

CELEBRATING COMMUNITY THROUGH LOCAL MUSIC!



# BLUE QUILL PARTY IN THE PARK

*6<sup>th</sup> Annual Music Festival*

Saturday, September 8, 2018

## SPONSORSHIP PACKAGE

# *Welcome to Blue Quill Party in the Park 2018*

The Blue Quill Community League is proud to present our 6<sup>th</sup> year of celebrating community through local music! This summer's music festival is organized by our volunteers, the Blue Quill Community League, and is supported by kind sponsors throughout the region.

Located in Blue Quill Park, our festival is a celebration of local musical traditions as well as the contemporary and international music scenes. We hope to feature a wide variety of music so that every attendee will have plenty to enjoy. We also hope to give local artists a chance to shine on one of our stages, grow their fanbase, and gain wider recognition for their talent!

The festival is an amazing opportunity to meet new friends and neighbors. We are glad to play an active role in the culture and social life of the community, and invite you to do the same!

Sincerely,  
The Blue Quill Party in the Park Organizing Committee

## **COMMITTEE EXECUTIVES**

**Sandra Crawford**

Event Producer

**Tami Wong**

BQCL Committee Chair

**Richard Hughes**

Treasurer

**Travis Ball**

Concession Manager

**Samantha Tomte**

Communications Manager

**Toby Brilz**

Site Manager

**Tayler Button**

Program Manager

## *Festival Sponsor*

\$3,500 (limited to 1 sponsor)

*“Blue Quill Party in the Park presented by [your company here!]”*

*This package includes all naming rights in association with Blue Quill Party in the Park.*

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 14 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- 10'x10' tent and 1 vendor table with 2 chairs in Festival Row for product sampling, demos and promotions
- Company advertisement on BQCL's electronic newsletter
- Company mentions from stage with a minimum of 14 mentions.
- Permission to place 8 company signs in event location
- Logo placed on event promotional signage and material & 1 dedicated company banner
- Opportunity to give “Sponsor Message” in opening remarks of event

## *Title Stage Sponsor*

\$2,500 (limited to 2 sponsors)

*This package includes naming rights for one of our stages.*

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 9 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- 10'x10' tent and 1 vendor table with 2 chairs in Festival Row for product sampling, demos and promotions
- Company advertisement on BQCL's electronic newsletter
- Company mentions from stage with a minimum of 9 mentions
- Permission to place 5 company signs in event location
- Stage banner dedicated to business

## *Beer & Beverage Garden Sponsor*

\$2,500 (limited to 1 sponsor)

*This package includes naming rights for both of our Beer & Beverage Gardens.*

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 9 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- 10'x10' tent and 1 vendor table with 2 chairs in Festival Row for product sampling, demos and promotions
- Company advertisement on BQCL's electronic newsletter
- Company mentions from stage with a minimum of 9 mentions
- Permission to place 5 company signs in event location
- Dedicated company banner in Beer & Beverage garden

## Firework Spectacular Sponsor

\$2,500 (limited to 3 sponsors)

*This package includes co-naming rights for our Firework Spectacular.*

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 9 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- 10'x10' tent and 1 vendor table with 2 chairs in Festival Row for product sampling, demos and promotions
- Company advertisement on BQCL's electronic newsletter
- Company mentions from stage with a minimum of 9 mentions
- Permission to place 5 company signs in event location
- Dedicated company banner in Fireworks area

## Pancake Breakfast Sponsor

\$2,000 (limited to 3 sponsors)

*This package includes co-naming rights for our Pancake Breakfast.*

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 6 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- 10'x10' tent and 1 vendor table with 2 chairs in Festival Row for product sampling, demos and promotions
- Company advertisement on BQCL's electronic newsletter
- Company mentions from stage with a minimum of 6 mentions
- Permission to place 4 company signs in event location
- Dedicated company banner in Pancake Breakfast area

## Backyard Barbeque Sponsor

\$2,000 (limited to 3 sponsors)

*This package includes co-naming rights for our Backyard Barbeque.*

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 6 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- 10'x10' tent and 1 vendor table with 2 chairs in Festival Row for product sampling, demos and promotions
- Company advertisement on BQCL's electronic newsletter
- Company mentions from stage with a minimum of 6 mentions
- Permission to place 4 company signs in event location
- Dedicated company banner in Backyard Barbeque area

