



June 30 - July 3, 2022

2022 Sponsorship Opportunities
45th Annual Golden Spike Days Festival
Make a difference in your community!



Welcome to the Golden Spike Days Festival!

The event

The Golden Spike Days Festival is one of the longest running family events in BC, and one of the largest events in Port Moody. Established in 1976, the Festival is held annually at picturesque Rock Point Park and **attracts upwards of 40,000 people each year** from all walks of life with entertainment, food, special events and fun-filled activities for all ages. Golden Spike Days commemorates the construction of the Canadian Pacific Railway line and its arrival at the original western terminus in Port Moody where the LAST SPIKE was driven.

Target audience

Golden Spike Days draws individuals and families from not only the Tri-Cities, but also a large segment of Metro Vancouver residents and visitors. **Our event offers a family-friendly environment that attracts people of all ages, from young children to seniors.** Everyone is guaranteed to have a good time whether it be listening to enjoy our renowned musicians and bands, eating at one of the local food vendors, drinking a craft beer or watching the Can Can Dancers!

Sponsor and make a difference

The Golden Spike Days Society is a volunteer-run, registered British Columbia non-profit. We depend on volunteer and financial support from the community, government and businesses in order to make the Golden Spike Days Festival happen every year. Our goal is to provide entertainment and activities that are both appealing and accessible to audiences of all ages.

Golden Spike Days provides an excellent platform to connect your organization to a large audience. We can tailor a sponsorship package that suits your specific business needs.

Sponsor recognition

We recognize our sponsors through a number of different mediums, including:

- Website
- Social Media (Golden Spike Day's Facebook, Twitter and Instagram pages have over 3,200 followers)
- Advertising
- Onsite Signage
- Media

See pages 5 - 9 for a full list of sponsorship opportunities. We would love for you to be part of Golden Spike Days!

Festival Facts

- The 2022 Festival will be held June 30 – July 3, 2022.
- Admission to the Festival is supported by donations.
- The festival attracts more than 40,000 visitors annually over the four days.
- More than 150 people volunteer at the festival each year.
- Golden Spike Days offers a variety of entertainment, from the Port Moody Can Can Dancers to local bands and international headliners.
- We have a number of special events for children and adults including: Spike Driving, rock climbing, face painting, bouncy castle, interactive displays and demonstrations, recreational fitness, cultural and Indigenous displays and activities and much more. Stay tuned for the 2022 line-up.
- The event features Tri-Cities Got Talent, an annual talent competition for youth and adults to showcase their talents, from singing to dancing. Audition information to be finalized in early 2022.
- Golden Spike Days honors the traditional celebration of family and community. It commemorates the Canadian Pacific Railway and observes the arrival of the railway at the first western terminus in Port Moody.

Testimonials

Kind words from previous festival attendees:

"A chance to see great live entertainment in your very own back yard. Amazing!"

"18th year attending and it is always an excellent event for all ages! Always a good lineup of entertainment!"

"Great venue, great food and great entertainment! What more do you need?"

"Live entertainment, great food, artisans and of course the Can Can Dancers and so much more!"



Our past sponsors

Below is a list of our past sponsors who have supported the event. If you helped us make this event a success in the past, thank you for your ongoing support and we hope to count on your continued support again this year. We couldn't do it without you!

Government

- City of Port Moody
- Government of BC
- Government of Canada

Corporate

- Port of Vancouver
- Canadian Pacific Railways
- Steve Nash Fitness World and Sports Club
- Open Road Auto Group
- Edgar
- Pooni Group
- Fortis BC
- TELUS
- Pacific Coast Terminals
- Van City
- Thrifty Foods
- 7 Eleven
- KalTire
- DQ Port Moody
- Westwood Honda
- Social Media Marketing by Empty Desk Solutions
- Cap's Bicycle Shop
- Vancouver WhiteCaps
- K and S Potash Canada
- Kintec Footwear and Orthotics
- Pajos
- Cobbs
- Romers
- Dazil Internet Services
- Butter Studios
- Alliance Printing

Breweries

- Yellow Dog
- Moody Ales
- Parkside Brewery
- Twin Sales
- Strongbow Apple Ciders



