

**FESTIVAL FLAVOURS. LOCAL HEART**



## **COMMUNITY SPOTLIGHT SPONSOR**

**PARADE DATE: MAY 23, 2026**

### **Benefits of Sponsorship:**

- Logo placement on event webpage as a “Participating Sponsor” for 1 year.
- 3 Social Media Posts (Facebook + Instagram)
- Pre-Event Sponsor Callout where we talk about what activations and event-exclusive promotions attendees can find at the festivals.
- During the event we’ll post about your booth on stories
- Post-Event Recap photo/video compilation
- Expert advice on creating an activation that draws in attendees and captures leads effectively

**Cost: \$600- \$800**



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## **CULTURAL SPOTLIGHT SPONSOR**

**PARADE DATE: MAY 23, 2026**

### **Benefits of Sponsorship:**

- Logo on all marketing collateral for that specific activity (print and digital)
- Logo placement on event webpage for 1 year
- Logo placement on Print Signage outside of the Hyack Festival Office and posters distributed across New Westminster.
- Logo placement on signage for your selected activity at the event
- 5 Social Media Posts
- Formal business acknowledgement prior to live performance
- On-site social media coverage throughout the event
- Maximize brand visibility during the parade festivities
- 1 pre-event post specific to that activity
- 1 post-event photo post or short-form video about the activity
- Professional Photographs
- 2 MC Mentions at the Live Entertainment Stage

**Cost: \$1000**

