

26th Annual Pacific Rim Whale Festival

Sponsorship Information Package

March 17th – 25th, 2012

Questions? Please call Wendy Hainstock

Festival Coordinator / 250-726-7798

info@pacificrimwhalefestival.com

THANK YOU FOR SPONSORING THE PACIFIC RIM WHALE FESTIVAL 2012.

What is our Festival all about?

The Pacific Rim Whale Festival is the largest festival on the West Coast of Vancouver Island, B.C. Years ago, the Pacific Rim Whale Festival Society was created to raise awareness about our local at risk marine species, attract tourists and residents to the region, and stimulate the local economy. Our non-profit society has been proudly promoting Ucluelet, the Pacific Rim National Park Reserve and Tofino as a destination in spring for 25 years in partnership with local businesses.

The Pacific Rim Whale Festival Society strives for a balance of events designed for a broad spectrum of interests. The endurance of our society is driven by a common belief in education (focused on environmental and marine sciences), the spirit of community building events and promoting our coastal heritage.

We are excited to offer a wide variety of sponsorship possibilities for the 2012 Festival Season.

No matter what level of sponsorship you can offer – your donation will directly benefit the community through quality programming and educational events.

Multiple Sponsorship Levels in (CAD)

Legacy	25,000 +
Grey Whale	10,000 - 24,999
Steller Sea Lion	5,000 - 9,999
Title Event	5,000 *
Harbour Seal	2,000 - 4,999
Eagle	500 - 1,999
Sea Star	51 - 499

Annual Marketing Initiatives

Your success is our own. As part of our mandate to support local businesses, the Pacific Rim Whale Festival Society's Annual Marketing Initiative will promote your business.

- **PRWFS Annual Budget** is \$15,000 on Direct Marketing and Advertising within the community, Vancouver Island, Victoria, Vancouver and abroad.
- **Annual Media Sponsorship** averaging over the last five years of \$45,000, through the following media: television event listings, online marketing; social media, banners and travel sites, radio spots and contests, editorial coverage in regional magazine and print publications.
- **In Print.** Annually we print and distribute thousands of posters with your logo, flyers, program guides and event calendars– all of which leads our visitors back to our sponsors. We place this literature in key transportation hubs; airports, bus, and train stations and Visitor Information Centers. We advertise locally and in Victoria and Vancouver through various tourism outlets.
- **Website Management.** During the weeks leading up to and during the festival, we receive over 14,000 hits on our website in which visitors and locals are searching for events to attend, places to stay and things to do. Our website features our sponsors and their contact information and website link. We direct traffic to you.

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

























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Each year we advertise with our terrific media sponsors, some of which have been:

Nanaimo Daily News,	The Westerly,	Common Ground Magazine,	Homes and Living Victoria
Read Media	The Wall Street Journal	Tourism B.C	Georgia Straight
Tofino Time	Cowichan Valley Voice,	Visitor's Choice Magazine	Long Beach Radio
98.9 Jet FM	Ocean's FM	QMFM/The Beat	CTV Vancouver Island
Chek T.V	Harbor City Star	Vancouver Observer	Tourism Vancouver Island

TIER SPONSORSHIP BENEFITS

Why promote, sponsor and advertise with us? The more you contribute to the festival, the more you return you will receive in your sponsorship benefits. Each sponsorship level contains its own benefits program.

	LOGO on Festival Poster	Framed Festival Poster	Tickets to Sponsor Reception	Website Link	Print & Web Co. Listing	Unlimited Use Of our 2012 Logo	Calendar Event Listing	Web Event Listing	VIP Tickets to selected Events
LEGACY \$25,000 +	 Large Logo Multiple Years								
GREY WHALE \$10,000 to \$24,999	 Large Logo								
STELLAR SEA LION \$5,000 to \$9,999									
HARBOR SEAL \$2,000 to \$4,999									
EAGLE \$500 to \$1,999									
SEA STAR \$51 to \$499									



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Partnered Sponsorship

FESTIVAL SPONSOR

Contribution Value \$50,000

Would your company like to be the 2012 Pacific Rim Whale Festival Sponsor? As the *title festival sponsor*, your brand will be the principle commercial partner linked to all aspects of our anchor events including pre and post event marketing.

