

## SPONSORSHIP OPPORTUNITIES



*"A Celebration of Two Great Rivers"*

*"We play at festivals all over BC every summer and the Lytton River Festival is the very best one we've been to."*

**Juno Award Winner Gerald Charlie of the Black Owl Blues Band**

The Lytton River Festival was conceived in 2004 as a celebration of two great rivers - the legendary Thompson and the mighty Fraser - and their historic and present role in the community of Lytton BC.

Truly a community event that reaches across cultural barriers, the Festival is a registered non-profit society that involves the whole community - numerous First Nations Bands, the Village of Lytton, Service Organizations, local businesses, the whitewater rafting and kayaking community.

### **Festival Location**

Most festival events are held in downtown Lytton on Fourth Street. However some events on Sunday take place on the Thompson River 16 km from downtown at Nicomen - Kayak Rodeo, Raft Race, Fishery Interpretation, Dip Net Demo, and the Kids Toy Raft Race. The Pow Wow take place in town on Sunday.

### **Festival Events**

There are three days of events planned that include a Pow Wow that takes place on Sunday. Each day is full of live entertainment, bands, fireworks, river events, farmers market and more. See [www.riverfestival.ca](http://www.riverfestival.ca) for a complete listing.

### **Audience**

The attendance has grown steadily for the past three years from 1000 to over 3000 in 2009.

Primarily a family-oriented event, the evening events also bring out private rafters and kayakers from the USA as well as the rafting guests from the local rafting companies. A slow-pitch tournament is also part of the festival and attracts ball teams from throughout BC.

### **Publicity**

Numerous newspapers, radio and TV Stations have provided coverage of the Event. Coverage ranges from 2-page spreads in area newspapers to CBC Radio and TV. Recently we have received coverage in the UK's Manchester Guardian (circulation 359,000). Everyone loves the Lytton River Festival.

# LYTTON RIVER FESTIVAL

## 2009 Festival Goals

- To celebrate two great rivers – the Thompson and the Fraser – and their historic and present roles in the small community of Lytton, British Columbia.
- To promote the diversity of cultures
- To stimulate cultural tourism in the Scenic Fraser Canyon
- To showcase the cultural mosaic of a small community
- To provide entertainment and fun for the whole family
- To promote and showcase the Scenic Fraser Canyon as a spectacular tourist destination
- To stimulate the local economy on Labour Day weekend by attracting additional visitors to the area

## 2009 Festival Short-term objectives

- To focus on the improvement and sustainability of the Festival
- To present only the finest family-oriented entertainment and activities
- To increase the number of Festival activities and events
- To attract the highest quality exhibits and events
- To offer high level of bands and entertainment
- To increase the length of the Pow Wow to a two-day event
- To grow the participants that attend the Pow Wow
- To attract more visits to the Festival website and maintain its high ranking on search engines
- Grow the number of annual visits to the website from 15,000 to 25,000
- To keep the website fresh, active and the information up to date
- To increase the profile of the kayak rodeo and Thompson River raft race
- To partner with other community and provincial organizations to meet common goals.
- To promote the Festival and the Scenic Fraser Canyon as a destination through distribution of the 2009 Festival brochure and posters and to target audiences from neighbouring communities and the lower mainland
- To increase the publicity of river-oriented events such as traditional dip-netting and fishery interpretation
- To take advantage of the opportunities available through the Heritage Branch of the Ministry of Tourism to identify and promote Lytton's Heritage resources

## Festival Long-Term Objectives

- To grow the audience and number and quality of the activities of the Festival
- To provide a mini-park that overlooks the "Kumsheen" or meeting of the Thompson & Fraser Rivers
- To establish a year-round presence in the community from which to showcase the Festival
- To capitalize on the Winter Olympic Games in 2010.

## **Sponsorship Levels & Benefits**

### **Presenting Sponsor (1) \$15,000 Value: \$30,000 +**

#### **EVENT RECOGNITION**

- MC introduction of Presenting Sponsor Representative and opportunity for Welcome remarks during a Festival key event
- MC recognition as Presenting Sponsor at least once an hour during the first day of the event

#### **ELECTRONIC MARKETING**

- Logo Web Banner prominently displayed on the website Homepage (ranked 3 in Google search term " river festival"
- Link from [www.riverfestival.ca](http://www.riverfestival.ca) to Presenting Sponsor website
- Logo present on email broadcast
- Link to Presenting Sponsor website from Festival website

