Brentwood Bay Community Association
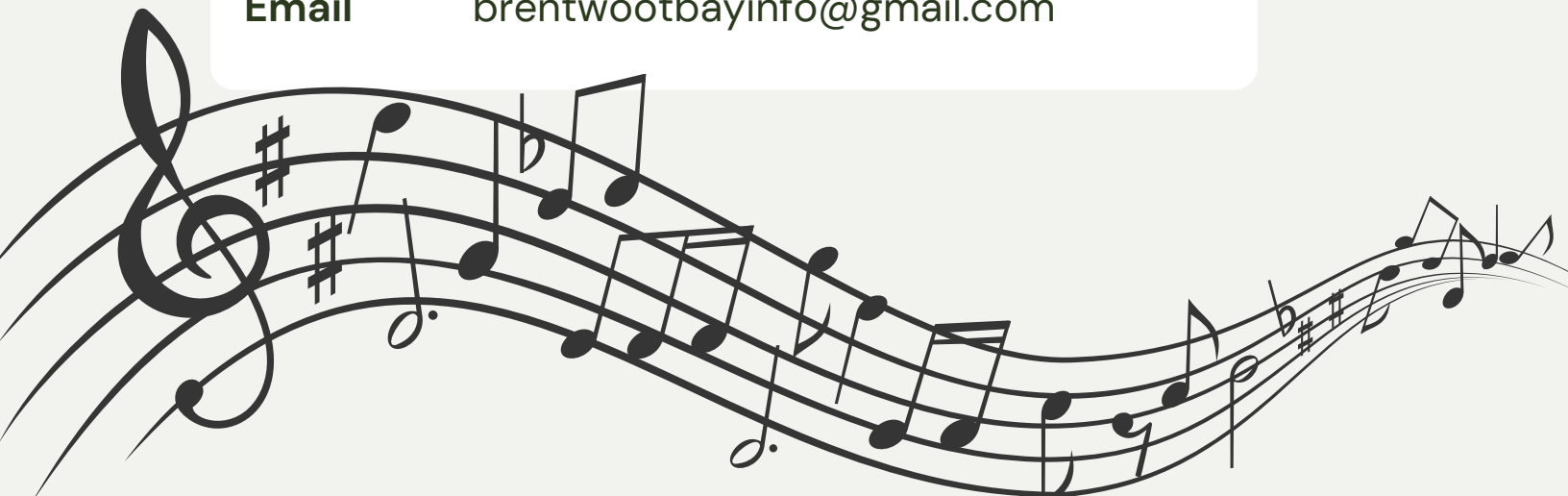
Festival, Parade, and Music in the Park

Sponsorship Package 2024

This package breaks down the opportunities to sponsor the Brentwood Bay Festival, Parade, Music in the Park and much more. Be a part of your community!

Website   www.brentwoodbay.info
Email   brentwootbayinfo@gmail.com

Festival & Parade June 1st

The Brentwood Bay Community Association has been organizing a Festival and Parade every year for the past 25+ years! This event is well attended, rain or shine, and a great opportunity for our community to join together and celebrate what it is we love about living here!

Join us for a pancake breakfast, a Parade, and the Festival to follow at HEL,HILEȻ (Pioneer Park). Elevate your business by sponsoring –the Brentwood Bay Festival & Parade a unique marketing opportunity that brings your brand to the heart of our community. Gain unparalleled visibility with prominent logo displays, extensive promotional coverage, and exclusive networking events. Showcase your commitment to community engagement, our support not only enhances the festival experience but also builds lasting connections with a diverse audience

8 AM

Pancake Breakfast

Join us at the Pancake Breakfast hosted by the Peninsula Lions Club. This breakfast is not just a delicious way to begin your day but also a fantastic opportunity to support the community and see those funds go directly back into our local communities. For a nominal ticket price, you get to enjoy a hearty meal

HEL,HILEȻ (Pioneer Park)

10 AM

Parade

The Brentwood Bay Parade is an event for everyone, regardless of age, and highlights the local business and organizations diversity, from farms to daycares, and high school bands! It is a great showcase for your creativity and fun.

Bayside to HEL,HILEȻ (Pioneer Park)

11AM

Music & Festival

he Music and Festival happens after the Parade at HEL,HILEȻ (Pioneer Park), and the park is filled with local artisans and food vendors, musical shows, entertainment and games for the kids and adults!

HEL,HILEȻ (Pioneer Park)

Sponsorship Levels
Festival & Parade

Platinum Sponsor

- Featured logo on all promotional materials and website.
- VIP seating during the festival and parade.
- Recognition on media, social and in verbal acknowledgements.
- Acknowledgements in media coverage, social and event speeches.
- Exclusive naming rights for a festival feature.
- Guaranteed booth during festival in prominent position of your choosing

$5,000

Gold Sponsor

- Logo on website, banners, posters, and event materials.
- Recognition on event speeches, social media and in verbal acknowledgements.
- Naming rights for a festival activity.
- Booth opportunity during the festival

$2,500

Bronze Sponsor

- Logo on website, event materials and in programs.
- during the festival.
- Small promotional display space.

