



UKRAINIAN CANADIAN CONGRESS
ALBERTA PROVINCIAL COUNCIL

КОНГРЕС УКРАЇНЦІВ КАНАДИ
ПРОВІНЦІЙНА РАДА АЛЬБЕРТИ

2011 Ukrainian Day Festival Ukrainian Cultural Heritage Village, Alberta August 7, 2011

KANADA - UKRAINE 120:

GROUNDBREAKERS - NATION-BUILDERS - TRAILBLAZERS

Sponsorship & Advertising Opportunities

Every summer, thousands of people gather for the annual Ukrainian Day festival held at the Ukrainian Cultural Heritage Village east of Edmonton. This event has a 35 year history of bringing together families from all across east-central Alberta along with tourists and the general for a day to celebrate all things Ukrainian. From arts and cultural learning, children's activities, to great food, family reunions, a unique pioneer experience and a showcase of Ukrainian performers, Ukrainian Day has something for everyone.

This year we will be also commemorating 120 years of Ukrainian settlement in Canada with particular attention to the history of the first Ukrainian settlers in Alberta and the legacy they brought to our province and to Canada.

It is also a unique opportunity to showcase your organization, business or services to a captive audience. A chance to show your community spirit and caring, all sponsors will be profiled to maximum capacity by UCC-APC. **You can show your support of Alberta's vibrant Ukrainian community at one of several different levels of sponsorship.**

All Ukrainian Day sponsors will be acknowledged as the following list indicates. In addition, each level of sponsorship has unique profile and marketing opportunities as outlined under each heading.

All sponsors will be provided:

- Logo and recognition on UCC-APC website
- Prominent signage at Ukrainian Day (sponsor to provide banner)
- Announcements and recognition of sponsorship by the Emcee at the Showcase Concert
- Logo and mention of top level sponsors on all media releases
- Opportunity to distribute corporate marketing item/brochure (must be approved by the UCC-APC)
- Acknowledgement in the UCC-APC newsletter article about Ukrainian Day



A. 2011 Ukrainian Day Presenting Sponsor \$5,000

The Presenting Sponsorship is a unique opportunity for a company/organization to attach its name and reputation to an important annual event and be associated with the broader community in Alberta. This is a co-branding opportunity with the potential for lasting recognition and offers the chance for your corporate/organization name and logo to be prominently melded into all 2011 Ukrainian Day advertising and promotion. In addition to the promotional and advertising opportunities mentioned above, you will also receive:

- **Naming opportunity of the event, i.e. UCC-APC and 'your company' present Ukrainian Day 2011**
- **Opportunity to use 'Ukrainian Day Sponsor' on your promotional and advertising materials**
- **Opportunity to develop a special marketing item/component at the Ukrainian Day event**
- **Link from the UCC-APC website to your organization's website**
- **First right of refusal for next year's presenting sponsorship**
- **Corporate Logo on an email announcement acknowledging and promoting the sponsorship (2000+)**
- **Logo on the cover of the Ukrainian Day program book, 5000+ distributed at the event and mailed around Alberta**
- **Full page ad in the Ukrainian Day program book (5000+ copies)**
- **Corporate Logo on an email announcement acknowledging and promoting the sponsorship (2000+)**
- **Ad (1/2 page) in the UCC-APC fall newsletter, distributed to 1500+ contacts**



B. 2011 Ukrainian Day Concert Showcase Sponsor \$2,000



This Sponsor receives many benefits from sponsoring the headline event of the afternoon at Ukrainian Day, the Ukrainian Showcase performance. In addition to the promotional and advertising opportunities mentioned above, you will also receive:

- **Opportunity to use 'Ukrainian Day Sponsor' on your promotional and advertising materials**
- **Link from the UCC-APC website to your organization's website**
- **First right of refusal for next year's concert sponsorship**
- **Your corporate logo on all our emails promoting the event, broadcast directly to over 2000 contacts (targeted to community leaders, local business, individuals and media)**
- **Logo on the acknowledgement page in the Ukrainian Day program book (5000+)**
- **Half page ad in the Ukrainian Day program book (5000+ copies)**
- **Corporate Logo on an email announcement acknowledging and promoting the sponsorship (2000+)**
- **Ad (1/4 page) in the UCC-APC fall newsletter, distributed to 1500+ contacts**

