



## **Lytton River Festival**

*Celebrating the People of the Rivers*

### **SPONSORSHIP OPPORTUNITIES**

The Lytton River Festival was conceived in 2004 as a celebration of the people 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**

The festival events are held in downtown Lytton.

### **Festival Events**

There are two days of events planned beginning on Friday of Labour Day Weekend and ending with a community street dance on Saturday Night. Each day is full of live entertainment, bands, events, farmers market and more. See [www.riverfestival.ca](http://www.riverfestival.ca) for a complete listing.

### **Audience**

The attendance has grown steadily from 1000 in the early years to more than 3500 participants. Primarily a family-oriented event, the evening events also bring out the rafting guests from the local rafting companies, and tourists' enjoying the small-town fun the festival offers visitors.

### **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. We have even received coverage in the UK's Manchester Guardian (circulation 359,000).

Everyone loves the Lytton River Festival. We also have a very active Facebook Page, with over 3000 likes, and our newly re-vamped web page, as well.

### **We have a new Focus: Two Day Festival**

This year, working to keep all the fun, and still have a manageable program, our team of volunteers decided to cut the festival to 2 days. This will allow visitors time to explore the variety of outdoor activities our location has to offer on the Labour Day weekend Holiday.

### **We're Continuing to Focus on our Objectives:**

- To celebrate the people of 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

### **2016 Festival Short-term objectives:**

- To present only the finest family-oriented entertainment and activities
- To attract the highest quality exhibits and events
- To focus on the improvement and sustainability of the Festival
- Target social media to promote the festival to potential new participants
- To select activities and events because of their interactive nature
- To offer highest level of bands and entertainment (within our budget restraints)
- To tell our Cultural Story
- To keep the website fresh, active and the information up to date
- To collaborate with other community and provincial organizations to meet common goals.

## **Sponsorship Levels & Benefits**

### **Presenting Sponsor (1) \$15,000 Value: \$25,000+**

#### 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

#### LITERATURE

- Recognition as a Presenting Sponsor with strategic placement of logo on brochure
- Recognition as a Presenting Sponsor with strategic placement of logo on poster

#### MEDIA&ADVERTISING

- Recognition as a Presenting Sponsor on all pre-event radio advertisements
- Recognition as a Presenting Sponsor in all press releases
- Logo present on Sponsor page within event Program

#### SIGNAGE

- 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 two-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

- 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

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

#### EVENT RECOGNITION

- MC recognition as Silver Sponsor at least twice during the two-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

#### SIGNAGE

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

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

### EVENT RECOGNITION

- MC recognition as Bronze Sponsor at least once during the 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

### LITERATURE

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

### SIGNAGE

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

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

- Recognition on Sponsor page on our website

## SPONSORSHIP REGISTRATION FORM

\_\_\_\_\_  
(Full Company Name)

has committed to sponsoring the Lytton River Festival as a:

- |     |                               |            |
|-----|-------------------------------|------------|
| ___ | Presenting Sponsor (one only) | \$15,000   |
| ___ | Platinum Sponsor (maximum2)   | \$5000     |
| ___ | Gold Sponsor                  | \$3500     |
| ___ | Silver Sponsor                | \$2000     |
| ___ | Bronze Sponsor                | \$1000     |
| ___ | 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.

Nonie McCann, President,  
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**[www.riverfestival.ca](http://www.riverfestival.ca)**