



# **Brentwood Bay Community Association**

## **Festival, Parade, and Music in the Park**

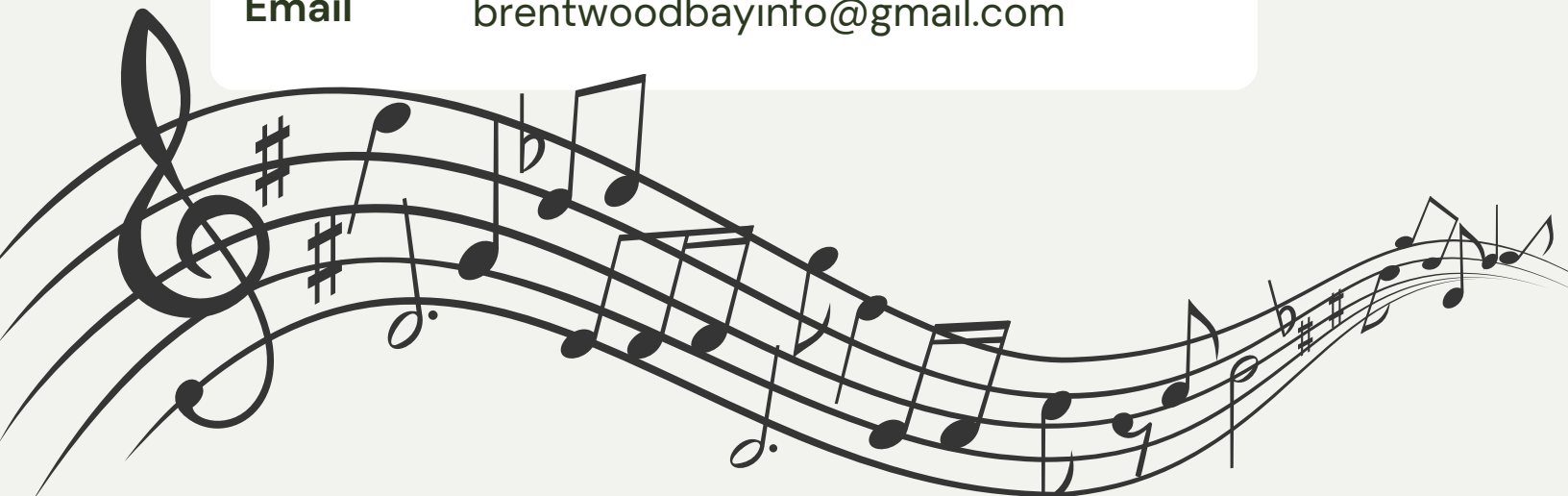
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### **Sponsorship Package 2025**

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](http://www.brentwoodbay.info)

**Email**         [brentwoodbayinfo@gmail.com](mailto:brentwoodbayinfo@gmail.com)



# Festival & Parade

## June 7th



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! It is a fun way to creatively showcase your business.

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 verbally on the stage.
- 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, event signage and in programs.
- Recognition on social media and verbally 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 on event speeches, social media and verbally on stage.
- 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.
- Opportunity to have a small promotional display space.

**\$500**

### Friends of Festival

- Name on website, event materials and in programs.
- Our appreciation noted 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.
- Open to working with you on how we can help promote your business
- Prominent positioning in Parade (if interested)

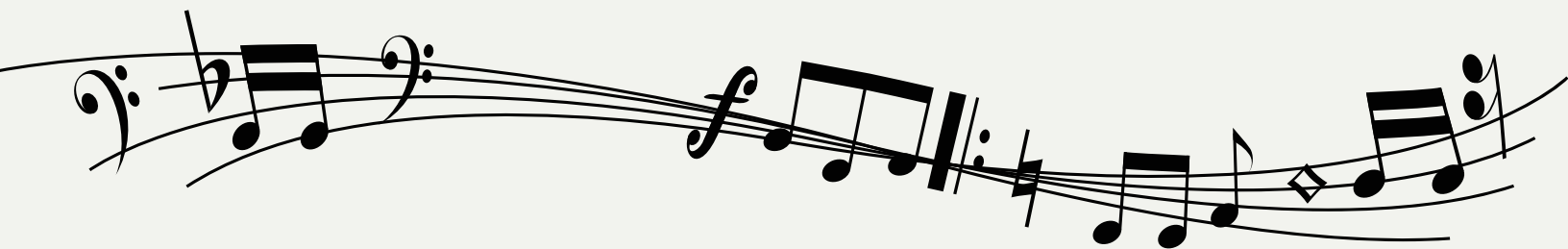
**\$2,000**



### Shared Sponsorship

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

**\$1,000**





# Brentwood Bay Festival Parade Application

Saturday June 7, 2025



- Parade start time: 10:00am
- Marshalling: 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 BE DROPPED OFF.
- Parade route: Bayside Middle School, Wallace Dr to West Saanich Rd, turning left at Clarke Rd, ending at HEL,HILEÇ (Pioneer Park).
- 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 20th to:** brentwoodbayinfo@gmail.com

**ONLINE** entry application is available on our website [www.brentwoodbay.info](http://www.brentwoodbay.info)

**MAIL completed form** to Susan Zedel, 909 Damelart Way, Brentwood Bay, V8M1C2

**Drop Off** completed forms to - Central Saanich Community Office (M,W,F,S) 10am - 2pm -1229 Clarke Road, Brentwood Bay (across from Library doors in the Cultural Centre)

# 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 sponsor the silent auction!

Cheques can be payable to:

**Brentwood Bay Community Association**

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