Benefits of your sponsorship package will include the following:

- Title sponsorship of the event: 'The Pacific Rim Whale Festival presented by <Your Name>
- Logo on all publicity material including marketing posters, brochures, press releases, event banners.
- Media Promotions and representation at our Festival Anchor Events.
- Your Logo on all Pacific Rim Whale Festival Clothing
- Festival Sponsor Page on our Website
- Unlimited Use of our Logo
- DVD of the Festival, branded with your logo
- 10 Complimentary VIP tickets to any anchor event.
- Link on www.pacificrimwhalefestival.com
- Opportunity for sponsor giveaways
- Complimentary Framed Block Print Artwork by A.Tremain (Value \$1000)

TITLE EVENT PARTNERSHIPS*

Contribution Value \$5000

Partner Up! Want to sponsor an existing event, or be a part of the festival and already have an event planned? Let us promote that event for you! As a titled event sponsor, we ensure the success of your event by providing your company with the following:

- Titled Events in our Program Guide and Calendar
- Your Logo on our Homepage, Poster and Press Releases
- Event Listing on our website
- Active Link on our website
- 2012 Unlimited Use of PRWF Logo
- On-site Partnered Event Promotions
- Festival Promotional Pkg /Merchandise
- 1-2 Volunteers to staff your event.
- 2 Complimentary VIP Tickets to any Anchor Event
- First right of refusal for consecutive festivals.

Title sponsorship requires a \$2500 CA DONATION + \$2500 In Kind Support. If you would like to create an event, and would like some guidance, call 250-725-7798 to book a consultation. We can help you create an idea!

Events Available for Title Sponsorship

Wave Rider - The Science of Surfing
Surfboard Shaping Demo
Martini Migration
Sweet Indulgence Dessert Reception
West coast Time Capsule
Barnacle Blues
Maritime Day for Children
Button Art Youth Program
Mind of a Snail Puppet Show
Wet Coast Authors Panel and more...

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In Kind Values & Definition

Purpose

The purpose of this definition is to identify the kinds of non-cash contributions ("in-kind support") that are acceptable as part of the overall sponsorship of the Pacific Rim Whale Festival, and to provide guidance on how to put a value on those contributions.

Definitions

In-kind support - a cash-equivalent contribution in the form of an asset for which no cash is exchanged but that is essential to the festival and that would have to be purchased or obtained by the festival on the open market, or through negotiation with the provider.

Fair market value - the highest price, expressed in dollars, that a property would bring in an open and unrestricted market between a willing buyer and a willing seller who are both knowledgeable, informed, and prudent, and who are acting independently of each other.

Item List - Possible In-Kind Donations

The following items will all be accounted for at fair market value;

- Accommodations,
- Food & Beverage (alcoholic and non)
- Venue Rentals
- Event Supplies (table rentals, glassware, etc)
- Bus or Shuttle Transportation
- Gift Certificates for services, clothing or other merchandise
- Art work for auction or prize give-aways
- Advertising

These items have the following values attached:

Volunteer Staff Time - the value of time would be based on the salary/hourly wage of the person(s) volunteering and be capped at \$1,000 per business.

Item List - Not Considered In-Kind Donation

- Web links to Pacific Rim Whale Festival
- Word of mouth endorsement

PARTNERED EVENT

Contribution Value 25% of Event Proceeds

Do you need to promote your event? Partner up with the Pacific Rim Whale Festival! Let us promote your event for you! We ensure the success of your event by providing your company with the following:

- Events in our Program Guide and Calendar
- Event Listing on our website
- Festival Promotional Pkg /Merchandise
- Festival Signage
- 1-2 Volunteers to staff your event.

If you have the following events planned, then partnered event sponsorship is for you!

- Hosting a speaker
- Hosting films
- Hosting an entertainment group
- Ecotourism and more.

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FESTIVAL PACKAGE

Discount Ticket Pricing 15% OFF Packages of 10, 20 or 50.

