



LANGLEY CANADA DAY CELEBRATION SPONSORSHIP

June 30th & July 1st 2011

Promote your product or service to over 50,000 people in 2 days.
Become a sponsor and help support this local community event!



For event details check out our website
www.langleycanadaday.ca
Contact us today at 604.522.6232 for more information



A Volunteer Community Event

The Celebrations are driven entirely by our force of volunteers. The entire organizing committee and hundreds of volunteers over the two-day event donate their time for this community event.

Central Location

The McLeod Athletic Park located at 56th Avenue and 216th Street, across from the Langley Regional Airport, in Langley, BC presents many exciting opportunities with its size, location, and amenities. Langley Canada Day Celebrations draws vast crowds from all over the Lower Mainland



Entertainment & Activities for the Whole Family

Music, games, rides, shows, entertainers, static displays, food and fireworks are just a few of the many activities that can be enjoyed by people of all ages at the Langley Canada Day Celebrations.

A la carte items (Community Level and above Sponsorship)

| | |
|--|----------------|
| 10 x 10 Tent | \$150 |
| Table/2 chairs | \$40 |
| Right to park 1 company vehicle (promotional) within company display area (SUV size vehicle or smaller) | \$125 |
| Approved mascot roaming privileges | \$500 |
| Additional sponsor chalet passes | \$50 ea |
| Additional parking passes | \$25 ea |



A Top Event in Canada



























Langley Canada Day Celebrations was recognized as one of the top celebrations in the country by Prime Minister Stephen Harper, in his Canada Day address.

2 Days - June 30th & July 1st

Canada Day in Langley is so big that it takes two days to celebrate and is the largest two-day Canada Day event in Canada!

Sponsorship Levels

Exhibitor

| | Local \$350 | Community \$1000 | Provincial \$2000 | National \$5000 | Flag \$8000 | \$750 |
|--|---|---|---|---|---|--------|
| Placement of banners on site <small>*location determined by LCDC; banner supplied by sponsor</small> | 1 (max 8 feet) | 2 (max 8 feet) | 3 (max 8 feet) | 4+ (any size) | 4+ (any size) | |
| Recognition in marketing material | Name | Name | Name + small logo | Name + med logo | Name+ large logo | |
| Logo on volunteer t-shirt | | | | Name + small logo | Name + med logo | |
| Display size (includes tent area) | | 100 sf | 200 sf | 800 sf | 1500 sf | 100 sf |
| Tent | | | 10 x 10 | 10 x 10 | 10 x 20 | |
| Tables /Chairs | | 1 - 2 | 1 - 2 | 1 - 2 | 2 - 4 | 1 - 2 |
| Sponsor Chalet passes | | 4 | 8 | 15 | 25 | |
| Parking Passes | | 2 | 4 | 10 | 15 | |
| Announcements | | | Multiple | Regular | Often | |
| Website Association | | Name | Name + small logo | Name + med logo/link | Name + lrg logo/link | |
| Commemorative Plaque | |  |  |  |  | |
| First right of refusal for attraction sponsorship for the following year | |  |  |  |  | |
| Preferred pricing on "attractions" | |  |  |  |  | |
| Inclusion of applicable material in volunteer kits | |  |  |  |  | |
| Right to park promotional vehicle within display area | | |  |  |  | |
| Opportunity to distribute promotional material at event entrance | | | |  |  | |
| Opportunity to distribute bag at event entrance | | | |  |  | |
| Banner at entrance | | | | |  | |
| Roaming privileges | | | | |  | |
| VIP reserved parking passes | | | | |  | |
| Product exclusivity | | | | |  | |
| First right of refusal for the following year | | | | |  | |
| Use of Langley Canada Day Logo | Talk to your Langley Canada Day marketing representative about how your company can enjoy these additional benefits! Call 604.522.6232 for more information | | | | | |
| Sponsorship of main stage | | | | | | |
| FM Radio Announcement | | | | | | |
| Langley Canada Day presented by | | | | | | |

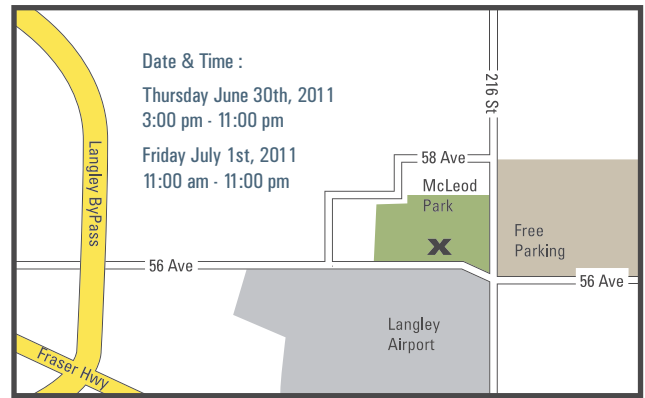


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CANADA DAY

Langley Canada Day Celebrations

- Perfect to showcase your business
- Recognition in marketing materials
- Gain visibility and recognition
- Direct exposure to thousands
- Find new customers
- Increase sales



Venue - McLeod Athletic Park is the venue for the Langley Canada Day Celebrations. This park is located at 56th Avenue and 216th Street, across from the Langley Regional Airport.



Ask your marketing representative how your company can be the presenting sponsor for one of the following attractions:

- ➔ Petting Zoo
- ➔ Dog Show
- ➔ Senior's Chalet
- ➔ Kid's Midway
- ➔ Teen Zone
- ➔ Sponsor's Chalet
- ➔ Static Display area
- ➔ Monster Truck Ride
- ➔ Fireworks
- ➔ Main Stage

Signage provided by sponsor; attractions subject to change. Sponsorship will be on a first come, first serve basis determined by signed contract.

This event is an excellent opportunity for your business to get involved in the spirit of CANADA DAY 2011, while showcasing your brand!

Every business can afford to participate in the Langley Canada Day Celebrations. There are many levels of sponsorship to fit your budget and desired level of exposure.



Langley Canada Day Society - LCDS
P.O. Box #7 – 20378 Fraser Highway
Langley, BC V3A 4G1