

# VICTORIA'S CANADA DAY 2019

2019 Sponsorship Opportunities

**atomique**  
productions

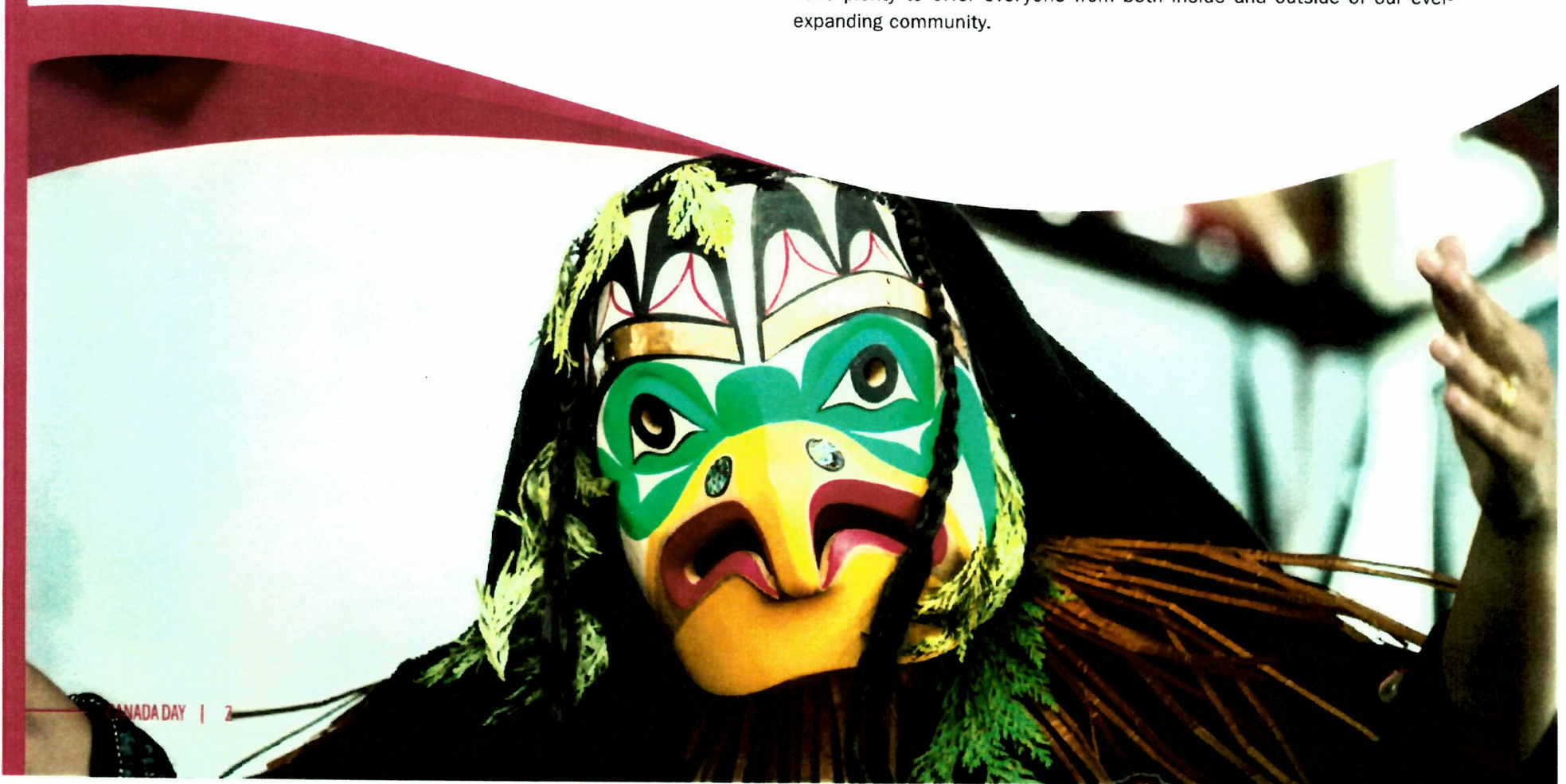




# CANADA DAY, VICTORIA

The Canada Day celebrations held annually in Victoria are a reflection of our national heritage and identity. As the biggest event on Vancouver Island, Victoria's Canada Day is well known, attracting more than 75,000 people. It is only through the support of municipalities and corporate sponsors like you that we are able to produce an event that welcomes all residents and visitors to the Capital Region.

With a programme that features a wide variety of activities and performances, appealing to attendees of all demographics, Victoria's Canada Day is the single largest free public celebration in Victoria each year. Featuring community-centred activities like the Living Flag (Canada's largest!), the musically acclaimed main stage (aptly positioned on Victoria's legislature lawns), and an ever growing local food village, the celebrations have plenty to offer everyone from both inside and outside of our ever-expanding community.