#### **LITERATURE**

- Logo present on Letterhead and all event correspondence
- Recognition as a Presenting Sponsor with strategic placement of logo on brochure cover and back
- Recognition as a Presenting Sponsor with strategic placement of logo on poster

#### **MEDIA & ADVERTISING**

- Logo on all pre-event newspaper advertisements
- Recognition as a Presenting Sponsor on all pre-event radio advertisements
- Recognition as a Presenting Sponsor in all press releases
- Logo present on final thank you letters and advertisements
- Inclusion as a Presenting Sponsor in a radio appearance
- Inclusion as a Presenting Sponsor in a TV appearance
- Logo on T-shirt sleeve
- Logo present on Sponsor page within event Program

#### **SIGNAGE**

- Logo present on two Highway #1 billboards at Lytton
- Logo on selective stage signage
- Logo always present on stage

## **Platinum Sponsor - \$5000 Minimum Value: \$7500**

### EVENT RECOGNITION

- MC recognition as Presenting Sponsor at least five times during the three day event

### ELECTRONIC MARKETING

- Logo Web Banner prominently displayed on the website (ranked 3 in Google search term " river festival"
- Link from [www.riverfestival.ca](http://www.riverfestival.ca) to Platinum Sponsor website

### LITERATURE

- Recognition as a Platinum Sponsor with strategic placement of logo on brochure back cover
- Recognition as a Platinum Sponsor with strategic placement of logo on poster

### MEDIA & ADVERTISING

- Inclusion as a Platinum Sponsor in a radio appearance
- Inclusion as a Platinum Sponsor in a TV appearance
- Logo present on Sponsor page within event Program

### SIGNAGE

- Logo on selective stage signage
- Logo always present on stage

## **Gold Sponsor \$3500 Minimum Value: \$5000**

### EVENT RECOGNITION

- MC recognition as Gold Sponsor at least three times during the event

### ELECTRONIC MARKETING

- Logo Web Banner displayed on the website (ranked 3 in Google search term " river festival"
- Link from [www.riverfestival.ca](http://www.riverfestival.ca) to Gold Sponsor website

### LITERATURE

- Recognition as a Gold Sponsor with strategic placement of logo on brochure back cover
- Recognition as a Gold Sponsor with placement of logo on poster

### MEDIA & ADVERTISING

- Logo present on Sponsor page within event Program

### SIGNAGE

- Logo on selective stage signage
- Logo always present on stage

## **Silver Sponsor – \$2000 Minimum Value: \$2500**

### EVENT RECOGNITION

- MC recognition as Silver Sponsor at least twice during the three day event

### ELECTRONIC MARKETING

- Logo displayed on the website (ranked 3 in Google search term " river festival"

### LITERATURE

- Recognition as a Silver Sponsor with strategic placement of logo on brochure back cover

### MEDIA & ADVERTISING

- Logo present on Sponsor page within event Program

## **Bronze Sponsor – \$1000 Minimum Value: \$1500**

### EVENT RECOGNITION

- MC recognition as Silver Sponsor at least once during the three day event

### ELECTRONIC MARKETING

- Logo displayed on the website (ranked 3 in Google search term " river festival"

### MEDIA & ADVERTISING

- Logo present on Sponsor page within event Program

## **Friends of the Festival \$Donations under \$100**

- Recognition on Sponsor page within event Program



*"A Celebration of Two Great Rivers"*

## SPONSORSHIP REGISTRATION FORM

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(Full Company Name)

has committed to sponsoring the Lytton River Festival as a:

- |                          |                               |             |
|--------------------------|-------------------------------|-------------|
| <input type="checkbox"/> | Presenting Sponsor (one only) | \$15,000    |
| <input type="checkbox"/> | Platinum Sponsor (maximum 2)  | \$5000      |
| <input type="checkbox"/> | Gold Sponsor                  | \$3500      |
| <input type="checkbox"/> | Silver Sponsor                | \$2000      |
| <input type="checkbox"/> | Bronze Sponsor                | \$1000      |
| <input type="checkbox"/> | Friends of the Festival       | Under \$100 |

Details of sponsorship, if any: \_\_\_\_\_

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code \_\_\_\_\_ Telephone \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_ Date \_\_\_\_\_

Sponsor Representative Signature \_\_\_\_\_

Note that recognition begins only upon receipt of sponsorship payment.

**Bernard Fandrich, President,**

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[www.riverfestival.ca](http://www.riverfestival.ca)