

Canada Day Fireworks Sponsorship Matrix

Help us light up the sky

Together, the Penticton Lakeside Resort and Downtown Penticton Association are working to raise \$25,000 to pay for the annual fireworks show that will close Penticton's Canada Day festivities and delight people of all ages.

Canada Day is one of the most highly anticipated and well-attended events held downtown each year. Approximately 10,000 people are expected to participate in the day's events leading up to the fireworks extravaganza.

Businesses interested in sponsorship opportunities are invited to contact 250-493-9752 or email erin@rpbhotels.com.

2018 SPONSORSHIP MATRIX									
	Final Canada Day Poster	Signs & Banners	Web Page Logos and Links	Media		Social Media	Vendor Tent	Public Recognition at Event (# Times)	VIP BBQ Meet & Greet Tickets
				Print	Radio				
Platinum >\$5000	★	★	★	★	★	★	★	3	2
Gold >\$2500 - \$5000	★	★	★	★	★	★	★	2	2
Silver >\$1000 - \$2500	★	★	★	★		★		1	2
Bronze \$500 - \$1000	★		★			★			2

EVENT POSTER - As a sponsor you will have excellent exposure to your customers on the official poster. Each sponsor will receive acknowledgement according to their level of sponsorship.

SIGNS/BANNERS - Sponsors at the silver level and above will have their logos displayed on display banners and official signage located at the event stage.

WEB PAGE ACKNOWLEDGEMENT - Sponsors will have their names and web page links placed on DPA Fireworks and Canada Day Web Pages

MEDIA ACKNOWLEDGEMENT - Newspaper and radio advertisements will acknowledge our sponsors in accordance with the Matrix above. This is an excellent opportunity to receive free and positive advertising.

SOCIAL MEDIA - Social media posts regarding Canada Day fireworks will include logos and tags for sponsors.

VENDOR TENT - Sponsors at the gold level and above are invited to have a 10x10 vendor tent in the vendor area of Gyro park.

PUBLIC RECOGNITION - During Canada Day, announcements will recognize sponsors for their support. All sponsors will receive individual mention in accordance with the above matrix.

VIP ACCESS to MEET & GREET FESTIVITIES - All donors who contribute \$500 and above will receive two tickets to the private VIP BBQ with a glass of wine on the Resort's new East Ballroom patio offering prime seats to the show.