**C. 2011 Ukrainian Day
Silver Sponsors
\$1,500**



This sponsor will receive many benefits and prominent positioning of your organization's name and logo on all Ukrainian Day promotion and advertising materials. In addition to the opportunities mentioned above, you will also receive:

- **Opportunity to use 'Ukrainian Day Sponsor' on your promotional and advertising materials**
- **Link from the UCC-APC website to your organization's website**
- **Your corporate logo on all our emails promoting the event, broadcast directly to over 2000 contacts (targeted to community leaders, local business, individuals and media)**
- **Logo on the acknowledgement page in the Ukrainian Day program book (5000+)**
- **Half page ad in the Ukrainian Day program book (5000+ copies)**
- **Ad (1/4 page) in the UCC-APC fall newsletter, distributed to 1500+ contacts**

**D. 2011 Ukrainian Day
Kozak Games Sponsors
\$750**



For your sponsorship of this special event, you will receive positioning of your organization as follows:

- **Your corporate logo on all our emails promoting the event, broadcast directly to over 2000 contacts (targeted to community leaders, local business, individuals and media)**
- **Logo on the acknowledgement page in the Ukrainian Day program book (5000+)**
- **Quarter page ad in the Ukrainian Day program book (5000+ copies)**
- **Logo and recognition on the UCC-APC website**
- **Announcements and recognition of sponsorship by the Emcee at the Showcase Concert**
- **Prominent on site Signage**
- **Acknowledgement in the UCC-APC newsletter article about Ukrainian Day**

E. 2011 Ukrainian Day Activity Sponsors \$250-\$500

Businesses and organizations also have an opportunity to sponsor a specific component of Ukrainian Day 2011. Activity areas include:

- **Stage Sponsor**
- **Arts and Crafts Sponsor**
- **Tattoo Sponsor (specially designed non-permanent tattoos)**
- **Market Sponsor**
- **Taste of Ukraine Food Court Sponsor**
- **Children's activities and games**

For your sponsorship of this special component, you will receive positioning of your organization as follows:



- **Quarter page ad in the Ukrainian Day program book (5000+ copies)**
- **Logo and recognition on the UCC-APC website**
- **Prominent Signage at the sponsorship area (banner to be provided by the sponsor)**
- **Recognition on the acknowledgement page of the Ukrainian Day program book**
- **Acknowledgement in UCC-APC newsletter article about Ukrainian Day**

UCC Alberta Provincial Council

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F. In-Kind Sponsors

To mount any event there are many needs and opportunities for businesses to provide in-kind support for items such as:

- Decorations
- Tents
- Design of Promotional Materials
- Printing of Promotional Materials
- Technical equipment and support

If you are interested in an in-kind sponsorship, recognition will be provided at the level of support provided by your sponsorship.

Please contact our office for more details.

The Ukrainian Day Souvenir Program Booklet Advertising Opportunities!

The Ukrainian Day Booklet is distributed free of cost to 5,000 participants during annual Ukrainian Day festivities.

Advertising rates:

Taxes do not apply to prices!

Full page

$7 \frac{1}{4} " \times 9 \frac{1}{4} " = \695

Half page

$3 \frac{1}{2} " \times 9 \frac{1}{4} " \text{ or } 7 \frac{1}{4} " \times 4 \frac{1}{2} " = \465

Quarter page

$3 \frac{1}{2} " \times 4 \frac{1}{2} " = \285

Business card

$3 \frac{1}{2} " \times 2 " = \165

DEADLINES:

Ad space reservation - **June 18, 2011**

Ad material submission - **July 2, 2011**

** Orders received after the deadline will only be accepted based on space availability*