## Encore Sponsor

**\$1,000 (Unlimited number of sponsors)**

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 4 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- 10'x10' tent and 1 vendor table with 2 chairs in Festival Row for product sampling, demos and promotions
- Company advertisement on BQCL's electronic newsletter
- Company mentions from stage with a minimum of 4 mentions

## Vendor Showcase

**\$300 (Unlimited number of sponsors)**

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 4 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- 1 vendor table with 2 chairs in Festival Row for product sampling, demos and promotions

## Donation Sponsor

**\$150 + (Unlimited number of sponsors)**

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 4 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)

## Groupie Volunteer Sponsor

**Minimum 20 Volunteers (Unlimited number of sponsors)**

***Jump on this excellent team building opportunity for your organization or company!***

***Engage with the community while increasing morale. Event volunteers will be provided with a training session, lanyard and name tag, Party in the Park branded Koozie, meal ticket, and our greatest appreciation for helping us deliver the sight and sounds of one of the biggest parties of the year!***

- Logo and name recognition on Blue Quill Party in the Park website with link to sponsor's website
- Minimum of 4 mentions on Blue Quill social media (Facebook, Twitter and Instagram) and opportunity for social media collaboration
- Business logo on festival banner(s)
- Company advertisement on BQCL's electronic newsletter

# **Thank you for your consideration!**

Blue Quill Party in the Park is the biggest community party of the year and 2018 is the most anticipated year yet! We are very excited to bring this festival to you on the 8<sup>th</sup> of September! We are glad to invite your business to invest in our sponsorship opportunities and offer many different packages; all of which can be customized to meet your marketing needs. We strive to exceed stakeholder expectations and promote your business as soon as we have a firm commitment. This opportunity is not possible without the generous support of business like yourself. We sincerely thank you for choosing Blue Quill Party in the Park as your local sponsor partner.

## **Contact Us**

Blue Quill Party in the Park

11304 25 Avenue, NW

Edmonton, AB, T6J 5B1

Phone: (780) 438-3366

Email: [bqcladmin@bqcl.org](mailto:bqcladmin@bqcl.org)

Website: [www.bqpartyinthepark.ca](http://www.bqpartyinthepark.ca)





# Sponsorship Form

Please email completed form to:

[bqcladmin@bqcl.org](mailto:bqcladmin@bqcl.org) | (780) 438-3366

## SPONSORSHIP OPPORTUNITIES

*Sponsorship opportunities are limited and on a first come first serve basis\**

- |  |   |
|--|---|
| <input type="radio"/> Festival Title Sponsorship \$3,500 (1)         | <input type="radio"/> Encore Sponsorship \$1,000 (unlimited)  |
| <input type="radio"/> Beer & Beverage Garden Sponsorship \$2,500 (1) | <input type="radio"/> Vendor Showcase \$300 (unlimited)       |
| <input type="radio"/> Firework Spectacular Sponsorship \$2,500 (3)   | <input type="radio"/> Donation Sponsorship \$150+ (unlimited) |
| <input type="radio"/> Title Stage Sponsorship \$2,500 (2)            | <input type="radio"/> Groupie Volunteer Sponsor (unlimited)   |
| <input type="radio"/> Pancake Breakfast Sponsorship \$2,000 (3)      | <input type="radio"/> Gift-in-kind (unlimited)                |
| <input type="radio"/> Backyard Barbeque Sponsorship \$2,000 (3)      |   |

## SPONSOR REGISTRATION INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Twitter: \_\_\_\_\_

## PAYMENT INFORMATION

- ☐ Please charge sponsorship to our VISA | MASTERCARD for the amount of \_\_\_\_\_

Name on card: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ CVV (3 digit #): \_\_\_\_\_

- ☐ We would like to send a cheque OR gift-in-kind for our sponsorship contribution.

Please make cheque payable to Blue Quill Community League.

Mail or drop off sponsorship or gift-in kind to: 11304 25 Ave NW, Edmonton, AB T6J 5B1

thank you!