## WHAT TO EXPECT...

### EVENTS & ENTERTAINMENT

There will be expanded offerings for families & children in the daytime so that you can plan to spend the whole day in our beautiful Inner Harbour. This year will be a reimagining of a community celebration with emphasis on the unique and local aspects of our great Capital City.

With a Main Stage on the lawns of the legislature featuring live entertainment, a local food village, and family activities, this national celebration remains an anticipated and engaging community event. Over the past decade there have been performances by internationally recognized artists, such as Arkells, Radio Radio and Fred Penner, as well as homegrown favourites like Jon and Roy, Hey Ocean!, Quoia, the Odds, Current Swell, and Charlotte Diamond.

### MULTICULTURALISM

A past focus on multiculturalism has included food and entertainment from countries including, Ireland, China, Guinea, Haiti, Cuba, Brazil, Mexico, the Metis First Nations, India, Mexico, Japan, the Songhees First Nation, Haida First Nations, Greece, Argentina, Salish First Nation, and Jewish and Quebecois cultures. Victoria's Canada Day is proud to continue this tradition in 2019.

### THE LIVING FLAG

Each year participants gather on the legislature lawns to animate a living flag, which receives coverage in both local and national media. Victoria holds the distinction of having the largest Living Flag in the country for the last few years. Since 2017 alone it has had almost 10,000 participants.

Sponsor branded t-shirts are given to all participants for an amazing photo opportunity, which is widely circulated locally and nationally both during and after the event.

### FIREWORKS SHOW

The highlight of the evening is a spectacular fireworks display which lights up Victoria's Inner Harbour, accompanied by a broadcast soundtrack and announcement that recognizes contributing sponsors before the fireworks. The fireworks are visible from a number of areas in Greater Victoria, but are set off in the Inner Harbour.

### A FLAVOUR OF VICTORIA

This year's culinary offering at Government St. and Belleville St. incorporates an eclectic mix of local food vendors offering some of Victoria's best and most exciting mobile food experiences.



# KEEPING CANADA DAY GREEN

## OUR COMMITMENT

Being green is becoming an increasingly important focus for people of all ages and demographics. It's something that affects the future of all Canadians, including those who come to appreciate the picturesque surroundings of Victoria. By working to decrease our carbon footprint, this celebration prioritizes the longevity and health of our beautiful community and that of our planet.

## GREEN INITIATIVE

The past six years have also seen the expansion of our green initiative to include a Bike Valet, Green Team Volunteers, and a waste system that differentiates between compost, recycling and garbage.

## IN ACTION

- We require food vendors to only use recyclable and compostable eating containers and utensils
- Water refill stations are placed around the site to accommodate refillable water bottles
- Recycling teams monitor the site, with participating local community groups, and receive all monies from returnable items
- Sponsors are encouraged to provide environmentally-friendly giveaways and prizes; styrofoam and plastic items are strongly discouraged
- Printed materials are closely reviewed for quantity printed, materials used, and proper recycling methods employed
- Information booths on site raise awareness among participants, staff, service providers and the community about the benefits of sustainable living and environmental practices





# SPONSORSHIP

While several public partners contribute annually to the festivities, it is only through the additional support of sponsors like you that Victoria's Canada Day can become a reality.

Sponsors who support the Canada Day celebrations receive access to the following benefits:

## SOCIAL MEDIA

With an aim to reach a wide cross-section of demographics through multiple avenues, you have ample opportunity to engage with audiences before, during and after the event on Victoria's Canada Day social media channels including Instagram, Facebook and Twitter.

## MEDIA COVERAGE

The media presence for Victoria's Canada Day is significant and broadcast through a number of mediums including websites, social media outlets, press releases, news editorials, print advertisements, posters at downtown locations and sponsor locations, and radio announcements.

## ADDITIONAL ONLINE PRESENCE

You will receive recognition on the Victoria's Canada Day website with features including, but not limited to:

- Corporate logo recognition
- Contest opportunities

## ON-SITE

- Your organization's name recognized on event banners
- Recognition through on-site media
- "Presenting Sponsor" opportunities related to programming
- Specific opportunities are based on the sponsorship levels, as described on the next page.

An onsite presence allows your organization an opportunity to be present during the festivities and engage with the public through meaningful branded activation sites. We look forward to partnering with you to create new and innovative ways to captivate the community through a range of activations that give credence to our history, our multiculturalism and our identity as a nation.



# SPONSOR HIGHLIGHTS

Victoria's Canada Day celebrations foster a collective feeling of unity and a greater understanding of the richness our cultural diversity brings. Collaboration of Greater Victoria organizations and stakeholders allows us to create something special for our community to experience.

