

A photograph of a woman with short, light-colored hair and a young girl with long, wavy blonde hair. They are both smiling and leaning on a thick, weathered wooden railing. The woman is wearing a light-colored, vertically striped shirt, and the girl is wearing a pink and white striped shirt. The background is bright and slightly out of focus, suggesting an outdoor setting like a park or a boardwalk.

PENINSULA  
CELEBRATIONS  
SOCIETY  
2023 SPONSORSHIP  
PACKAGE

[PENINSULACELEBRATIONS.CA](https://PENINSULACELEBRATIONS.CA)

# WHO WE ARE

We are Peninsula Celebrations Society, and we are the people behind the Sidney Canada Day Celebrations, Annual Easter Egg Hunt, Parades & Family Fun Fair, Summer Sounds Concert Series, Sparkles Santa Parade, Santa Breakfast and Polar Bear Swim.

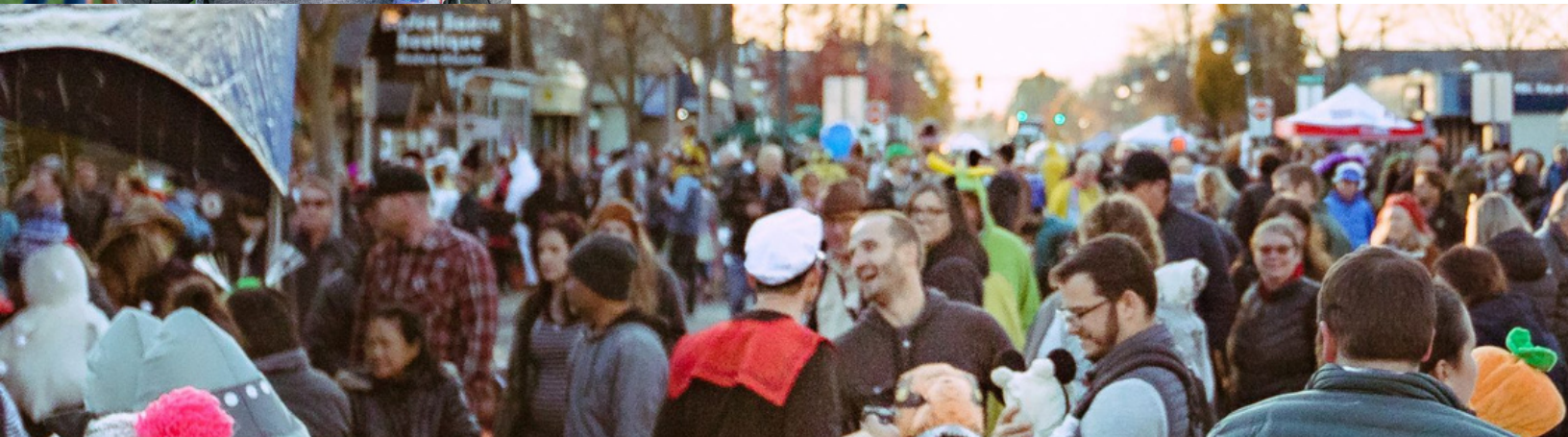
The Peninsula Celebrations Society (PCS) is a non-profit organization that has been providing social and community events for more than 30 years for communities on the Saanich Peninsula of Vancouver Island in the province of British Columbia. The purpose of the Society is to promote and attract local, regional, and national attention to the Saanich Peninsula and to provide citizens with events they can participate and take pride in.

PCS offers individuals and organizations with opportunities to display their talents, abilities, and wares through festival, cultural, and family-related events to stimulate and sustain the economy of the Saanich Peninsula.



We believe in providing free, family-focussed celebrations to Saanich Peninsula residents & visitors

Sponsoring a Peninsula Celebrations Society event provides you with the unique opportunity to connect with the Saanich Peninsula Community, to build brand awareness, and to show your company's support. Each event reaches a large & diverse audience segment and provides a fun, entertaining, and engaging way for you to "wow" clients and vendors. Feel good about supporting our local community.



# OUR ANNUAL EVENTS

## **POLAR BEAR SWIM**

Whether you're in and out in ten seconds flat or you're so tough that the ice-cold Pacific feels like bathwater, polar bear swims are a beloved staple of New Year's Day. If watching hearty islanders take the plunge from the warmth of your parka is more your speed, there is lots of room for spectators!

