



ROCK THE LOBSTER



SPONSORSHIP PACKAGE 2018



ROCK THE LOBSTER

GREETINGS FROM THE 2018 PICTOU LOBSTER CARNIVAL COMMITTEE!

IT'S THAT TIME OF YEAR AGAIN! PREPARATIONS ARE UNDERWAY FOR THE 84TH PICTOU LOBSTER CARNIVAL! WE ARE PROUD TO CONTINUE TO CELEBRATE OUR COMMUNITY AND ITS PROSPEROUS FISHING INDUSTRY.

OUR COMMITTEE HAS BEEN WORKING DILIGENTLY SINCE LAST YEAR'S LOBSTER CARNIVAL TO DELIVER ANOTHER GREAT EVENT. IN 2017, WE WERE VERY PLEASED WITH THE IMPLEMENTATION OF A HUGE TENT THAT COVERED THE MAJORITY OF THE MAIN STAGE / BEER GARDEN AREA. WE ARE STILL HEARING GREAT THINGS ABOUT THIS FROM THE PUBLIC. THE TENT PROVIDED SHELTER FROM THE ELEMENTS FOR OUR PATRONS AND THE ENTERTAINERS ON STAGE. WE PLAN TO BRING BACK "THE BIG TENT" THIS YEAR TO HOUSE SOME FANTASTIC ENTERTAINMENT WHICH SHOULD BE ANNOUNCED BY THE END OF MARCH.

AS IN YEARS PAST, WE COULD NOT HAVE A SUCCESSFUL "CARNY" WITHOUT THE AMAZING SUPPORT FROM LOCAL BUSINESSES. WE WOULD INVITE YOU TO LOOK OVER OUR SPONSOR PACKAGE FOR 2018 (ATTACHED); ANY CONTRIBUTION IS WELCOME, WHETHER IT BE AN "IN KIND" OR MONETARY DONATION.

PLEASE REACH OUT TO US SHOULD YOU HAVE ANY QUESTIONS. ALSO, WE'D LIKE TO HEAR FROM YOU, OUR SUPPORTERS, ABOUT WHAT YOU LIKED ABOUT LAST YEAR'S CARNIVAL AND WHAT YOU THINK CAN BE IMPROVED.

IN ADVANCE, THANK YOU FOR YOUR CONSIDERATION OF SUPPORTING OUR COMMITTEE AND THE 2018 PICTOU LOBSTER CARNIVAL.

REGARDS,

**SHAWN MCNAMARA
PICTOU LOBSTER CARNIVAL CHAIRPERSON**

**ALLISON MACISAAC
SPONSORSHIP CHAIR**



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VIP

\$5000+

- ACKNOWLEDGED WITH LOGO AS A VIP SPONSOR IN ALL PROMOTIONS INCLUDING THE CARNIVAL WEBSITE, EVENT PROGRAMMES/POSTERS AND SOCIAL MEDIA
- TEN RADIO MENTIONS DURING CARNIVAL WEEKEND
- LOGO DISPLAYED ON SCREEN AT MAIN STAGE
- OPPORTUNITY FOR ON-SITE SALES AND PROMOTIONS
- MAIN STAGE ANNOUNCEMENT MENTION THROUGHOUT EVENT
- TEN BEER GARDEN/MAIN STAGE PASSES
- HIGH IMPACT BANNER PLACEMENT (INSIDE MAIN STAGE FENCED AREA)

PLATINUM

\$3500-\$4999

- ACKNOWLEDGED WITH LOGO AS A PLATINUM SPONSOR ON THE CARNIVAL WEBSITE AND SOCIAL MEDIA
- ACKNOWLEDGED BY NAME AS A PLATINUM SPONSOR IN EVENT PROGRAMMES/POSTERS
- LOGO DISPLAYED ON SCREEN AT MAIN STAGE
- OPPORTUNITY FOR ON-SITE SALES AND PROMOTIONS
- EIGHT BEER GARDEN/MAIN STAGE PASSES
- HIGH IMPACT BANNER PLACEMENT ON EVENT GROUNDS (ON FENCE AT FRONT STREET GATE)

GOLD

\$1500-\$3499

- ACKNOWLEDGED WITH LOGO AS A GOLD SPONSOR ON THE CARNIVAL WEBSITE AND SOCIAL MEDIA
- NAMED AS GOLD SPONSOR ON SCREEN AT MAIN STAGE
- FOUR BEER GARDEN/MAIN STAGE PASSES
- BANNER PLACEMENT ON EVENT GROUNDS (AROUND "IN-FIELD" FENCING BY MAIN STAGE)

SILVER

\$500-\$1499

- ACKNOWLEDGED BY NAME AS A SILVER SPONSOR ON THE CARNIVAL WEBSITE AND SOCIAL MEDIA
- NAMED AS SILVER SPONSOR ON SCREEN AT MAIN STAGE
- TWO BEER GARDEN/MAIN STAGE PASSES
- BANNER PLACEMENT ON EVENT GROUNDS (ALONG BALL FIELD FENCE ON FRONT STREET)

BRONZE

\$100-\$499

- ACKNOWLEDGED BY NAME AS A BRONZE SPONSOR ON THE CARNIVAL WEBSITE
- BANNER PLACEMENT ON FENCE NEAR MIDWAY

FRIEND OF THE CARNIVAL

\$25-99

- ACKNOWLEDGED BY NAME AS A FRIEND OF THE CARNIVAL ON THE CARNIVAL WEBSITE

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