



2018 Sponsorship Package

The 11th Annual Cole Harbour Harvest Festival

On September 8th, help us celebrate our Community!

Join the fun at this family oriented event on Saturday September 8, 2018, in and around Cole Harbour Place. We have a great array of exciting activities for the whole family, starting with an early morning pancake breakfast. This will be followed by our Grand Street Parade; a Farmer's Market and Health Fair; a local art exhibit, local entertainment on the main stage; skateboarding and ice skating; bouncy castles, fair games; face painting; and the ever-popular fireworks display!

The Festival is an established event attended by thousands of residents from Cole Harbour and the surrounding area. It is a fabulous time for neighbors to come together and celebrate. With an estimated attendance of 5,000 last year, it is a great time for businesses to promote themselves to this market and to give back to the community.

We have many sponsorship opportunities available, and your support will help us provide Cole Harbour with an exciting event that will bring community members together once again to celebrate our pride in community.

This package contains more detail regarding sponsorship opportunities, the Festival, and our objectives. We believe in this community event and it has proven to be a wonderful opportunity for everyone to participate and be proud to live and do business in Cole Harbour.

Your support is needed to allow this quality event to continue, and would be greatly appreciated. Please contact us directly at CHHF@BellAliant.net to arrange a sponsorship or to request further information.

We look forward to hearing from you. In the meantime, please visit our website at www.coleharbour.org for further details.

**To contact us for sponsorship inquiries, please email CHHF@BellAliant.net
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COMMUNITY SPONSORSHIP OPPORTUNITIES

1. Sponsor a specific activity or event

- Grand Street Parade \$4,000
- Fireworks Finale \$3,000
- Children's Entertainment \$3,000
- Festival Main Stage \$5,000
- Other events: contact us for details

Benefits:

- Naming rights to the activity or event on all promotional material
- Framed sponsorship certificate
- Banner displayed on Festival Grounds
- Logo and name displayed prominently as an Event Sponsor on Festival flyer
- Logo and name featured prominently on web site main page
- Logo and name featured prominently on Festival posters
- Promotional Material (provided by sponsor) distributed on-site, or on-site sponsor presence
- Recognition on voice and print ads
- Exclusivity within business sector

2. Gold Level Sponsor Cash contributions or "gifts in kind" valued up to \$1,999

- Sponsorship certificate
- Logo and name displayed on on-site signage
- Logo and name displayed as Gold sponsor on Festival flyer
- Logo and name featured on web site main page
- Logo and name featured on Festival posters
- Promotional Material (provided by sponsor) distributed on-site, or on-site sponsor presence

3. Silver Level Sponsor Cash contributions or "gifts in kind" valued up to \$999

- Sponsorship certificate
- Logo and name displayed on on-site signage
- Logo and name displayed as Silver sponsor on Festival flyer
- Logo and name featured on web site sponsorship page
- Promotional Material (provided by sponsor) distributed on-site

4. Bronze Level Sponsor Cash contributions or "gifts in kind" valued up to \$499

- Sponsorship certificate
- Name displayed as Bronze sponsor on Festival flyer
- Logo and name featured on web site sponsorship page
- Promotional Material (provided by sponsor) distributed on-site

5. "Friend of the Festival" Cash contributions or "gifts in kind" valued up to \$249

- Sponsorship Certificate
- Name featured on web site sponsorship page
- Promotional Material (provided by sponsor) distributed on-site

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Who is planning this event?

The Cole Harbour Harvest Festival Society is a non-profit, voluntary community-based organization registered with Joint Stocks (No. 3229404).

Many of the key organizers contribute to the planning of the Cole Harbour Harvest Festival and include representatives from:

- Cole Harbour Lions Club
- Cole Harbour Place
- HRM Community Development and Cole Harbour Recreation
- Westphal-Cole Harbour Firefighters Association
- Cole Harbour RCMP
- And a group of committed community volunteers. Our planning committee membership also includes numerous youth representatives.

The planning of the Cole Harbour Harvest Festival will create partnerships between organizations and community members that have not previously existed. These partnerships will allow us to share resources, ideas, and to create an event that is representative of the Cole Harbour community.

Objectives of the Cole Harbour Harvest Festival...

- To celebrate the Cole Harbour community by showcasing its diversity, creativity and talents.
- To increase community involvement through volunteerism, networking, and participation.
- To encourage a sense of community pride through experiential, educational, and creative activities.

Why We Do It...

The purpose of the Cole Harbour Harvest Festival is to bring people together to celebrate the richness of Cole Harbour. This event provides an opportunity to showcase the talents and contributions of our residents. It is also a time to build community pride, respect and awareness. Participants will enjoy a parade, games, physical activities, Health Fair, Farmers' Market, food, music – ending with a great fireworks finale!

Benefits to the Community...