How do you create a unique experience for your guests and customers? We know that making your clients feel appreciated is key to returning guests, and local businesses are often the first point of contact for visitors to the Pacific Rim! To show our appreciation and support for our community, we are offering bundled ticket prices to local businesses to offer to your guests! Create your own festival packages, a contest winner or offer them as employee incentives!

Quantity 10 / 20 / 50 Bundled Prices per Event for the following events:

BARNACLE BLUES | SWEET INDULGENCE | MARTINI MIGRATION (Or similar Event)

Tickets Release Date TBA.

More Event Information

The Pacific Rim Whale Festival is celebrating its 26th year of what has been a truly spectacular festival, and each year we strive to improve our strategy, community and sponsorship relations. The following few pages provide details on the outstanding events that are available for sponsorship opportunities, including two notable special sponsorship opportunities.

Parade of Whale and Wonders This event often kicks off the Whale Festival! Businesses and organizations work hard for weeks to decorate floats that capture the spirit of the Pacific Rim Whale Festival. Long Beach Radio broadcast the 2011 parade right on site!

Hundreds of people line the streets to watch as the excitement moves through Tofino, finishing in the downtown area. As the parade moves your banner and name will be ever present! The parade is popular with all our festival attendees, especially families with young children! Families are the majority of the spectators and participants. A family friendly sponsor wanting to reach this demographic will be a perfect match for the Parade of Whale and Wonders!

Blessing of the Boats Blessing of the Boats events are held at coastal fishing communities throughout much of the world. The Pacific Rim Whale Festival will organize a sail-past procession to bless the 2012 season's whale watching boats & community fleet. This is a tradition that began centuries ago in Mediterranean fishing communities to ensure a safe and bountiful season. The ceremony features a local clergy's blessing, with demonstration and participation from the Canadian Coastguard, RCMP and the Tonquin Foundation. Hundreds of people head down to the docks to watch varied local vessels of all shapes, sizes and styles kick off another safe season on the water!

Barnacle Blues A fund-raising evening of music! There are local opening acts and a headliner all with a Bluesy twist. Previous years we have hosted David Gogo & Jim Byrnes. There is a raffle-style auction and a live auction with plenty of amazing prizes. The event includes gourmet appetizers by renowned local chefs and 2 drinks provided with each paid ticket.

This is another of our "Can't Miss Events" and is always well attended by over 130 guests. This superb event largely draws the 35 and older demographic. Blues music is uncomplicated music played with great passion and the Barnacle Blues is an uncomplicated event with a passionate following.

Martini Migration Soon to become your party of the year! As soon as one Martini Migration party ends, plans start forming for the following year's fundraising party. Each year a theme is set, this is not to be taken lightly! Local mixologists compete for the coveted title of the best Whale Festival Martini & decorated booth. The attendees create costumes to win the best costume title, "Best Dressed for the Fest". Everyone goes all out for this event! Spectacular costumes, incredible live music and entertainment.

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Sold out and highly anticipated every year, this event is a great opportunity for sponsor exposure. Just as little kids jump up and down in excitement for Kid's Days, this adult's only party gets everyone jumping and talking and having a marvelous time! This is one of the Pacific Rim Whale Festival's biggest fundraisers!

Sweet Indulgence An evening of decadence that featuring favorites from family recipe archives from up and down the coast. All-you-can-eat desserts & People's Choice Awards, and so much more. This event features live musical guests. Sweet Indulgence gives locals the chance to shine and show off their baking skill and gives the rest of us the chance to come and enjoy those incredibly tasty treats! Sweet Indulgence originally sold tickets at the door but due to its popularity and the huge lineups, advanced tickets have been sold in the last few years, selling out each time! Even after adding multiple seating times!

This event appeals to everyone; families, teenagers, surfers, fishermen and even self-professed "foodies" make their way down to the Sweet Indulgence. Expect 300 people from all ages to indulge their sweet tooth this year!

