



# Yule Duel

CAROLLING FOR A CAUSE



## GASTOWN

### When & Where

Thursday December 1, 2016  
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 valuable 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 brings together choirs from across the Lower Mainland to sing Christmas carols loud and proud from the sidewalks of Gastown. The best in show go head-to-head in a series of sing-offs on the main stage, with adjudication from local personalities and awards presented in various categories. Proceeds from choir fundraising, plus button and ballot sales on show night, benefit May's Place, a hospice in Vancouver's Downtown Eastside.

The first Yule Duel took place in 2015. The inaugural event attracted over 20 choirs, thousands of spectators, and dozens of news stories, and raised almost \$40,000.

#### SPONSORSHIP OPPORTUNITIES

##### HEADLINER - \$15,000 +

You're the star of the show.

##### SHOWSTOPPER - \$5,000 - \$14,999

You might as well don the red cap - your business is the life of this party.

##### FEATURED PERFORMER - \$2,000 - \$4,999

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

##### OPENING ACT - \$1,000 - \$1,999

We couldn't do it without you.

RECOGNITION AND BRAND EXPOSURE	\$15,000+	\$5,000-\$14,999	\$2,000-\$4,999	\$1,000-\$1,999
Special on-stage opportunity. Inquire for details.	YES			
Featured company banners on event main stage	YES			
Company logo on event main stage sponsor banners	YES	YES		
Mention in event press release	YES	YES		
Recognition by MC on event main stage	YES	YES		
Logo on promotional materials (posters, postcards)	YES	YES	YES	
Logo on choir tent	YES	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 Showstoppers.

### CONTACT:

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