Sponsorship Opportunities

Platinum Level – Presenting Sponsor for Featured Performance

(Saturday July 2, 2022 only)

Investment: \$15,000

Benefits:

- Name or logo in designated pre-festival advertising
- Name or logo in digital festival show guide
- Name or logo on all printed materials
- Name or logo on onsite signage
- Access for 15 guests to the hospitality suite
- Onsite display of your signage or banners
- Opening ceremony recognition and multiple mentions on stage by emcee
- Main stage signage (beside the stage) on Saturday July 2, 2022
- 10 X 10 festival tent space for your display
- Logo on volunteer t-shirts
- Recognition on website and in social media posts (Facebook, Instagram, Twitter)
- Recognition in media release

Gold Level – Venue Sponsor

Investment: \$10,000

This is an opportunity to be an exclusive sponsor of one of the following venues:

- Kid's Fun Zone (including all activities within)
- Beverage Garden Venue
- Main Performance Sponsor on Thursday June 30 or Sunday July 3, 2022
- Other (as negotiated)

Benefits:

- Name or logo in designated pre-festival advertising
- Name or logo in digital festival show guide
- Name or logo on all printed materials
- Access for 10 guests to the hospitality suite
- Custom signage on sponsored venue or name and logo on onsite signage
- Opening ceremony recognition and multiple mentions on stage emcee
- 10 X 10 festival tent space for your display
- Logo on volunteer t-shirts
- Recognition on website and in social media posts (Facebook, Instagram, Twitter)
- Recognition in media release

Silver Level – Service or Activity Sponsor

Investment: \$5,000

Sponsor one of the services or activities at the event:

- Strolling Entertainment
- Can-Can Dancers
- Entry Gates (4 gates available at \$2,500 each)
- Tri- Cities Got Talent
- Fitness and Recreational Activities
- Demonstration Stage
- Hospitality Suite
- Other (as negotiated)

Benefits:

- Name or logo in designated pre-festival advertising
- Name or logo in digital festival show guide
- Name or logo on all printed materials
- Access for 5 guests to the hospitality suite
- Name or logo on onsite signage
- Opening ceremony recognition and multiple mentions on stage by emcee
- Logo on volunteer t-shirts
- Recognition on website and in social media posts (Facebook, Instagram, Twitter)
- Recognition in media release

Bronze Level – Service or Activity Sponsor

Investment: \$2,500

Sponsor one of the services or activities at the event:

- Volunteer Clothing and Refreshments
- Entry Gates (\$2,500 each)
- First Aid Station
- Information Booth
- Individual Activities on Demonstration Stage

Benefits:

- Name or logo displayed on onsite signage
- Access for 2 guests to the hospitality suite
- Corporate recognition on stage during public address by emcee
- Recognition on website and social media posts (Facebook, Instagram, Twitter)

Friends of Golden Spike Days

Investment: \$1,000 - \$2,000

Benefits:

- Company name or logo displayed at event
- Company name or logo on Festival website

Media Sponsors (details and amount to be negotiated)

- Name and logo in designated pre-festival advertising
- Name and logo in digital festival show guide
- Name and logo on all printed materials
- Access for guests to the hospitality suite
- Opening ceremony recognition and multiple mentions on stage by emcee
- Logo on volunteer t-shirts
- Logo on all Festival printed materials
- Recognition on website and in social media posts (Facebook, Instagram, Twitter)

In-Kind Sponsors

In-kind sponsorship that offsets the cost of the Festival is another great way to support the festival and gain recognition for your organization. For example, we are seeking gifts and prizes for various activities throughout the Festival.

Can't find what you are looking for here? We can tailor a sponsorship package that suits your specific business needs.

Come and be part of the Celebration!

Dates & Times: Thursday June 30: 3:00 pm to 10:00 pm

Friday July 1: 10:00 am to 10:00 pm

Saturday July 2: 10:00 am to 10:00 pm

Sunday July 3: 10:00 am to 7:00 pm

Location: Rocky Point Park, Port Moody, BC

Admission: By Donation

Website: www.goldenspike.ca

Sponsorship Information

Richard Zupp, Sponsorship Director/Treasurer

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Ken Nielsen, President

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