

WHITE ROCK
City by the Sea!

SUMMER 2020

**EVENT AND FESTIVAL
PARTNERSHIP OPPORTUNITIES**





Wednesday, July 1

CANADA DAY BY THE BAY

White Rock Waterfront

Show off your Canadian pride while supporting this FREE, all ages event along the waterfront. This annual event attracts over 35,000 spectators from across Metro Vancouver and neighbouring communities. With two stages, a kids zone, multi-cultural performances, beach activities, local artisans and a spectacular fireworks show to cap the day off - there is ample opportunity to showcase your brand in White Rock! We look forward to discussing some unique ideas and activities with you to help create a memorable experience for everyone.



Partnership Opportunities Available for 2020 and Beyond

We look forward to working with your company to create a custom package that meets your specific needs. Packages could include a wide variety of offerings, some examples include:

PRESENTING PARTNER \$10,000:

- White Rock's Canada Day by the Bay Presented by "Your Brand"

FIREWORKS PARTNER \$7,000:

- Canada Day by the Bay fireworks sponsored by "Your Brand"

MEMORIAL PARK STAGE \$5,000: PENDING

- "Your Brand" Stage

KID ZONE \$3,500:

- "Your Brand" Kids Zone

COMMUNITY PARTNERS \$500+:

- Your contributions could help with anything from the Canada Day cake to photo booths to providing swag and hospitality for our amazing event volunteers and more! Let's work together to create a memorable event experience that also makes your company shine.

MEDIA PARTNERS

- Help us spread the word!

INVEST NOW!

CONTACT COURTNEY:
cwestwood@whiterockcity.ca



Sponsor Benefits

	Presenting Sponsor \$10,000	Fireworks Sponsor \$7,000	Memorial Park Stage Sponsor \$5,000	Kids Zone Sponsor \$3,500	Community Partner \$500 Min.
PRE-EVENT					
Company logo/name on event poster	●	●	●	●	●
Company logo on newspaper ads	●	●	●	●	●
Company recognition on City website	●	●	●	●	●
Company recognition in press releases	●	●	●	●	
Unique social media posts for your company	●	●	●	●	
Company logo on volunteer t-shirt	●				
Company recognition on City e-newsletter	●				
Company acknowledgment on electronic reader board at Centennial Park Leisure Centre	●				
EVENT DAY					
PA Announcements made throughout the event	●	●	●	●	●
Company name on sponsor display board	●	●	●	●	●
On-site promotional display area provided	●	●	●	●	● *As space allows
Reserved parking for up to 2 vehicles (if you have on-site promotional display area)	●	●	●	●	
Company logo included on schedule of events	●	●	●	●	
Company logo on Memorial Park stage scrims	●	●	●		
Opportunity to provide welcoming remarks on stage at opening ceremony	●				
Unlimited banners on display *sponsor to provide	●				
Up to six banners on display *sponsor to provide		●			
Up to four banners on display *sponsor to provide			●	●	
One banner on display *sponsor to provide					●
POST-EVENT					
Company recognition in newspaper ad thanking event sponsors	●	●	●	●	●



July 18 & 19

TOUR DE WHITE ROCK

Five Corners & White Rock Waterfront

2020 is the 41st Anniversary of the legendary Tour de White Rock that takes place on the shores of Semiahmoo Bay. With over 200 volunteers helping to put on this spectacular race, the Tour de White Rock draws competitors and spectators from over ten different countries. The Tour de White Rock is the final race of BC Superweek, a six community nine-race cycling extravaganza. Numerous Canadian Olympians have used the Tour de White Rock in preparation and advancement of their Olympic dreams. These Canadian Olympians have won the Tour de White Rock: Zach Bell, Joelle Numainville, Svein Tuft, Jasmin Glaesser, Sara Neil, and Brian Walton.

The Saturday afternoon and evening Criterium is a cycling race where racers reach speeds of up to 70 km/hr as they race on a 1-km circuit that loops from Johnston Road, around five corners, past City Hall and back around White Rock Elementary. The exciting shoulder-to-shoulder sprints of the 'Crit' provide many thrilling moments as competitors surge ahead to chase cash in the prime (pronounced 'preem') laps. Racing in the lead pack and maneuvering for position is as exhilarating for the competitors as it is for the spectators.

Before the first race, there is a bike parade for 3-6 year olds, following by a one lap Kids Criterium. There are numerous activities going on during the race, such as a Family Fun Zone containing bouncy castles, face-painters, children entertainers, and local sport organization demonstrations. There is also a beer garden for adult viewers, and a post-race street concert at 8pm, immediately following the final race.

The renowned Tour de White Rock Road Race takes cyclists through the beautiful landscapes of White Rock's hilly seaside. Semiahmoo Bay and Mount Baker provide picturesque backdrops as spectators watch the action from restaurants and shops along Marine Drive. This race tests the athletes' endurance and stamina. The long steep climbs, sharp turns, and quick descents along this course demand keen attention, clever tactics, and toughness known to seasoned cyclists.

