



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

Greetings Dear Valued Community Partners from the Pictou Lobster Carnival Committee:

What a party it is going to be in Pictou all summer long! Wow, 2023 is preparing to be a year of BIG celebrations in Pictou with three fantastic ways to celebrate: the 250th landing of the Ship Hector with our descendants, the 150th celebration of the incorporation of our town and the 89th anniversary of the Pictou Lobster Carnival. The Carnival will be held in Pictou on July 7th, 8th and 9th and will be just one of the any celebrations of these milestones.

The Pictou Lobster Carnival is a small-town three day festival as well as a Nova Scotia signature series event. As mentioned by Westjet, we were listed as one of the top festivals in 2010. We are here to celebrate the safe and successful fishing season in our region. We celebrate by hosting mostly maritime musical acts, 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 the lobster crate run, a 10K race called "Run for the Lobster" and lobster banding competitions. Also, we have parades for children and adults.

We are writing this letter to ask you to partner with us in sponsoring the Pictou Lobster Carnival this year and potentially for two years as we head into our 90th anniversary in 2024. By agreeing to partner with us, it will grant us the flexibility to plan our big celebration next year as well as this 2023 edition.

It is with your support we will be able to host a successful event this year! Our budget is set at \$200k. Please note the festival attracts hundreds of thousands of economic benefits to our county. We anticipate your support in joining us to celebrate the Pictou Lobster Carnival. Please find enclosed the sponsorship level package which outlines the methods of making your donation.

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

Regards,

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