



SPONSORSHIP PACKAGE



Sorrento's 100th Anniversary!

Celebrating the occasion! The *Sorrento 100* events are family oriented to provide entertainment for all ages. They begin in June 2012 and continue through the Summer and into the Fall. There will be a Father's Day Picnic and Regatta; a Street Party; a Family Festival and Show & Shine featuring collector cars, trucks, vintage motorboats and motorcycles; all culminating with a Boxing Day Dance.

Making it happen! In order to provide entertainment and comfort stations for everyone at the *Sorrento 100* events and to cover the behind the scene expenses, we are approaching local businesses for financial and/or in-kind assistance.

We have an excellent Sponsors' Package! Please peruse it at your earliest convenience. You'll be pleased to find that we value our sponsors and have found many wonderful ways to promote them. We look forward to meeting with you to answer any questions you may have.

Sorrento has history! There was a time when Sorrento was Trappers Landing, just a place on the shore of Shuswap Lake where fur traders landed their dugout canoes to trade. Time went on and paddle wheelers began to arrive with settlers and prospectors. Then came the railroad and horses pulling dray wagons carting supplies from Notch Hill to Trappers Landing to be dispersed throughout the Shuswap. In 1907 Trappers Landing was renamed, became Sorrento, and in 1912 the Sorrento street plan was filed and adopted.

Join with us! Help make the celebrations successful. Please consider sponsoring the *Sorrento 100* events. We are sure that you will benefit and find value in your affiliation with us.

We are interested in meeting with you, feel free to contact us if you have any questions.

Sincerely,
Sandra Heschuk
Email: sbc2@shaw.ca
Phone: 250-675-4112

On behalf of the Sorrento 100 Committee,
Sorrento and Area Community Association



HI NEIGHBOUR! Sponsorship Package

\$10 +

This is an outstanding opportunity to sponsor your community's *Sorrento 100* events

- You will receive a *Sorrento 100* souvenir button. Wear it with pride — and challenge your neighbours to add their own sponsorship to the festivities!

NOTE: To receive maximum exposure, as above, sponsors **MUST** be confirmed by April 30th.



COPPER Sponsorship Package

\$100 +

An outstanding opportunity for Advertising and Sales by sponsoring your community *Sorrento 100* events. The value that you receive for your sponsorship is as follows:

- Receive two *Sorrento 100* souvenir buttons.
- Receive a colourful *Sorrento 100 Sponsor Flag* to decorate your garden or hang in a window.
- Display your corporate brochure or business card in the Information Booth at the Street Party, July 21 and the Family Festival, September 8–9.
- Your name will appear as a *Sorrento 100 Sponsor* on the www.sorrento-shuswap.ca web site.
- Your name will be shown as a sponsor in the Recognition Advertisement that *Sorrento 100* will place in a local paper.

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BRONZE Sponsorship Package

\$200 +

An outstanding opportunity for Advertising and Sales by sponsoring your community *Sorrento 100* events. The value that you receive for your sponsorship is as follows:

- Receive three *Sorrento 100* souvenir buttons.
- Receive a colourful *Sorrento 100 Sponsor Flag* to decorate your garden or hang in a window.
- Display your corporate brochure or business card in the Information Booth at the Street Party, July 21 and the Family Festival, September 8–9.
- Your name will appear as a *Sorrento 100 Sponsor* on the www.sorrento-shuswap.ca web site.
- Your name will be shown as a sponsor in the Recognition Advertisement that *Sorrento 100* will place in a local paper.
- Your name will be shown as a sponsor on promotional materials that *Sorrento 100* produces.
- Your name will be printed on *Sorrento 100 Sponsor T-shirts*.
- You will be able to purchase *Sorrento 100 Sponsor T-shirts*, at cost — why not purchase one for each of your staff!

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SILVER Sponsorship Package

\$500 +

An outstanding opportunity for Advertising and Sales by sponsoring your community *Sorrento 100* events. The value that you receive for your sponsorship is as follows:

- Receive four *Sorrento 100* souvenir buttons.
- Receive a colourful *Sorrento 100 Sponsor flag* to decorate your garden or hang in a window.
- Display your corporate brochure or business card in the Information Booth at the Street Party, July 21 and the Family Festival, September 8–9.
- Your name will appear as a *Sorrento 100 Sponsor* on the www.sorrento-shuswap.ca web site.
- Your name will be shown as a sponsor in the Recognition Advertisement that *Sorrento 100* will place in a local paper.
- Your name will be shown as a sponsor on promotional materials that *Sorrento 100* produces.
- Your name will be printed on *Sorrento 100 Sponsor T-shirts*.
- You will be able to purchase *Sorrento 100 Sponsor T-shirts*, at cost — why not purchase one for each of your staff!
- Your name will be displayed on the *Sorrento 100 Volunteer T-shirts*.
- Your name will be displayed on a large Sponsor Recognition Sign to be posted in the heart of Sorrento.
- You will receive a Sponsor's Certificate to display in your place of business.