- You have an opportunity to align with Victoria's Canada Day well-established brand and mission to connect Vancouver Island's communities with Canada's multicultural heritage
- Create partnerships with corporate citizens, community associations, and arts and culture organizations to create impactful, results bearing experiences
- Multiple branding opportunities exist both pre-event and during the Canada Day celebrations around Victoria's Inner Harbour, with visibility to approximately 75,000 people during the event
- A generous social media presence through Instagram, Twitter and Facebook, allows you to provide information to the public and further engage the community before, during and after the event. This compliments Victoria's Canada Day already-established presence in traditional media (newspaper, television).

We are always open to new and exciting ways for organizations to become involved and welcome your ideas. See the following page for a full list of opportunities and sponsorship levels.

PRESENTED BY




Funded by the  
Government  
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Financé par le  
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GOLD SPONSORS




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SILVER SPONSORS








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BRONZE SPONSORS








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EVENT FRIENDS














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MEDIA PARTNERS





PRODUCED BY





# SPONSORSHIP TIERS

PROMOTION	PRESENTING (negotiable)	GOLD \$10,000 - \$20,000	SILVER \$5,000	BRONZE \$2,500	EVENT FRIEND \$1,000
EXCLUSIVE BRAND CATEGORY RIGHTS (No Other Sponsor For A Competing Category)	EXCLUSIVE				
CUSTOMIZED ADVERTISING CAMPAIGN (Linking Brand To A Canada Day Programming Element)	EXCLUSIVE				
CORPORATE ADVERTISEMENT ON CANADA DAY WEBSITE	PREDOMINANT PLACEMENT	TIER 2 PLACEMENT			
NAME MENTION (WHERE POSSIBLE) IN RADIO PROMOTIONS	PREDOMINANT PLACEMENT	TIER 2 PLACEMENT	TIER 3 PLACEMENT		
CORPORATE LOGO ON ALL NEWSPAPER ADVERTISING	PREDOMINANT PLACEMENT	TIER 2 PLACEMENT	TIER 3 PLACEMENT	TIER 4 PLACEMENT	
CORPORATE LOGO ON ALL DISPLAY AND DISTRIBUTION MATERIAL	PREDOMINANT PLACEMENT	TIER 2 PLACEMENT	TIER 3 PLACEMENT	TIER 4 PLACEMENT	
CORPORATE LOGO AND LINK FEATURED ON CANADA DAY WEBSITE	PREDOMINANT PLACEMENT	TIER 2 PLACEMENT	TIER 3 PLACEMENT	TIER 4 SPONSOR PAGE	TIER 4 SPONSOR PAGE
ON-SITE					
KETING OPPORTUNITIES INCLUDING A 10 x 10 ACTIVATION TENT	PREDOMINANT PLACEMENT	TIER 2 PLACEMENT			
RECOGNITION IN ANNOUNCEMENT ON CANADA DAY EVENING STAGE	MINIMUM OF 3	MINIMUM OF 2	AT LEAST 1 MENTION		
INVITATION TO SPONSOR RECEPTION	10 VIP INVITATIONS	6 VIP INVITATIONS	4 VIP INVITATIONS	2 VIP INVITATIONS	2 VIP INVITATIONS
SIGNAGE AND BRAND RECOGNITION ON BANNERS AT KEY LOCATIONS AROUND THE INNER HARBOUR	CUSTOMIZED SIGNAGE FOR SPONSOR AND PREMIER PLACEMENT	PREMIER SIGNAGE PLACEMENT	TIER 3 PLACEMENT	TIER 4 PLACEMENT	ON DESIGNATED EVENT FRIEND BANNER





## EVENT PRODUCERS

Atomique Productions has been Victoria, British Columbia's leading independent concert promotions company since 2000 and has grown to specialize in the management and execution of large-scale event productions. Founded with a mandate to bring a diverse range of national and international talent to the Greater Victoria population, Atomique Productions has since expanded their reach throughout BC and beyond, producing an average of 150+ concerts per year.

Atomique Productions is the producer of several music festivals on Vancouver Island including Rifflandia Festival – an annual four-day music, arts and culture festival in Downtown Victoria, BC, which showcases over 200 artists across more than 20 stages. Other events include Rock The Shores, Phillips Backyard Weekender, BreakOut West 2015 and the award winning Car Free YYJ – an all-ages celebration of community, spanning nine blocks and featuring more than 400 vendors and exhibitors.

*For more information about our Partnership Packages, please contact:*

**Morgan Sutherland**

[morgan@atomiqueproductions.com](mailto:morgan@atomiqueproductions.com)

*For more information about Victoria's Canada Day, please contact:*

**Vanessa Leong**

[vanessa@atomiqueproductions.com](mailto:vanessa@atomiqueproductions.com)

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