

WHITE ROCK
SEA
FESTIVAL



**71st ANNUAL OFFICIAL
PARTNERSHIP PACKAGE**

AUGUST 1 & 2 | WHITE ROCK WATERFRONT

- **Pirates in the Park**
- **Pirate Parade**
- **Live Entertainment**
- **Torchlight Parade**
- **Fireworks**

BACKGROUND INFORMATION

The City of White Rock's Waterfront is a cherished community amenity and defining feature of White Rock, establishing it as a seaside community and regional destination and connecting residents and visitors to the natural setting. It was the waterfront and its views that attracted the first cottage developments in the city, and continues to shape the community's identity.

The White Rock Sea Festival is all about celebrating that seaside identity with residents and visitors alike. South Surrey/White Rock has an average growth rate of 2% per year and saw a 10% increase in the number of private dwellings between 2011 and 2016. It's expected that White Rock will have an additional 4,320 to 5,110 units by 2045. The City is growing and it's important to continue this near 71 year-old tradition to celebrate with our community for years to come. This is a great opportunity to gain exposure and build strong relationships within the City of White Rock as the event attracts 35,000 people over the weekend.

We also share and celebrate our seaside community with tourists from all over British Columbia, Alberta, Ontario, Washington, Oregon and even California to name a few. Supporting this annual festival is a great way to get your name and business in front of them. We value businesses like yours to help us continue to enhance and provide this free festival because we certainly couldn't do it alone! Thank you for taking the time to find out how you can invest in your community and put your business in the forefront of people's minds. We look forward to hearing back on how you would like to get involved with this free community festival!



Partnership Opportunities Available for 2020 and Beyond

We look forward to working with your company to create a custom package that meets your specific needs. Packages could include a wide variety of offerings, some examples include:

PRESENTING PARTNER \$15,000:

- White Rock Sea Festival Presented by “Your Brand”

MAIN STAGE \$10,000:

- “Your Brand” Main Stage

TORCHLIGHT PARADE PARTNER \$10,000:

- White Rock Sea Festival Parade sponsored by “Your Brand”

FIREWORKS PARTNER \$7,000: **PENDING**

- Fireworks presented by “Your Brand”

PIRATES IN THE PARK \$5,000:

“Your Brand” Pirates in the Park (Children’s Activities + Spirit Stage)

COMMUNITY PARTNERS (Various Amounts):

- Your contributions could help with anything from photo booths to providing swag and hospitality for our amazing event volunteers and more! Let’s work together to create a memorable event experience that also makes your company shine.

MEDIA PARTNERS

- Help us spread the word!

INVEST NOW!

CONTACT COURTNEY:
cwestwood@whiterockcity.ca

SPONSOR BENEFITS

	Presenting Sponsor \$15,000	Torchlight Parade \$10,000	Memorial Park Stage \$10,000	Fireworks \$7,000	Pirates in the Park \$5,000	Community \$1000 Min.
PRE-EVENT						
Company logo/name on event poster	●	●	●	●	●	●
Company recognition on City website	●	●	●	●	●	●
Company logo on newspaper ads	●	●	●	●	●	
Company recognition on City e-newsletter	●	●	●	●		
Company recognition in press releases	●	●	●	●		
Unique social media posts for your company	●	●	●	●		
Company logo on volunteer t-shirt	●					
Company acknowledgment on electronic reader board at Centennial Park Leisure Centre	●					
EVENT DAY						
VIP Section for headlines and fireworks Saturday	●	●	●	●	●	●
Company name on sponsor display board	●	●	●	●	●	●
On-site promotional display area provided	●	●	●	●	●	
Reserved parking for up to 2 vehicles (if you have on-site promotional display area)	●	●	●	●	●	
PA Announcements made throughout the event thanking your company	●	●	●	●	●	
Company logo included on schedule of events	●	●	●	●	●	
Company logo on Memorial Park stage scrim	●	●	●			
Opportunity to provide welcoming remarks on stage at opening ceremony	●					
Unlimited banners on display *sponsor to provide	●					
Up to six banners on display *sponsor to provide		●	●			
Up to four banners on display *sponsor to provide				●	●	
One banner on display *sponsor to provide						●
POST-EVENT						
Company recognition in newspaper ad thanking event sponsors	●	●	●	●	●	