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GOLD Sponsorship Package

\$1000 +

An outstanding opportunity for Advertising and Sales by sponsoring your community *Sorrento 100* events. The value that you receive for your sponsorship is as follows:

- Receive five *Sorrento 100* souvenir buttons.
- Receive a colourful *Sorrento 100 Sponsor flag* to decorate your garden or hang in a window.
- Display your corporate brochure or business card in the Information Booth at the Street Party, July 21 and the Family Festival, September 8–9.
- Your name will appear as a *Sorrento 100 Sponsor* on the www.sorrento-shuswap.ca web site.
- Your logo will be shown as a sponsor in the Recognition Advertisement that *Sorrento 100* will place in a local paper.
- Your logo will be shown as a sponsor on promotional materials that *Sorrento 100* produces.
- Your logo will be printed on *Sorrento 100 Sponsor* T-shirts.
- You will be able to purchase *Sorrento 100 Sponsor* T-shirts, at cost — why not purchase one for each of your staff!
- You will receive two complimentary *Sorrento100 Sponsor* T-shirts.
- Your logo will be displayed on the *Sorrento 100 Volunteer* T-shirts.
- Your logo will be displayed on a large Sponsor Recognition Sign to be posted in the heart of Sorrento.
- You will receive a complimentary Sponsor's Plaque to display in your place of business.
- You will receive two complimentary *Sorrento 100 Souvenir* T-shirts.
- You will receive an on-site space to set up a display table where you can advertise your business at the Street Party, July 21 and the Family Festival, September 8–9.

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PLATINUM Sponsorship Package

\$2000 +

An outstanding opportunity for Advertising and Sales by sponsoring your community *Sorrento 100* events. The value that you receive for your sponsorship is as follows:

- Receive twelve *Sorrento 100* souvenir buttons.
- Receive a colourful *Sorrento 100 Sponsor flag* to decorate your garden or hang in a window.
- Display your corporate brochure or business card in the Information Booth at the Street Party on July 21st and the Family Festival 8th, 9th September.
- Your name shown as a *Sorrento 100 Sponsor* on the www.sorrento-shuswap.ca web site.
- Your logo will be shown in the Recognition Advertisement in a local paper.
- Your logo will be shown as a sponsor on promotional materials.
- Your logo will be printed on *Sorrento 100 Sponsor* T-shirts and you may purchase *Sorrento 100 Sponsor* T-shirts, at cost — why not purchase one for each of your staff!
- You will receive four complimentary *Sorrento100 Sponsor* T-shirts.
- Your logo will be displayed on the *Sorrento 100 Volunteer* T-shirts.
- Your logo will be displayed on a large Sponsor Recognition Sign to be posted in the heart of Sorrento.
- You will receive a complimentary Sponsor's Plaque to display in your place of business.
- You will receive four complimentary *Sorrento 100 Souvenir* T-shirts.
- You will receive an on-site space to set up a display table where you can advertise your business at the Street Party, July 21 and the Family Festival, September 8–9.
- Your name or logo will be displayed on a Sponsor's Choice Award at the Show & Shine to be presented to the owner of the car. Your name will be displayed on the Show & Shine Sponsor Poster on the field.
- The entrance to the VIP Lounge will sport your logo. You will have access to the VIP Lounge for rest and shade, for yourself and your guests at the Street Party, July 21 and the Family Festival, September 8–9. The tent will be prepared with a cooler and ice. Bring your own chairs, and remember, no alcohol please.

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SPONSORSHIP Opportunities, at a glance!

Outstanding opportunity for Sales and Marketing by sponsoring the *Sorrento 100* Celebration Events

	Hi Neighbour \$10 +	Copper Sponsor \$100 +	Bronze Sponsor \$200 +	Silver Sponsor \$500 +	Gold Sponsor \$1000 +	Platinum Sponsor \$2000 and over
Receive <i>Sorrento 100</i> Souvenir Button(s)	1	2	3	4	5	12
Garden/Window Sponsor Flag (one only)		•	•	•	•	•
Can display brochure in Information Booth		•	•	•	•	•
Name on Sponsor list www.sorrento-shuswap.ca		•	•	•	•	•
Name/logo in Recognition Ad in local paper		N	N	N	L	L
Name/logo as Sponsor on promo materials			N	N	L	L
Name/logo on Sponsor T-shirts			N	N	L	L
Can purchase Sponsor T-shirts at cost			•	•	•	•
Receive complimentary Sponsor T-shirts					2	4
Name/logo on Volunteer T-shirts				N	L	L
Name/logo on Sponsor Recognition Sign				N	L	L
Receive Sponsor Certificate/Plaque				C	P	P
Receive complimentary Souvenir T-shirts					2	4
On-site space near Information Booth					•	•
Name or logo displayed on Sponsor's Choice Award (presented to car owner)						•
Name on Sponsor Poster at Show & Shine						•
Access to on-site VIP logo-enhanced Sponsor's Gazebo at some events for yourself & guests. Includes cooler with ice — please bring your own chairs; no alcohol please.						•

Note: The size of Sponsors name or logo will be relative to the amount of their sponsorship.

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Sorrento 100 Sponsorship Invoice

Date: _____

Sponsor's Name: _____

Contact Name: _____ Phone: _____

Email Address: _____

Street Address: _____

Amount of Sponsorship: \$ _____ .00

Please print: \$ _____ .00

Please return this invoice with your cheque before April 30, 2012.
Make payable to SACA (Sorrento and Area Community Association)

Please keep a copy of this invoice for your records — no other receipt will be issued

Thank you for sponsoring *Sorrento 100!*

NOTE: To receive maximum exposure sponsors **MUST** be confirmed by April 30th.

(Please leave blank. For use by *Sorrento 100* Representative)

Sorrento 100 Representative Contact Name

Phone

Invoice Number