- Opportunities to showcase local talent of all ages. This includes music, dance, visual art, and a wide variety of community creativity.
- Enhance the image of Cole Harbour in the whole of the HRM region. This benefits businesses, organizations and the community as a whole.
- Creates youth leadership and opportunities for youth to take part in the community in positive ways.
- Promotes and educates community on reuse and recycling as a means of waste reduction.
- Entertainment and social opportunities for all ages in the community
- Increased volunteer involvement and development in Cole Harbour
- Opportunity for community members to see service providers and businesses working collectively on a community-building event
- Pride in community and a sense of belonging.

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Schedule of Events (tentative)

The purpose of the **Cole Harbour Harvest Festival** is to bring people together to celebrate the richness of the Cole Harbour community. This event is a time to build community pride, respect and awareness.

The 2018 Cole Harbour Harvest Festival will be held on and Saturday September 8 from 9:00am to 10:15pm, in and around Cole Harbour Place.

The 2018 Cole Harbour Harvest Festival tentative event schedule is as follows (**subject to change – visit www.coleharbour.org for up-to-date details**). Many of these events are available for individual sponsorship – see sponsorship package for details.

Saturday September 8 9:00AM – 2:00PM

Harvest Festival Daytime Events		
Time	Event	Location
9:00am – 10:00am	<ul style="list-style-type: none"> ● FREE PANCAKE BREAKFAST Presented by MC Food Services at Cole Harbour Place 	Cole Harbour Place Canteen
10:00am – 11:30pm	<ul style="list-style-type: none"> ● GRAND STREET PARADE 	Marshalling at St. John XXIII Church, proceeding along Cumberland Drive and Forest Hills Parkway to Cole Harbour Place.
12:00pm – 12:20pm	<ul style="list-style-type: none"> ● ZUMBA with MICHAEL Presented by Cole Harbour Place 	Main Stage – Cole Harbour Place Back Parking Lot
11:00am – 2:00pm	<ul style="list-style-type: none"> ● COLE HARBOUR PLACE HEALTH FAIR Presented by Cole Harbour Place 	Cole Harbour Place Multi-Purpose Room
	<ul style="list-style-type: none"> ● HARVEST FESTIVAL FARMER'S MARKET 	Cole Harbour Place Back Parking Lot
	<ul style="list-style-type: none"> ● LOCAL ART EXHIBIT AND SALE Hosted by Wendy Bissett-Beaver 	Cole Harbour Place Multi-Purpose Room
12:00pm – 2:00pm	<ul style="list-style-type: none"> ● DISCOVERY CENTRE ON DEMAND HANDS-ON 	Cole Harbour Place Back Parking Lot
1:30pm – 1:45pm	<ul style="list-style-type: none"> ● CAKE CUTTING Presented by CHHF Committee 	Main Stage – Cole Harbour Place Back Parking Lot
11:00am – 2:00pm	<ul style="list-style-type: none"> ● HRM REC PRESENTS: <ul style="list-style-type: none"> - BIKE, SCOOTER AND SKATEBOARD - FACE PAINTING - CHILDREN'S CRAFT CORNER - GIANT GAMES ● BOUNCE GAMES ● FIRE TRUCK DISPLAY ● ANTIQUE CAR AND TRACTOR DISPLAY ● FOOD TRUCKS, BBQ, SNO-CONES 	Cole Harbour Place Back Parking Lot

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Saturday September 8 5:30PM – 10:30PM

Cole Harbour Harvest Music Festival		
<p>5:30pm – 10:15pm</p> <p>Gates open at 5:00pm</p>	<ul style="list-style-type: none"> • COLE HARBOUR HARVEST MUSIC FESTIVAL ENTERTAINMENT - Hannah Langille Local rising pop/alternative singer/songwriter - Brooklyn Blackmore Winner of last year's Harvest Festival youth talent contest NACMAI 17-20 Female Vocalist of the Year and 17-20 Female Entertainer of the Year - Keonte Beals Multi-award winning POP/R&B artist, singer-songwriter, piano player & dancer - Makayla Lynn 2018 ECMA Country Album of the Year 2017 Music Nova Scotia Country Album of the Year <p>And featuring headline act JD CLARKE 5 ECMA nominations including the 'Rising Star' and 'Country Recording of the Year' awards, ('I Hope You're Satisfied' - #20) and Top 100 Canadian Country Artists to Watch</p> <ul style="list-style-type: none"> • FOOD TRUCKS • BAR SERVICE PROVIDED BY COLE HARBOUR PLACE 	<p>Main Stage – Cole Harbour Place Back Parking Lot</p>
<p>10:15pm – 10:30pm</p>	<ul style="list-style-type: none"> • FIREWORKS 	<p>Cole Harbour High Field</p>
<p>9:00pm – 10:30pm</p>	<ul style="list-style-type: none"> • FREE SKATE (Helmets Required) Presented by Cole Harbour Place 	<p>Cole Harbour Place Scotia 2</p>

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