

Sponsorship Package

21st Annual European Festival

EuroFest BC Society

*European
Festival*

May 26 & 27 2018
Swangard Stadium, Burnaby, BC
www.europeanfestival.ca

Sponsorship of the European Festival

EuroFest BC Society is delighted to invite you as a potential financial or in-kind sponsor of the European Festival. The following pages outline the many benefits EuroFest BC Society can offer you in return for your contribution. They also give an overview of the history of the European Festival and the extensive workload shouldered by its many dedicated volunteers.

Please do not hesitate to contact us with any questions you may have. We are happy to assist you and guide you through the whole sponsorship process.

EuroFest BC Society offers high visibility for its sponsors before, during and after the European Festival. **In addition to several fixed sponsorship packages, you can opt to support a specific area of the Festival such as the Main Stage, Contemporary Stage, Zero Waste Initiative or Children's Activities.** This offers you the opportunity to name this area, 'John Doe Main Stage', for instance. We are also open to discuss your goals, and offer you a tailored package based on your needs and budget.

We offer a broad range of benefits, which can include but are not limited to the combinations of the following elements to make a brand impact and connect your business with the European Festival attendants:

- Complementary tickets.
- Corporate tickets at a reduced price.
- Logo on the Festival's website (www.europeanfestival.ca), social media, print material, Festival's program booklet.
- Complementary advertisements in the Festival's program booklet (up to 10,000 copies printed).
- A speech by your company's representative at the Official Opening Ceremony.
- Banner display on the main stage or Festival grounds.
- A stall at the Marketplace for product display.
- Acknowledgement on the Festival's website, social media websites, and live from the stage.
- Reaching European Festival followers and contacts via online channels (social media, email marketing, website)

We look forward to working with you towards a successful partnership.

Sincerely,

Ben Burcak Dogan, Sponsorship Manager

sponsorship@europeanfestival.ca

Sponsorship Levels & Benefits

Sponsorship Levels (max # of sponsors)	Festival Main Sponsor(1)	Platinum(2)	Gold(2)	Silver(3)	Bronze
Contribution	\$15,000	\$5,000	\$2,500	\$1,500	\$750
Complimentary admission tickets	60	30	20	15	10
Corporate ticket combos ¹	√	√	√	√	√
Logo ³ recognition	Logo on festival's website	√	√	√	√
	Print materials ²	√	√	√	√
	Back page of festival program	√	√	√	√
On-stage recognition by Master of Ceremonies	√	√	√	√	√
Banner display on Festival grounds ³	√	√	√	√	
One spot at Market Place (\$600 value)	√	√	√		
Banner display on main stage ³	√				
One half page ad in program (\$400 value)		√			
Back page ad in program (\$1,500 value)	√				
Online Package 1 ⁴ (\$600 value)		√			
Online Package 2 ⁵ (\$1,500 value)	√				

In Kind Support & Partnership

The Festival is looking for in-kind support in the areas of printing materials, signage, display equipment, tents, sound systems and equipment, stages, flooring, prizes/gifts for the Children's Activity Tent and awards. Sponsor benefits will be negotiated according to individual contribution

- Corporate ticket combos (Regular Tickets: \$10.00 each)
 - 10 - 49 tickets for \$8.00 each
 - 50 - 99 tickets for \$7.00 each
 - 100 + tickets for \$6.00 each
- Includes posters, flyers, rack cards, etc.
- To be provided by your company
- 2 posts on EuroFest Social Media Accounts
- 4 posts in social media accounts, 1 direct emailing to EF followers, first page mention post on Website, a sponsored Facebook ad to be promoted to EF audience and friends only.

The European Festival in Brief

Our Mission

EuroFest BC Society was formed to manage the European Festival and its supporting events, to showcase the cultural aspects of European heritage to the residents and tourists in the Greater Vancouver area.

Our Goals

- Promote respect for cultural diversity in B.C.
- Increase awareness of and exposure to European heritage in B.C.
- Provide an effective venue for European-Canadians to preserve and showcase their unique customs, traditions, cuisine and heritage.
- Offer an opportunity for personal and creative skills development.
- Inspire and embrace public participation and volunteering.
- Create a unique leisure, entertainment and celebration opportunity.
- Strengthen social cohesion by linking different generations and cultures.
- Enable companies to interact with potential customers via sponsorship.
- Increase international support and involvement in B.C.

Our History

EuroFest BC Society is a **non-profit** organization that manages the European Festival with the help of many dedicated professionals that volunteer their time and skills. The first European Festival took place in 1998 on the premises of Alliance Française in Vancouver with the aim of promoting, while educating Greater Vancouver residents, on the diversity and richness of European culture without traveling to Europe. Ten countries participated in this first event and presented their national customs, local traditions and ethnic cuisine.

At the second Festival, held on Granville Island in 1999, another ten countries joined the list of participating countries. Continuing to be a proven success, 6 more countries joined the festival in 2000, which also saw a surge in the number of attendants from a few hundred to 3,000. In 2001, the Festival was held at the Scandinavian Community Centre in Burnaby and, despite heavy rain, the attendance reached 4,000 people. Ever since, then the Festival has been held in Burnaby and has attracted as many as 10,000 people with more than 30 European countries participating each year.

In 2013, after 12 years at the Scandinavian Cultural Centre, the Festival moved to a new location, Swangard Stadium in Burnaby. This new venue, allowed us to extend the event from one to two days and to accommodate even more people, thus increasing the exposure to European cultures, traditions and heritage by a much broader Canadian community. The spacious stadium offers room for many additional activities like Visual Arts Displays, a climbing wall, a mini golf course, and bouncy castle for children. The location is easily accessible by public transit and has ample parking space in the vicinity.

Volunteer Participation

The organization of the European Festival is almost entirely done by professionals that volunteer their time and skills to this cause. From September to May, a planning committee, consisting of EuroFest BC Society Board Members and managers such as Marketing, Entertainment, Cultural, Food, Market Place, Visual Arts and more, meet monthly to discuss issues, make decisions and delegate responsibilities. They are joined by representatives from the participating countries who are an integral part of the decision making and report back to their respective Societies and Associations. All performers from Cultural Societies, exhibitors in the Cultural displays and most food vendors as well as the helpers at the admission tables and parking lots are volunteers. This year, it is estimated that 1,200 volunteers will contribute approximately 7,500 hours of service to the festival, through their participation in the planning, management and implementation of all Festival activities. Volunteers commit to a minimum of one four-hour shift during the Festival. Managers, however, will devote much more time before, during and after the Festival.

European Festival Highlights

- Two days of performances by various singers, musicians and folk dancers dressed in traditional dresses.
- Two days of performances by invited local contemporary artists.
- Cultural displays presenting each nation's history, culture and traditions.
- European Marketplace, where a diverse group of vendors sell and promote European inspired, related or imported products.
- Activities such as arts and crafts, bouncy castle, games, face-painting, balloon-twisting, live theatre shows and more for children and their parents to enjoy.
- European Food Tent and Beer Garden, where many of the participating European countries offer freshly made ethnic cuisine and beverages.
- Arts Plaza, where artists and artisans of European heritage offer workshops for Festival visitors and showcase their unique skills and artwork.
- Saturday Evening Concert to finish the day.