



PARTNERSHIP PACKAGE

Joining together to
be a part of something great



THE HYACK FESTIVAL ASSOCIATION

HYACK: Leaders in Community Engagement

For over 50 years the Hyack Festival Association has been enriching the community of New Westminster and beyond through world-class festivals and co-operative events in which the community can participate and take pride. The greatest impact that our events have is building the "Spirit of Community" by encouraging participatory engagement that is inclusive, intergenerational, diverse, and multicultural, all the while providing free entertainment.

Throughout the year we generate spirit and kinship among the residents of New Westminster by producing events and programs such as the renowned Hyack Festival. As one of BC's largest and most well-loved festivals, this event starts with the highly anticipated **Hyack International Parade** which leads the crowd right into our **Hyack Festival** in Tipperary Park. This celebration is attended by thousands, not only from our local and surrounding communities, but also by our valued international friends. Other notable programs and events that we produce are the Hyack Youth Ambassador Program, the Royal City Car Rally and a Fireworks attraction that lights up not only the skies, but the eyes of the folks who revel in its grandeur.



The Fabulous Hyack Float

Transported inside the Hyack Trailer, our award-winning Hyack float travels throughout the Northwest region to participate in a variety of community parades across BC and Washington state. Our appearance promotes the city of New Westminster to the hundreds of thousands of people who line the parade routes, as well as the millions of viewers watching on major Canadian and US television stations.

BE A PART OF

Something Great

Hyack Festival Association events may indeed reach a broad demographic spectrum and drive economic activity,



but at a time in our world when togetherness, shared experiences, compassion and fellowship are so desperately needed, the Hyack Festival Association is doing something great. We provide a platform for positivity, we set a tone for camaraderie, and we create a time & place to come together. There's nothing like experiencing the joy in celebration and community that binds us all.

Hyack Festival Association

is celebrating our 50th anniversary, making this the perfect opportunity to promote your business while supporting a community-minded, volunteer-run organization. Our events provide countless

opportunities for your business to engage and interact with potential clients, network with other like-minded groups, and foster relationships with influential and valuable contacts.

THE BENEFITS OF PARTNERSHIP with HYACK

You can look forward to:

- **Brand visibility** and business exposure to crowds of thousands
- Cultivating your brand as synonymous with “community engagement”
- Recognition in Hyack Festival event **advertising*** (collateral marketing materials in print, digital format, on social media, and through local news coverage when available)
- **Targeted marketing** to an all-age demographic in New Westminister and surrounding municipalities
- **On-site promotion** in public address announcements by the MC at individual events
- Supporting events that promote community-building, pride and a sense of belonging

WHAT & WHERE

Partner with THE HYACK FESTIVAL INTERNATIONAL PARADE



With three live Masters of Ceremonies along the Parade route, sponsors will be generously mentioned during the festivities and included prominently in our pullout insert in the New West Record Newspaper.

Join us in the heart of the Royal City

NEW WESTMINSTER

Saturday
May 27, 2023

We can't wait to
welcome you to the team!



Becci Dewdney
• PRESIDENT •

When you partner with Hyack
your brand becomes
synonymous with Leadership in
Community Engagement.

There is a reason that we have repeatedly been voted 'Best Annual Festival' by the communities we serve. It's because we have a defined focus and we do it well. Our Mission Statement is "To provide New Westminster the opportunity to celebrate its history and its future through community partnerships, the education & mentorship of youth, and the organization of festivals, parades, and events that benefit its residents." Hyack International Parade is our province's largest family-oriented parade with over 100 entries from throughout BC, Washington, and Oregon. Our captive audience is as diverse as our citizens, and we embrace the opportunity to ignite the spirit of community in every single one of them. A Partnership with Hyack is your opportunity to reach them in the same way.

Everyone loves a parade!

"It gives variety to media spend and allows us to connect with consumers in a much different way than traditional media can accomplish. We look at the return on investment on many different levels. We measure it much more than the 2-hour parade."

