



# CANADA DAY

MONDAY, JULY 1, 2019

## 2019 SPONSORSHIP PACKAGE

*BE SEEN IN YOUR COMMUNITY.*

THIS IS THE DAY WHERE PEOPLE GATHER TO CELEBRATE WHO WE ARE AND WHERE WE LIVE.

### ABOUT

The Downtown Squamish Business Improvement Association (DSBIA) is a collective voice for the downtown businesses. Working together, we are establishing the heart of Squamish as a unique destination attraction and a source of community pride. This is established through beautification projects, diverse entertainment, sports and cultural activities.

The DSBIA works in partnership with the District of Squamish and community sponsorship to make this event possible. To make this event a success and a destination we require your assistance. It is our goal to provide a community focused day with educational opportunities, kids activities, and sea to sky entertainment. It's an event to share, to come together and celebrate where we live ...Squamish, CANADA! To enjoy at no cost

# CANADA DAY



# SQUAMISH 19'

## OUR COMMUNITY

Over the past years regardless of weather thousands of Squamitis have come to show their gratitude, wearing red and white their pride truly shines from sea to sky. There is always something to do for kids of all ages. Kids games, small artisan market, beer garden, story telling, dancing and music! This event is free to all, with strong sponsorship we are able to provide popular music options and a variety of activities.

## WHY SPONSOR?

Getting involved in your community helps you and us! Sponsoring provides an opportunity to appeal to your business demographic, an opportunity to generate a positive reaction and awareness in who you are and what you provide. Your business has direct access to people of all ages, cultures and interests. It also shows your commitment to your community the place you to call home. Be apart of US!

## EXPOSURE































### Facebook

The DSBIA facebook has a 10,000-15,000 monthly reach and typically getting 800 visits per month.



### Instagram

15,000-18,000 monthly reach. our profile typically gets 400+ clicks a month

|  | \$5000  | \$2000  | \$750+  |
|---|---|---|---|
| <b>YOU!</b>   |   |   |   |
| Front and Centre - 2 Spots  |  |   |   |
| Branded Stage Signage   |  |   |   |
| Booth or Presence at the event  |  |  |   |
| Emcee mentions throughout event   |  |  |   |
| <b>YOUR LOGO!</b>   |   |   |   |
| Logo on event posters   |  |  |  |
| Logo on e-blasts and social media   |  |  |  |
| Logo on Canada Day event schedule   |  |  |  |
| Logo in Chief Newspaper Advertising   |  |  |  |
| <b>YOUR NAME!</b>   |   |   |   |
| Radio Interview shout out   |  |  |   |
| Mentions on MountainFM  |  |  |   |
| Website link on Facebook and DSBIA Website  |  |  |   |
| Inclusion on all press releases   |  |  |  |

\*If your company wants to arrange to specifically sponsor a musician or activity this can be arranged.

\*Stage sponsorship allows us to have headliner acts such as top Canadian kids entertainment and local Juno nominee acts.