for businesses and associations to be visible in the community. 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.*

### Unbeatable ROI:

In a 2016 survey, the Event Marketing Institute found that 74 percent of consumers are more likely to buy products after exposure to a branded event marketing experience.

At our Festival attendees engage with local businesses, testing products, sampling goods, joining mailing lists, providing feedback, filling surveys, and promoting brands through countless selfies on social media. This opportunity for “**engagement marketing**” is invaluable to local business, and since festival doesn’t target special groups or special interests, we provide the broadest audience for our local businesses, creating new and enthusiastic customers with a minimal investment.



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 (10x20max)	presentation space (10x10)	10 x 10	
Print	small logo on last page of Record Insert	mention in Record Insert		
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	\$300	\$165	\$185
Availability	only 5	only 6	only 15	only 8

July 1 2019- New West Quay

## Canada Day Festival and Fireworks

*The Canada Day Festival and Fireworks attract over 9000 people with exciting and inclusive entertainment. This free day-long event revitalizes the community sense of place by taking over a familiar space, and provides continuity and positivity to all income levels and cultures, stimulating feelings of satisfaction, social well-being and acceptance- all significant values in "quality of life".*

This festivals **provide local artists the opportunity to showcase their skills and talent** to the large audiences and to other community groups.

Sponsors will be provided with a booth space throughout the day, and through the fireworks evening



	Event Sponsor	Presenting Sponsor	VIP Dinner Gala Sponsor	Vendor
<b>Live Plug</b>	multiple daily by MC and stage presentation	twice daily by MC	multiple daily by MC and stage presentation	
<b>Space</b>	10 x 10 Booth at Fireworks with large banner, day and evening	10 x 10 Booth at Fireworks day and evening	Presentation table at & 2 tix to dinner and banner at the Fireworks	10 x 10 day only
<b>Print</b>	prominent logo on all print materials	small logo on all print materials	logo on all print materials	
<b>On-line/ Digital</b>	logo on Fireworks webpage, two social media posts with logo/link	logo on Fireworks webpage, two social media posts with logo	logo on Fireworks webpage, two social media posts with logo	Mention on Fireworks webpage, social media
<b>VALUE</b>	\$3500	\$2000	\$1500	\$150
<b>Availability</b>	1	max 4	2	only 13

## 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
<b>Visibility</b>	min. 4581.6 Km/year	Pacific NW Parades	200 people per month	live 30 people, 200 soc. med.
<b>Live Plugs</b>	Name when possible	Name when possible	Name at Fundraisers and TGIFs	Name at 6 TGIF
<b>Brand on swag</b>	Brand on trailer	Brand on brochure	Brand on event swag (if any)	
<b>VIP TIX</b>	1 VIP tix to any event	1 Vip tix to Unveiling and Parade Vip Area	1 Vip tix	Parade Vip Area Access
<b>Space</b>	2 branding on trailer	sign on float (TBD)	Top Branding placement monthly	8x10 desk poster, biz cards at TGIF
<b>Electronic</b>	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
<b>VALUE</b>	\$1500	\$2000	\$1200	\$250
<b>Availability</b>	<i>only two</i>	<i>only three</i>	<i>one per year</i>	<i>only 24</i>



## 2019 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.**