

**SPONSOR APPLICATION FORM 2021**

**WILD WEST Carnival**

Presented by Valley First  
 Feb 5-14, 2021

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

Mailing Address: \_\_\_\_\_

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

**Please indicate your sponsorship preference below:**

- I am a new sponsor
- I would like to be involved on same sponsorship as 2020
- I would like to sponsor the same event as 2020
- I would like to change my level of sponsorship to \_\_\_\_\_
- I prefer to be billed in (indicate the month) \_\_\_\_\_
- Please email my invoices to \_\_\_\_\_

**2021 Sponsorship Levels**

- Diamond \$5,000 +
- Platinum \$3,000- 4,999
- Gold \$1,500- 2,999
- Silver \$500- 1,499
- Bronze \$50 - 499

Cash Donation:  
 Amount: \$ \_\_\_\_\_

Gifts in Kind - Value: \_\_\_\_\_

Description: \_\_\_\_\_

Event Sponsorship:  
 \_\_\_\_\_

Please check if you would like to donate items to any of the following:

- VIP Baskets
- Silent Auction

Brochure AD Total: \_\_\_\_\_

**BROCHURE ADVERTISING**

- Back Cover \$ 1,800.00
- Inside Back \$ 1,600.00
- Full Page \$ 1,400.00
- 1/2 Page \$ 800.00
- 1/4 Page \$ 450.00
- 1/6 Page \$ 300.00
- 1/8 Page \$ 250.00
- 1/12 Page \$ 175.00

*(Plus GST for all rates)*

**Please indicate how you will deliver your ad:**

- I will provide my own Ad
- Please design an ad for me (email logo and requested ad requirements to [info@vernonthintercarnival.com](mailto:info@vernonthintercarnival.com))

**Deadline: Ad copy must be approved & delivered by October 19, 2020 in order to be printed in Brochure**

*Please update and return to:  
[info@vernonthintercarnival.com](mailto:info@vernonthintercarnival.com)*

*All invoices will be emailed via the email provided unless otherwise specified*

## SPONSOR LEVELS & BENEFITS

### **WILD WEST** *Carnival*

Presented by Valley First

Feb 5-14, 2021

Please keep for your reference

#### **DIAMOND \$5,000 - PLUS**

- Minimum \$3,000.00 Cash (Balance can be "In Kind").
- Corporate logo on Carnival posters and in Carnival Brochure (16,000 copies).
- Corporate logo and link on the Carnival Website.
- 1/2 page-full color ad in this year's Carnival Brochure (Value: \$800.00) - if received on time.
- Membership in the Vernon Winter Carnival Society.
- Recognition on the Corporate Sponsor Board - if received on time.
- 8 individual tickets to Carnival Kickoff and Appreciation Reception.
- Sponsorship ribbons for staff as requested.
- Invitation to Media Conference to showcase your business.
- Sponsorship recognition in local newspaper.
- Sponsor recognition at the Carnival Receptions - included but not limited to (Media Night, Carnival Kickoff, Appreciation Reception and Carnival Awards)
- Prominent spot in the parade line up (if entered)
- Recognition on additional event material (if applicable with sponsorship type)
- Opportunity to pre buy event tickets before on sale date.

#### **PLATINUM \$3,000 - \$4,999**

- Minimum \$2,000.00 Cash (Balance can be "In Kind").
- Corporate logo on Carnival posters and in Carnival Brochure (16,000 copies).
- Corporate logo and link on the Carnival Website.
- 1/4 page-full color ad in this year's Carnival Brochure (Value: \$450.00) - if received on time.
- Membership in the Vernon Winter Carnival Society.
- Recognition on the Corporate Sponsor Board - if received on time.
- 6 individual tickets to Carnival Kickoff and Appreciation Reception.
- Sponsorship ribbons for staff as requested.
- Invitation to Media Conference to showcase your business.
- Sponsor recognition at the Carnival Receptions - included but not limited to (Media Night, Carnival Kickoff, Appreciation Reception and Carnival Awards)
- Sponsorship recognition in local newspaper.
- Recognition on additional event material (if applicable with sponsorship type)

**GOLD \$1,500 - \$2,999**

- Minimum \$750.00 Cash (Balance can be "In Kind").
- 1/12 page-full color ad in this year's Carnival Brochure (Value: \$175.00).
- Membership in the Vernon Winter Carnival Society.
- Recognition on the Corporate Sponsor Board - if received on time.
- Recognition on the Carnival web site.
- Recognition in this year's Carnival Brochure on sponsor page - if received on time.
- 6 individual tickets to Carnival Kickoff and Appreciation Reception.
- Sponsorship ribbons for staff as requested.
- Sponsor recognition at the Carnival Receptions - included but not limited to (Media Night, Carnival Kickoff, Appreciation Reception and Carnival Awards)

**SILVER \$500 - \$1,499**

- Minimum \$300.00 Cash (Balance can be "In Kind")
- Membership in the Vernon Winter Carnival Society.
- Recognition on the Corporate Sponsor Board - if received on time.
- Recognition on the Carnival website.
- Recognition in this year's Carnival Brochure on sponsor page- if received on time.
- 4 individual tickets to Carnival Kickoff and Appreciation Reception.
- Sponsorship ribbons for staff as requested.

**BRONZE \$50 - \$499 (Cash or In Kind)**

- Membership in the Vernon Winter Carnival Society.
- Recognition on the Corporate Sponsor Board - if received on time.
- Recognition on the Carnival website.
- Recognition in this year's Carnival Brochure on sponsor page - if received on time.
- 2 individual tickets to Carnival Kickoff and Appreciation Reception.
- Sponsorship ribbons for staff as requested.