



**PORT DE GRAVE
BOAT LIGHTING**

www.PDGBoatLighting.com

Port de Grave Boat Lighting Sponsorship Packages

Description

The Port de Grave Boat Lighting is a cherished holiday event that attracts over 10,000 visitors from across Newfoundland and Labrador and beyond. Each year over 40 commercial and recreational fishing vessels are decorated, alongside countless homes, businesses, and community spaces. The event is an opportunity for members of the community and the Marine Industry to celebrate the Christmas season, and to showcase outport Newfoundland to the world. It is also an opportunity for sponsoring businesses to show their support, build relationships with the Marine sector, and tap into the engaged audience the Boat Lighting event has built over the past 27 years.

Proudly presented by TriNav Group of Companies

Benefits of Sponsorship

- ✓ **EXPOSURE**
The Boat Lighting event attracts a significant audience online and in-person, with over 2,500 vehicles visiting weekly. This audience is made up of resident and non-resident visitors, as well as businesses and organizations that represent the Marine Sector.
- ✓ **BUILD BRAND EQUITY DURING THE HOLIDAYS**
The Boat Lighting event is a favored holiday attracting over 10,000 visitors annually. Sponsors of this event can boost brand equity and drive positive associations with their brand.
- ✓ **GIVE BACK TO THE COMMUNITY YOU SERVE**
Sponsors have witnessed a tangible increase in employee morale and a sense of pride for their workplace because of the support given to the Port de Grave Boat Lighting event.

Sponsor Testimonials

[View Sponsor Testimonials on our YouTube Channel](#)



RICK YOUNG

Director of Trinav Group of Companies



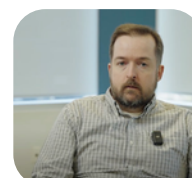
TROY WISEMAN

Vice President, Newfoundland and
Labrador BMO Commercial Bank



JÓHAN HOENSEN

Staff Rep, Industrial/Retail/Offshore



JOHN CROSBIE

Morrow, Morrow & Crosbie Lawyers



PO Box 228 Port De Grave, NL A0A 3J0
Info@pdgboatlighting.com

www.pdgboatlighting.com

The Port de Grave Marine Industry

The marine industry on the Port de Grave Peninsula is a key driver of economic activity, contributing substantial value to the local economy:



**"11-12 million
pounds of
seafood"**

Each year, the industry lands **11-12 million pounds** of seafood across various species in Port de Grave alone supporting **60 commercial fishing vessels** and **30 recreational boaters**.

**"200 crew
members and 150
plant workers"**

This robust sector employs between approximately **200 crew members** and **150 plant workers** at the local fish plant.

Vessel operations in Port de Grave have a significant impact on other sectors:

**"3 million litres
of fuel"**

Consuming approximately **3 million litres of fuel annually**, spending over **\$500,000 on groceries**, and purchasing **insurance premiums amounting to upwards of \$900,000** annually.

**"millions of dollars
in direct and indirect
economic impact"**

Further, the Marine sector on the Port de Grave Peninsula is responsible for millions of dollars in direct and indirect economic impact each year.

The marine industry is a critical economic engine of the Port de Grave Peninsula, promoting job creation, business growth, and community resilience. **By sponsoring the Port de Grave Boat Lighting you are supporting the local marine sector, building relationships with the community you serve, and participating in a holiday tradition that has brought joy to thousands of families around the Province for over 27 years.**



Sponsorship Level

	Title Sponsor	Gold	Silver	Bronze
Onsite Logo Placements	✓	✓	✓	✓
The Navigator Magazine	✓	✓	✓	✓
Social Media Mentions	✓	✓	✓	✓
Recognition during the Opening Ceremony Speeches and Events	✓	✓	✓	✓
Access to the Sponsor Networking Luncheon	✓	✓	✓	✓
Sponsorship Recognition Dinner	✓	✓	✓	✓
Logo on Festival Website	✓	✓	✓	✓
Branded Social Media Toolkit	✓	✓	✓	
Dedicated Social Media Posts	✓	✓		
Logo in Media	✓	✓		
Release	✓	✓		
Complimentary Event Tickets	✓			

***Friends of the Festival Sponsorships** are listed on the website, and have access to purchase tickets for the Sponsorship Recognition dinner.

Sponsorship Investment Levels

Title Sponsor – Contact Us

Gold Sponsor – \$1,500

Silver Sponsor – \$1,000

Bronze Sponsor – \$750

Friend of the Festival – \$250–\$749

Contact us to discuss your
sponsorship opportunity today



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