

VICTORIA, BC CLASSIC BOAT FESTIVAL

The Classic Boat Festival, a Flagship Event of the Maritime Museum of BC

In 1977 Victoria was preparing for the bicentenary of Captain Cook's arrival at Vancouver Island's Nootka Sound. A determined group decided to celebrate the event with a maritime display of some time. A year earlier, Port Townsend ran their first Wooden Boat Festival to a great success. The group in Victoria then decided to establish the Classic Boat Festival in the Inner Harbour in August 1978.

Every year since, businesses partner with the Festival operators to run this event. In 2017 the Maritime Museum of BC took over operations of the Classic Boat Festival. This event continues to take place every Labour Day weekend drawing over 10,000 visitors to the Victoria Inner Harbour and downtown core.



The
MARITIME MUSEUM
of BRITISH COLUMBIA

Want To Get On Board?

As a sponsor of the Classic Boat Festival you share in the vision of the Maritime Museum of BC. The Museum is committed to public outreach and multi-faceted programs for different demographics. Your support for the Festival ensures that our boating heritage is celebrated. Furthermore, your partnership enhances Victoria's community vibrancy and contributes to the mission of the Maritime Museum of BC.

We would be pleased to welcome you aboard with a sponsorship package as outlined on page 2.

THANK YOU IN ADVANCE for considering partnership with the Museum and the Festival. Your involvement preserves and enhances our shared BC maritime history.

**Is There
A Fit
For You?**



CLASSIC BOAT FESTIVAL

The MARITIME MUSEUM of BRITISH COLUMBIA



CLASSIC BOAT FESTIVAL SPONSORSHIP TIERS	PLATINUM (\$15,000)	GOLD (\$7,500)	SILVER (\$2,500)	BRONZE (\$1,000)
Use of Victoria Classic Boat Festival Logo	•	•	•	•
Recognition in boat registration packages	•	•	•	•
Prominent company logo positioning on signage during the event	•	•	•	•
Back page ad on festival program	•			
Back page ad on the Times Colonist Wrap Guide	•			
Product demonstration opportunities (to be reviewed on a case by case situation)	•	•	•	
Direct website links	•	•	•	•
Promotional product distribution	•	•	•	•
Framed commemorative event posters	•			
Promotion through social media	•	•	•	•
Four VIP spots for the Festival Kick-Off, the sail past, and the sail race	•	•		
Two VIP spots for the Festival Kick-Off, the sail past, and the sail race			•	
Four awards dinner tickets	•	•		
Two awards dinner tickets			•	
Recognition as presenting sponsor in all print and web material	•			
Recognition as major sponsor in all print and web material		•	•	•
Free Corporate Membership (Admiral Level, valued at \$500) Voting privileges at AGM, 3 Membership cards to be signed out by employees for free access to museum space, 15 free one-time admission passes, free walking tour, 30% off facility rental and team building workshops.	•	•	•	•

How to Become a Festival Sponsor

If you are interested in becoming a Festival Sponsor, or you'd like more information, please contact:

Brittany Vis, Associate Director 250-385-4222 ext. 106 info@mmbc.bc.ca