...says John Sass (VP of Scotts Miracle-Gro) to CNBC about their parade participation

"Floats are very memorable...they also promote your business as civic-minded and community orientated, which is worth its weight in gold for building goodwill in the community"

...says James Stephenson in the
Ultimate Small Business Marketing Guide

CHOOSE HOW YOU PARTNER WITH US

Our Hyack International Parade Partners can choose from the following packages:

1

TITLE PARTNER : \$10,000 – Only 1 Available

- 2023 Parade Naming Rights: "--(Your Company Name)-- Presents..." will precede all 'Hyack International Parade' signage, advertising, marketing materials and press coverage along with your logo
- Featured placement of your Company logo featured on Hyack International Parade signage outside our high-visibility Hyack Building on Sixth Ave for the months of April and May 2023.
- Featured placement of your logo on our website Home page and Parade page.
- Entry and featured placement into parade procession for your company float or reps.
- 24 live plugs for parade duration (8 plugs by 3 separate MC's along the parade route)
- 8 VIP Tickets to each of our Exclusive Hospitality Weekend Events (Formal Friday Night Banquet, Saturday Fun Night & Dinner, Sunday Farewell Breakfast) These events are attended by international Festival Heads & guests of Northwest Festival Hosting Group, Hyack Board of Directors. members and their guests.
- 8 VIP Passes to exclusive upper deck Parade Viewing Area & Luncheon at the Bavaria Haus Restaurant
- Preferred Exhibitor/Market Booth Space at Hyack Festival in Tipperary Park
- 12 Social Media Mentions (each one posted on Instagram/Facebook/Twitter)

2

MAJOR PARTNER : \$6,500 – Only 1 Available

- Your Company logo on all parade advertising, signage & marketing materials
- Secondary featured placement of your Company logo featured on Hyack International Parade signage outside our high-visibility Hyack Building on Sixth Ave for the months of April and May 2023.
- Your Company logo on all Hyack Volunteer T-Shirts and on signage at Hyack Volunteer home base, in addition to Volunteers' meals provided on your behalf
- Entry into the parade procession for your company float or representatives
- 15 live plugs for parade duration (5 plugs by 3 separate MC's along parade route)
- 4 VIP Tickets to each of our Exclusive Hospitality Weekend Events (Formal Friday Night Banquet, Saturday Fun Night & Dinner, Sunday Farewell Breakfast) These events are attended by international Festival Heads & guests of Northwest Festival Hosting Group, Hyack Board of Directors. members and their guests.
- 4 VIP Passes to exclusive upper deck Parade Viewing Area & Luncheon at the Bavaria Haus Restaurant
- Exhibitor/Market Booth Space at Hyack Festival in Tipperary Park
- 10 Social Media Mentions (each one posted on Instagram/Facebook/Twitter)

3

PROMINENT PARTNER : \$3,500 – 2 Available

- Your Company logo on all parade advertising, signage & marketing materials
- Your Company logo featured at the entrance to the Hyack Market
- Entry into the parade procession for your company float or representatives
- 9 live plugs equally dispersed throughout parade duration (3 plugs by 3 separate MC's along the parade route)
- 8 VIP Passes to exclusive upper deck Parade Viewing Area & Luncheon at Bavaria Haus Restaurant
- Exhibitor/Market Booth Space at Hyack Festival in Tipperary Park
- 6 Social Media Mentions (each one posted on Instagram/Facebook/Twitter)

4

ENTERTAINMENT STAGE PARTNER : \$2,500 – 2 Available

- Entertainment Stage distinctly branded with your Company logo
- Entry into the parade procession for your company float or representatives
- 9 live plugs equally dispersed throughout parade duration (3 plugs by 3 separate MC's along the parade route)
- Exhibitor/Market Booth Space at Hyack Festival in Tipperary Park
- 2 Social Media Mentions (each one posted on Instagram/Facebook/Twitter)

5

PARTICIPATING PARTNER : \$500 – 10 Available

- Your Company logo on all parade advertising & marketing materials
- Entry into the parade procession for your company float or representatives
- Exhibitor/Market Booth Space at Hyack Festival in Tipperary Park
- 2 Social Media Mentions (each one posted on Instagram/Facebook/Twitter)

WHEN? NOW!

PARTNER/DONOR APPLICATION FORM

Please complete and return to the Hyack Festival Association Office
204 Sixth Street, New Westminster, BC V3L 3A1 | events@hyack.bc.ca

Business Name:

Contact Name:

Business Address:

Title/Position:

Phone(s):

Email:

City

Prov/State

Postal/Zip Code

Country

PARTNERSHIP

Name of Event:

Partnership Level/Name:

\$ Amount:

Date of Event:

Partnerships require a 50% deposit to
secure the Partnership Level, with the balance
due 30 days prior to the event.

DONATION

☐ Monetary \$ _____ ☐ Raffle Prize / Silent Auction Item ☐ In-Kind Donation

Description of Donation:

The undersigned agrees to provide to Hyack Festival Association with the funds and/or donation contribution as stated above. If a Partnership Package has been indicated, Hyack Festival Association agrees to fulfill the benefits pertaining to the requested level.

Signature

Date Signed

(Print Name)

Welcome aboard!