



Brentwood Bay Community Association

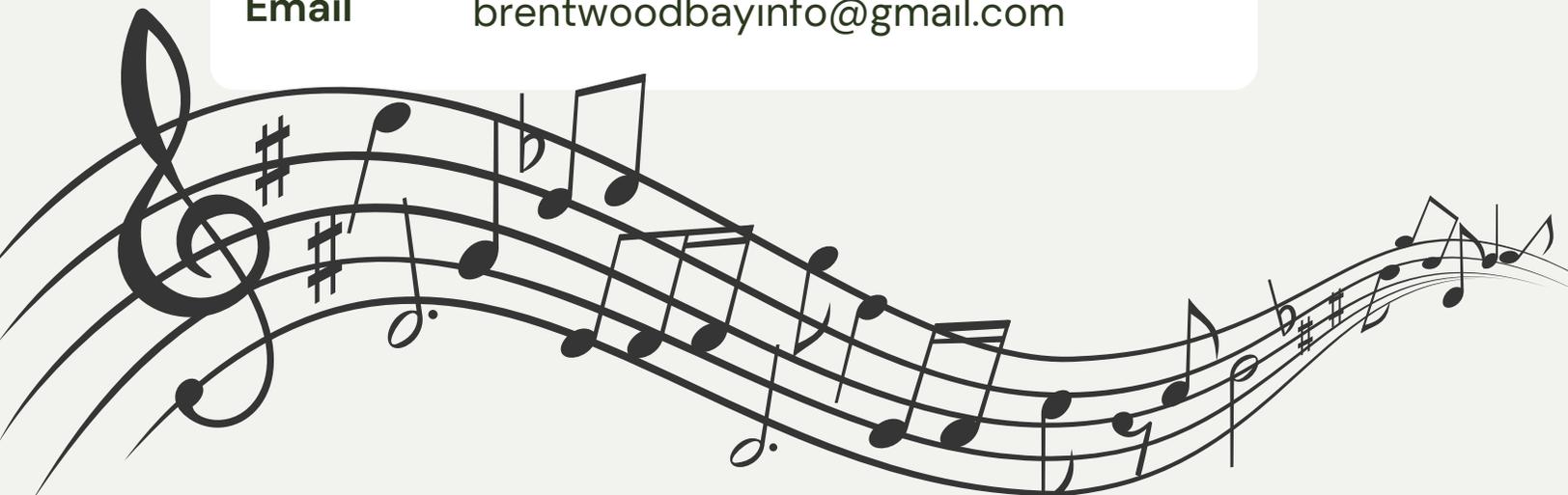
Festival, Parade, and Music in the Park

Sponsorship Package 2026

This package will outline the opportunities for your business to reach the largest “live” audience in Central Saanich. As a sponsor of the Brentwood Bay Festival and Music In The Park, you can increase your business profile and support your community!

Website www.brentwoodbay.info

Email brentwoodbayinfo@gmail.com



Festival & Parade

June 6th



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,HILEÇ (Pioneer Park). Elevate your business by being a sponsor - the Brentwood Bay Festival & Parade offers a unique marketing opportunity that brings your brand to the heart of our community. Gain unparalleled visibility with your logo being prominently displayed, extensive promotional coverage, and exclusive networking opportunities. Showcase your commitment to community engagement. Your support not only enhances the festival experience but also builds lasting connections with a diverse audience of your clients.

8 AM

Pancake Breakfast

Join us at the Pancake Breakfast hosted by the Central Saanich 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 price, you get to enjoy a hearty meal .

HEL,HILEÇ (Pioneer Park)

10 AM

Parade

The Brentwood Bay Parade is an event for everyone, regardless of age, and highlights our diverse local businesses and organizations, from farms to daycares, and our local high school band! This is a great opportunity to creatively showcase your business, and it's free!.

Bayside to HEL,HILEÇ (Pioneer Park)

11AM

Music & Festival

The Music and Festival happens after the Parade at HEL,HILEÇ (Pioneer Park), and the park will be filled with local artisans and food vendors, musical shows, entertainment and activities for the kids!

HEL,HILEÇ (Pioneer Park)



Sponsorship Levels

Festival & Parade



Platinum Sponsor

- Featured logo on all promotional materials and website.
- VIP seating during the festival and parade.
- Recognition in print and social media, and event speeches.
- 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



Silver Sponsor

- Logo on website and event signage.
- Recognition on social media and on the stage.
- Opportunity to distribute promotional materials and have a small promo space.

\$1,000



Gold Sponsor

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

\$2,500



Bronze Sponsor

- Logo on website, event materials during the festival.
- Opportunity to have a small promotional display space.

\$500

Friends of Festival

- Name on website, event materials.
- Recognition on social media.

Less than \$500

Sponsorship Levels

Music in the Park

Music In The Park is a longstanding and well attended event loved by all ages for more than 25 years! We plan seven wonderful Wednesday evening Music in the Park concerts in July and August at HEL,HILEÇ (Pioneer Park). You have the opportunity to sponsor one evening's entertainment, or share the sponsorship with another business.



Title Sponsorship

- Logo on website, event signage and in programs. Recognition on social media and verbally on stage.
- VIP Seating for 12 people
- Opportunity to distribute promotional materials and a small promo booth.

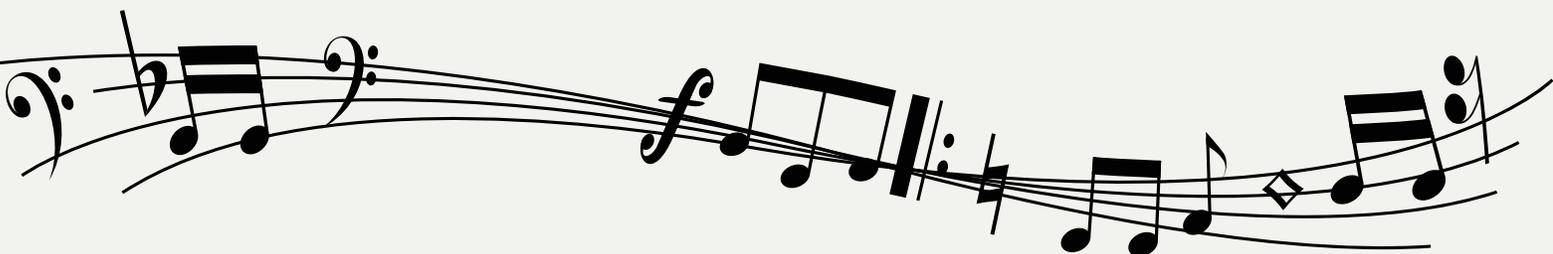
\$2,000



Shared Sponsorship

- Two sponsors per night each at \$1,000
- Logo on website, event signage and in programs
- Recognition on social media and verbally on stage.
- Small promo booth
- VIP Seating for 6

\$1,000



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! Check with your accountant - most opportunities qualify as tax deduction under 'marketing expenses'

Festival & Parade

- Platinum 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
- I would like to donate to the Festival Silent Auction
- I would like to donate to the parade

Cheques can be payable to:

Brentwood Bay Community Association

E-transfers to **brentwoodbayinfo@gmail.com**