Partnership Opportunities Available for 2020 and Beyond

We look forward to working with your company to create a custom package that meets your specific needs. Packages could include a wide variety of offerings, some examples include:

Presenting Sponsor:

- Tour de White Rock presented by “Your Brand”

Road Race Partner:

- Tour de White Rock Road Race presented by “Your Brand”

Criterium Partner:

- Tour de White Rock Criterium presented by “Your Brand”

Volunteer Partner:

- 500 Tour de White Rock t-shirts given to volunteers and spectators with your logo

Family Fun Zone Partner:

- “Your Brand” Family Fun Zone

Kids Bike / Race Partner:

- “Your Brand” Kids Bike Parade / Race

VIP Reception Sponsor:

- “Your Brand” VIP Reception

Media Partners

Youth Race Partner:

- “Your Brand” Youth Race

Official Timing Partner

Top Canadian Rider Partner

INVEST NOW!

CONTACT JOHN:
jstech@whiterockcity.ca



WHITE ROCK SEA FESTIVAL



71st ANNUAL OFFICIAL PARTNERSHIP PACKAGE

AUGUST 1 & 2 | WHITE ROCK WATERFRONT

- Pirates in the Park
- Pirate Parade
- Live Entertainment
- Torchlight Parade
- Fireworks

Partnership Opportunities Available for 2020 and Beyond

We look forward to working with your company to create a custom package that meets your specific needs. Packages could include a wide variety of offerings, some examples include:

PRESENTING PARTNER \$15,000:

- White Rock Sea Festival Presented by “Your Brand”

MEMORIAL PARK STAGE \$10,000:

- “Your Brand” Stage

TORCHLIGHT PARADE PARTNER \$10,000:

- White Rock Sea Festival Parade sponsored by “Your Brand”

FIREWORKS PARTNER \$7,000: PENDING

- Fireworks presented by “Your Brand”

PIRATES IN THE PARK \$5,000:

“Your Brand” Pirates in the Park (Children’s Activities + Spirit Stage)

COMMUNITY PARTNERS (Various Amounts):

- Your contributions could help with anything from photo booths to providing swag and hospitality for our amazing event volunteers and more! Let’s work together to create a memorable event experience that also makes your company shine.

MEDIA PARTNERS

- Help us spread the word!

INVEST NOW!

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BACKGROUND INFORMATION

The City of White Rock's Waterfront is a cherished community amenity and defining feature of White Rock, establishing it as a seaside community and regional destination and connecting residents and visitors to the natural setting. It was the waterfront and its views that attracted the first cottage developments in the city, and continues to shape the community's identity.

The White Rock Sea Festival is all about celebrating that seaside identity with residents and visitors alike. South Surrey/White Rock has an average growth rate of 2% per year and saw a 10% increase in the number of private dwellings between 2011 and 2016. It's expected that White Rock will have an additional 4,320 to 5,110 units by 2045. The City is growing and it's important to continue this 70 year-old tradition to celebrate with our community for years to come. This is a great opportunity to gain exposure and build strong relationships within the City of White Rock as the event attracts 35,000 people over the weekend.

We also share and celebrate our seaside community with tourists from all over British Columbia, Alberta, Ontario, Washington, Oregon and even California to name a few. Supporting this annual festival is a great way to get your name and business in front of them. We value businesses like yours to help us continue to enhance and provide this free festival because we certainly couldn't do it alone! Thank you for taking the time to find out how you can invest in your community and put your business in the forefront of people's minds. We look forward to hearing back on how you would like to get involved with this free community festival!



SPONSOR BENEFITS						
PRE-EVENT						
Company logo/name on event poster	●	●	●	●	●	●
Company recognition on City website	●	●	●	●	●	●
Company logo on newspaper ads	●	●	●	●	●	
Company recognition on City e-newsletter	●	●	●	●	●	
Company recognition in press releases	●	●	●	●	●	
Unique social media posts for your company	●	●	●	●	●	
Company logo on volunteer t-shirt	●					
Company acknowledgment on electronic reader board at Centennial Park Leisure Centre	●					
EVENT DAY						
VIP Section for headlines and fireworks Saturday	●	●	●	●	●	●
Company name on sponsor display board	●	●	●	●	●	●
On-site promotional display area provided	●	●	●	●	●	
Reserved parking for up to 2 vehicles (if you have on-site promotional display area)	●	●	●	●	●	
PA Announcements made throughout the event thanking your company	●	●	●	●	●	
Company logo included on schedule of events	●	●	●	●	●	
Company logo on Memorial Park stage scrims	●	●	●	●		
Opportunity to provide welcoming remarks on stage at opening ceremony	●					
Unlimited banners on display *sponsor to provide	●					
Up to six banners on display *sponsor to provide		●	●			
Up to four banners on display *sponsor to provide					●	
One banner on display *sponsor to provide						●
POST-EVENT						
Company recognition in newspaper ad thanking event sponsors	●	●	●	●	●	