## **EASTER EGG HUNT**

An annual favourite - the Easter egg hunt is held in Dominion Brooke Park in North Saanich, BC. Join hundreds of families in a traditional Easter egg hunt and collect treats. Don't forget to meet the Easter Bunny. Fun for everyone and a great way to kick off spring on Vancouver Island.

## **SIDNEY DAYS & THE CANADA DAY PARADE**

Sidney Days takes place over two amazing days of celebrations, June 30th (day 1) and July 1 (day 2). Join Peninsula Celebrations and thousands more in welcoming our annual Canada Day parade, followed by family fun in the park with games, food, and much more.

## **SUMMER SOUNDS CONCERT SERIES**

Get your lawn chairs and blankets ready – Sidney Summer Sounds concerts kick off this Summer in Beacon Park at the band shell. The annual concert series features several bands playing different genres throughout July and August from 2 pm to 4 pm every Sunday. Attracting thousands throughout the Summer months - this is an event that boasts Sidney's fantastic arts & culture, creating an atmosphere of family fun, enjoyment, and musical appreciation.

## **TREAT STREET IN DOWNTOWN SIDNEY**

Each Halloween eve, Downtown Sidney invites little ghosts, goblins, and princesses to enjoy a family trick-or-treating event. Participants can experience spooky activities, a haunted house selfie station that will have everyone saying BOO!, and take their share of over 20,000 pieces of candy! With a street closure in effect from 4:30 pm to 6:00 pm, Sidney's Beacon Avenue is transformed for this one spooktacular night!

## **PHOTOS WITH SANTA**

It wouldn't be Christmas without photos with Santa. Every year Peninsula Celebrations Society teams up with the big man himself for photos and fun!

## **SIDNEY SPARKLES CHRISTMAS PARADE**

The Sidney Sparkles Christmas Parade is an annual tradition that attracts over 10,000 people. The event typically lasts for one hour and features over 50 participants, including dozens of community organizations and many volunteers.

# SPONSORSHIP OPPORTUNITIES

## COMMUNITY PARTNER \$500

### YOU'LL GET

- SOCIAL MEDIA PROMOTION
  - WEBSITE PRESENCE
  - PODIUM ACKNOWLEDGEMENT
  - LOGO/NAME RECOGNITION
  - PROMOTIONAL MATERIAL
- YOUR COMMUNITY SPONSORSHIP WILL BE PUT TOWARDS ALL OF OUR FANTASTIC EVENTS, AND MAKING SURE THAT WE CAN CONTINUE TO DELIVER THE FUN AND EXCITEMENT THAT PEOPLE HAVE COME TO EXPECT.

## PRESENTING SPONSOR - EVENT SPECIFIC

### YOU'LL GET

- SOCIAL MEDIA PROMOTION
- WEBSITE PRESENCE
- PODIUM ACKNOWLEDGEMENT
- LOGO/NAME RECOGNITION
- PROMOTIONAL MATERIAL
- ★ EVENT BOOTH OPPORTUNITY
- ★ BANNER DISPLAY
- ★ SPEAKING OPPORTUNITY
- ★ FEATURED AS PRESENTING SPONSOR

PLEASE CONTACT US AT  
[INFO@PENINSULACELEBRATIONS.CA](mailto:INFO@PENINSULACELEBRATIONS.CA)



# PENINSULA CELEBRATIONS SOCIETY SPONSORSHIP FORM

COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

CONTACT E-MAIL \_\_\_\_\_

CONTACT PHONE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PLEASE SELECT ONE OF THE FOLLOWING:

- COMMUNITY PARTNER \$500
- PRESENTING SPONSOR PLEASE CONTACT US  
AT [INFO@PENINSULACELEBRATIONS.CA](mailto:INFO@PENINSULACELEBRATIONS.CA)

PAYMENT INFORMATION

- PLEASE SEND AN INVOICE
- I HAVE INCLUDED A CHEQUE MADE PAYABLE TO  
PENINSULA CELEBRATIONS SOCIETY

PLEASE MAIL CHEQUES TO: PENINSULA CELEBRATIONS SOCIETY  
C/O 2281 BEACON AVE, SIDNEY, BC V8L 1W9

\$ \_\_\_\_\_

TOTAL SPONSORSHIP

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

**THANK YOU FOR YOUR SUPPORT!**