

## GASTOWN

### When & Where

Thursday December 6, 2018  
Water St, Gastown

### Why Sponsor?

- » Yule Duel is fast becoming Vancouver's signature holiday event. You won't want to miss it!
- » Reach prospective customers and gain brand exposure during the holiday season.
- » Promote your company as a socially responsible, community-oriented business.

### Audience

- » Urban professionals
- » Metro Vancouver families
- » Gastown area businesses
- » Local media (TV, radio, print) and their audiences
- » Visitors to Vancouver



# Yule Duel

CAROLLING FOR A CAUSE

Discover a unique carolling experience on the streets of Gastown as dozens of choirs perform new and classic songs in a variety of styles. Sing along as the best in show go head-to-head in a series of sing-offs and cheer on your favourites as they compete for awards from our celebrity judges. All proceeds benefit May's Place Hospice in Vancouver's Downtown Eastside.

Yule Duel was first held in 2015 and has since attracted over 40 choirs, tens of thousands of spectators, hundreds of news stories, and raised over \$100,000 in donations!

#### SPONSORSHIP OPPORTUNITIES

##### HEADLINER - \$10,000

You're the star of the show

##### SHOWSTOPPER - \$5,000

You might as well don the red cap because your business will be the life of this party.

##### FEATURED PERFORMER - \$2,000

Your company will be hard to miss at this feel-good family event.

##### OPENING ACT - \$1,000

We couldn't do it without you.

RECOGNITION AND BRAND EXPOSURE	\$10,000+	\$5,000	\$2,000	\$1,000
Special on-stage opportunity. Inquire for details	YES			
Featured company banners on event main stage	YES			
Logo on event banner at entrances to event	YES	YES		
Company logo on event main stage banners	YES	YES		
Mention in event press release	YES	YES		
Logo on promotional materials (posters, postcards)	YES	YES	YES	
Recognition by MC on event main stage	YES	YES	YES	
Logo and link on yuleduel.com	YES	YES	YES	YES
Social media mentions	YES	YES	YES	YES
Recognition in organizers' blog posts and The Bloom Group's e-newsletters to supporters and subscribers	YES	YES	YES	YES

\* Amounts represent cash gifts or value of gifts in kind. Media partners are designated as Showstopper.

## CONTACT:

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