Maritime Kid's Days - Ucluelet and/or Tofino An all-out afternoon of fun, art, science, and music. Activities for all ages! There are games, arts & crafts, touch tank with sea stars, face painting and so much to do we have to host this event in each town! The Ucluelet Aquarium, Parks Canada, The Rainforest Education Society and the Bamfield Marine Science Centre are just a few of the many organizations with booths. A free concert for children with music and dancing just for them! Previous years we have hosted The Kerplunks and Bobs and Lolo, each Juno nominees for Children's Album of the Year! This event is packed with over 400 children and families, filling each community centre with laughter, joy and learning! Any sponsor for the Maritime Kid's Day will be reaching families not only from the Pacific Rim but from around the world. Parents often book vacation around this event! These two Title Event opportunities were the first to be snapped up by sponsors in 2011.

Amphitrite Whale Watching Naturalists from The Raincoast Education Society, Ucluelet Aquarium Society, Long Beach Nature Tours and Parks Canada guide an interactive land-based viewing of the grey whale migration. Through the use of spotting scopes on the Wild Pacific Trail by the Amphitrite Lighthouse guests can enjoy the experience of whale watching and the excitement when they first spot that spray! Steeped in history and education this traditional whale-spotting point is a fantastic event for guests of all ages. This opportunity to view whales right from the shore, is very popular! Depending on the weather we can see upwards of 300 people out to learn about the natural whale behaviors and migration habits.

Panel Discussion – Lets Sea Change A new event in 2011, we combined experts, local west coasters and colourful characters to discuss "25 years of Sea Change". This panel discussion touched on many of the issues concerning area residents, talk about success stories in conservation and allowed attendees to ask questions and share their thoughts. Participants in the discussion include Dalhousie University professor Dr. Ron O'dor and local experts such as Dave Hurwitz, of the Ucluelet Aquarium, Adrienne Mason, author of "Tales from the West Coast Smugglers, Sea Monsters, and Other Stories", Brian Congdon of Subtidal Adventures and Joe Martin of the Tla-o-qui-aht First Nation. For 2012 we are looking to expand the conversation with new guests and new topics. The sponsor for this event will be excited about the opportunity for spirited, open debate and engaging locals and visitors alike on the issues that face our oceans and our west coast communities.

Closing Ceremonies A community gathering to share local First Nations culture through story, dance, song, local art & history. A traditionally inspired lunch is served. The Whale Festival uses this time to thank all our volunteers, guests and all the key people who make the Whale Festival the success it has been for the past 26 years! There are various special features, the most anticipated being the First Nation's dancers! Guest participation is encouraged, ensuring that even as the festival is coming to a close wonderful memories are being created for all attendees - approximately 250!

Special Sponsorship Opportunity 1: Volunteer Sponsorship

Over 300 volunteers make the Pacific Rim Whale Festival a huge success! The local support is unprecedented but one amazing surprise is the volunteers we get from all over North America! Many plan their vacation around volunteering for us, last year we had volunteers signed up all the way from California!

All our volunteers receive t-shirts that they get to keep and take home with them. These aren't shirts put in the back of a closet. Great thought and effort goes into creating shirts that volunteers will cherish and wear. Take a quick walk around Tofino or Ucluelet any time of the year and you will spot previous year volunteer shirts! As

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the official sponsor of our Whale Festival Volunteers, your name and logo will be on these well-worn shirts, a marketing opportunity that will reach around the world for years to come!

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Special Sponsorship Opportunity 2: Chowder Chowdown

The event that is the talk of the Festival! Attendees come to sample the best of the Pacific Northwest from local Tofino and Ucluelet chefs! Gourmet secrets, mom & pop specials, traditional family recipes. All these recipes voted on by the attendees and local “celebrities” as judges. Featuring live music, specialty merchandise and a wonderful community feeling, this is an event like no other! Presented as a partnership between the District of Ucluelet Recreation Commission and Department and the Pacific Rim Whale Festival Society. The Event Sponsor of the Chowder Chowdown would get the benefit of supporting both organizations and exposure to this most popular event attended by approximately 600 chowder lovers.

LET GET CREATIVE!

Each year our Event and Education Committee Brainstorm on new event ideas -

Here are some ideas for our 2012 Festival!

If you like any of these suggestions, and would like to sponsor an event, please let us know!

