

C O M O X  V A L L E Y

WINTERFEST

February 2 - 12, 2018

SPONSORSHIP OPPORTUNITIES - 2018



**+\$80K WINTER
MARKETING CAMPAIGN**



**+4 MILLION ORGANIC
& PAID DIGITAL REACH**



**+2 MILLION REACH
VIA PRINT, TV & RADIO**



**+5500 EVENT
ATTENDEES**

2018 WINTERFEST SPONSORSHIP

Take part in the Comox Valley's largest winter festival and marketing campaign which includes an extensive \$80k+ multi-media buy targeting winter enthusiasts from Vancouver Island and the Lower Mainland. Sponsorship gives you exposure opportunities through:

- ✓ Signage and event exposure at two Festival Live Sites where thousands of visitors will experience fun, participatory activities at the Sid Williams Plaza and Mudsharks Patio during the weekends of February 2-4 and 9-12, 2018
- ✓ Through the following Festival marketing mediums: CVWinterFest.com, Blackpress, Times Colonist and magazine print campaigns, digital and social media advertising campaigns and contesting

Become a sponsor, take part in the largest marketing campaign of the season and help create awesome winter memories - sign up today!

SPONSORSHIP LEVEL AND TOTAL NUMBER AVAILABLE	PLATINUM \$5000 X2	GOLD \$2500 X4	SILVER \$1000 X6	BRONZE \$500 unlimited
Company name/logo on all applicable marketing material (poster and print)	✓ 100% size	✓ 75% size	✓ 50% size	
Company exposure at CVWinterFest.com	✓ business profile	✓ 75% size	✓ 50% size	✓
Exposure on social media channels	✓	✓	✓	
Full-screen logo displayed on TV screens @ Vancouver Island Visitor Centre	✓	✓		
Mount Washington day lift tickets for use during WinterFest dates (#)	6	3		
On-site display at WinterFest Live Sites	✓	✓		
Sponsor banners at WinterFest Live Sites	✓ prime location	✓	✓	✓
Logo inclusion size on signs at WinterFest Live Sites (no cost to sponsor)	✓ 100% size	✓ 75% size	✓ 50% size	✓ 25% size
Title sponsored event opportunity at WinterFest Live Sites	✓			
Advertising space in WinterFest insert (22k distribution, CV Record in Feb)	half page (+\$599 value)	quarter page (+\$349 value)	eighth page (+\$249 value)	
First right of refusal for 2019 Festival	✓	✓		

Leading businesses and suppliers looking to generate increased awareness can become the preferred official supplier of WinterFest. Opportunities include: ✓ Garbage / Recycling Management ✓ Transportation ✓ AV/Sound Management
 ✓ Official Insurance Provider ✓ Event Rental Equipment Provider ✓ Event Signage Supplier

In-kind sponsorships available to preferred suppliers at a ratio of 3:1 (ie. \$3k of in-kind value to \$1k sponsor value)