$500

Silver Sponsor

- Logo on website, event signage and in programs.
- Recognition on social media and verbal acknowledgments.
- Opportunity to distribute promotional materials and small promo space

$1,000

Friends of Festival

- Name on website, event materials and in programs.
- Appreciation on social media.

Less then $500

Sponsorship Levels
Music in the Park

Music in the park is a longstanding and well attended event loved by all ages. Last year Music in the Park celebrated its 25th anniversary! There are 7 wonderful music in the park nights each Wednesday in Brentwood Bay. Each Wednesday gives an opportunity for a Single Business to sponsor the entertainment, or the opportunity to share the sponsorship two ways with another business.

Single Sponsorship

- Logo on website, event signage and in programs. Recognition on social media and in verbal acknowledgments.

- VIP Seating for 12 people

- Opportunity to distribute promotional materials and small promo booth.

- Open to working with you on how we can best promote your business
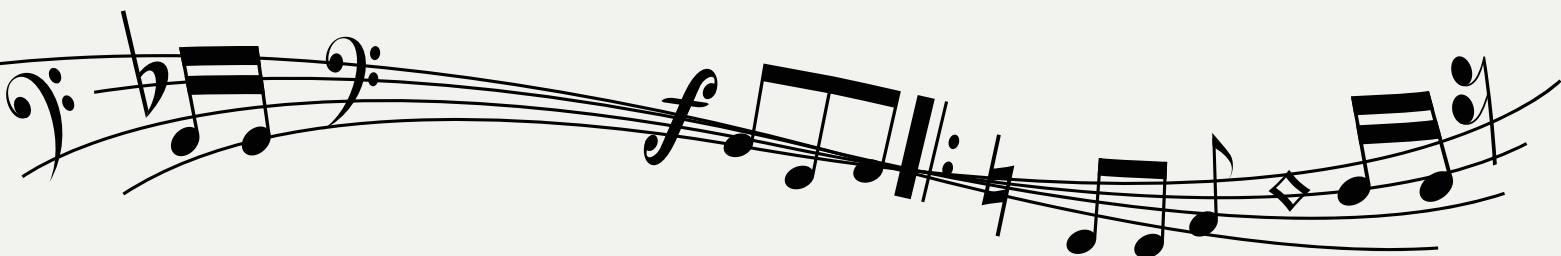- Prominent position in Parade (if interested)

$2,000

Shared Sponsorship

- Two sponsors per night each at $1,000
- Logo on website, event signage and in programs
.
- Recognition on social media and in verbal acknowledgments.

- Small promo booth

- VIP Seating for 6

$1,000

Brentwood Bay Festival Parade Application

Saturday June 1, 2024

- Parade start time: 10:00am
- Marshaling: 8:30am-9:30am Bayside Middle School - 1101 Newton Place, Brentwood Bay
- PLEASE NOTE: PARKING IS VERY LIMITED AT BAYSIDE, ENTRANTS SHOULD CARPOOL, AND/OR EXPECT TO DROP OFF AND PARK ELSEWHERE)
- Parade route: Bayside Middle School, Wallace Dr to Clarke Rod, turning left at Clark Rd,
- ending at _____
- ENTRY CLOSING DATE:

Entry or Group Name: _____

Contact Name: _____

Address: _____

Phone Number: _____ Cell Number: _____

Email: _____ (used for parade correspondence only)

Total length (in feet) of your entry (including tow vehicle, if applicable) _____

Number of Participants: _____

Do you have Music? _____

Does your entry include animals? _____

Additional information about your entry: _____

_____

_____

Indemnity Agreement:

Entrants to the Brentwood Bay Festival Parade taking place on Saturday June 1, 2024 agree to waive and release any and all rights of claim for damage against the Brentwood Bay Community Association and the District of Central Saanich and any volunteers in any way associated with the parade for any and all injuries and damages caused to or by me.

Signature: _____ Print Name: _____

Position: _____ Date: _____

EMAIL entry applications by May _____ to: info@brentwoodbay.ca
ONLINE entry application is available on our website www.brentwoodbay.info
MAIL completed form to Robyn Ross 1191 Lucille Drive, Brentwood Bay, BC V8M1H6

Yes, I'd love to be a Sponsor!

With so many wonderful opportunities for your business or organization to support this community event, we would love your financial contribution!

Festival & Parade

☐ Bronze Level $5000

☐ Gold Level $2500

☐ Silver Level $1000

☐ Bronze Level $500

☐ Friends Level less than $500

Music in the Park

☐ Single Sponsorship $2000

☐ Shared Sponsorship $1000

Cheques can be payable to:
Brentwood Bay Community Association
E-transfers to **brentwoodbayinfo@gmail.com**
Please email your Community Engagement Coordinators for more information