BENEATH THE SURFACE

Sailor’s Folklore

- Fantastical History of Sea Folklore – Sea Wenches, Selkies, Sirens, Mermaids, Sea Giants
- Story Teller / Author Book Launch or Children’s Book Author
- Create your own Mythical Creature Coloring Book Drawing Competition.
- History of Shipwrecks
- Scavenger Hunt /Passport

Whale Rider: Cultural Connections and Traditions that honor the great ocean giants

Nuu-chah-nulth First Nations Hunting and Ceremony, New Zealand’s Creation Story, Hawaiian Traditions and film presentation.

In The Dark: Deep Ocean Biology and New Species Discovered

- New species Discovered – New deep-sea diving technologies and antiquated apparatus of the past.
- The most extravagant species, their characteristics and oddities

Sex in the Sea Series – Making Waves

A whimsical yet informative look at love and tidal procreation – fun for the whole family!

Lecture w slideshow or multi-media component

LETS SEA CHANGE!

Sea Change: A critical look at the past and future of our coastal marine environment and not repeating the past.

The Domino Effect: How our everyday habits affect our Oceans. How do we make better choices? New environmental practices..

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OUR VERY OWN EDEN

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Native Plants of B.C. – Ethno botanist explains native b.c plants, their importance and how to identify them, Sea scope, kelp and algae.

Eco-Wars – Where Nature meets Man – A look into the delicate balance of the relationship between man and our ever-changing landscape.

Eating Out – A Guide to Forrest Food How to survive on plants and animals of the west coast. What is edible, dangerous and medicinal?

Hikers Guide to Paradise – B.C. trail builders host a presentation on hiking on Vancouver Island, where to go, how to be prepared, and what to know.

Coast Guard – Demonstration and Boat Drill.... Policing the waves and coast guard recruitment! What to expect and how to make the cut. Live sea demonstration and parody.

Stay Alive – Encounters with B.C. Wildlife How to react, rules of contact and stories of survival for wildlife encounters with bears, cougars and all things wild.

Venus and Neptune System – A look at some of the most sophisticated marine technologies and their makers.

The Wonderful World of Whales – a look at the variety of whales from Grays to Humpbacks and

Orcas.

Eel Grass Beach Seine – Come with the kids and learn more about tidal grasses and what's on the beach!

Sea Dogs and Sea Lions – a close look at the live of seals and sea lions on the west coast, where these animals live and how do they survive.

Sea Tech – How technology helps us map out the ocean floor, guide sailors and track species or catch fish.. the future of sea-tech and the leaders in the industry.

Reflections of Clayoquot – A History of this land. A facilitated presentation and retro-spective discussion on life here in, the first settlers and the ways things used to be? Elders

Clayoquot the Muse: Art in the Woods – inspiration for great artists of the Group of Seven.

Blue Wave Surf – Surf Photography Exhibition and Auction

First Nations Art – Understanding the Tradition. A look at the history of First Nations local artists of the region, and non-traditional contemporary First Nations artists.

Local Tongue –Introductory look into learning the language, the evolution of language of local First Nations and how these traditions or languages are passed on. Learning the everyday phrases!

Flukes and Feathers – Your local Professional Bird Watcher will take you on a intro journey to the what's lives above us, eagles, ravens, herons etc.

The Tides Out – Terrace Beach Seining w the Ucluelet Aquarium – Spend the day with David Hurwitz and his crew collecting specimens for his aquarium etc.

Amphitrite Whale Watching Station! Come and watch the migration.

Wet Coast Authors Panel Authors share excerpts from their novels on the living on Vancouver Island, personal stories and readings from the book.

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KIDS STUFF

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Kids Day – Marine Plaques. Get creative and paint your own marine animal, decorations for the aquarium and learn about different animals!

Community Time Capsules – Tofino and Ucluelet create a time capsule that is to be buried or stored away with treasures, wishes and dreams of the west coast experience.

Colouring Books / Button Program – Coloring book can be line drawings that are of fantastical fictional sea creatures! Submit your design and win prizes. These drawings will be collected in a coloring book available to the community. Our button drawing competition will create a winning collection of 12 buttons used in our 2012 as our festival passes.

If you have any further ideas, please do not hesitate to call us. We would love to hear from you.

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