

Dear Valued Community Partner

Wow! The past two years have been very complicated and difficult for everyone. The pandemic completely canceled the 2020 Lobster Carnival. The only other time the carnival had to be canceled was during wartime. We were able to host a musical event at the deCoste in 2021 but this year we are preparing to host a **full line up of events** for all ages and interests.

The Pictou Lobster Carnival will be held **July 8-10, 2022** under the BIG tent that all will remember from previous years. We have just announced our line up and the excitement is already starting!

We have committed to host amazing talent for all to enjoy! We are optimistic that restrictions will be considerably lowered , but we will continue to work closely with The Nova Scotia Health Authority to ensure current practices are being met and everyone can enjoy activities safely.

In previous years, the committee worked diligently throughout the year to fundraise for the costs associated with these major events. As one can imagine, fundraising efforts have been challenging. We realize that all have been affected by the pandemic so any type of donation (monetary or in kind) would be appreciated.

We welcome any questions, ideas or comments from you.

Thank you for your consideration and support.

Sincerely,

Shawn McNamara
Chairperson

Nadine LeBlanc
Sponsorship

2022 Pictou Lobster Carnival Sponsor Package

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
- Eight 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
- Six 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

For more information, or to send a donation:

PO Box 1480, Pictou, NS B0K 1H0

sponsorship@pictoulobstercarnival.ca

Nadine LeBlanc

902-301-8068