



Pictou Lobster Carnival  
P.O. Box 1480  
Pictou, Nova Scotia  
B0K 1H0

**Dear Valued Community Partners, greetings from the Pictou Lobster Carnival committee:**

The 2023 Pictou Lobster Carnival was one of our biggest and best events we've ever had and included teaming up with the Town of Pictou (150<sup>th</sup> year since the incorporation of the town) and Ship Hector (250<sup>th</sup> year since the ship's landing) for their anniversary years and it included a fantastic water front site with the "big white tent" as host to a great celebration.

**The 2024 Pictou Lobster Carnival will be held July 5<sup>th</sup> to July 7<sup>th</sup>, and this year marks our own anniversary year as it's been 90 years since the first edition was held in 1934!** To celebrate this milestone we are working on plans with the town to bring the waterfront site back to life and attract tourists and visitors from across the province and beyond to celebrate the end of another safe and successful lobster fishing season on the Northumberland Strait!

The Pictou Lobster Carnival is a three-day small-town festival and it's also recognized as a Nova Scotia signature series event. As mentioned by WestJet, we were listed as one of the top festivals in 2010 and it is only through your support that it continues to thrive. We celebrate the close of the lobster fishing season in the region by hosting mostly maritime musical acts, having several activities for children including one of only two Hinchey's Midway visits in the county, several traditional fishing events such as lobster boat racing and lobster banding, and a 10K race called "Run for the Lobster" and lobster banding competitions. Also, we have parades for children and adults, the latter of which is a great way to take part and promote your organization while having fun!

**We are writing this letter to ask you to partner with us through sponsoring the 2024 Pictou Lobster Carnival this year as we head into our 90th anniversary.** We are a non-profit event that depends on your support to pull off this amazing and event rich with history!

Our expenses to run the entire weekend event has a budget of \$200k and the event attracts over 15,000 people to Pictou the weekend of and is a great way for sponsors such as yourself to get some great perks that help with promoting your business/organization with us.

Please note that the festival attracts hundreds of thousands of dollars in economic benefits to our county. We anticipate your support in joining with us to celebrate the Pictou Lobster Carnival. **Please find enclosed the sponsorship level packages which outlines the methods and benefits of making your donation.**

If you have any questions, please contact myself, Marion MacDonald or our Chair, Glen Jackson. We can't wait to hear from you!

Regards,

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