



CANADIAN TULIP FESTIVAL
FESTIVAL CANADIEN DES TULIPES

YOUR Canadian Tulip Festival

Exposing brands to over half a million people

Customized Marketing through Sponsorship Support of an Iconic Canadian Festival

MAY 10 – 20 MAI 2019



CANADIAN TULIP FESTIVAL
FESTIVAL CANADIEN DES TULIPES

In the years since its founding in 1953, the Canadian Tulip Festival has become a part of our country's national identity. A nationwide Ipsos Reid survey reported that the Canadian Tulip Festival consistently ranks as one of the top 5 images that come to mind for Canadians when they think of their nation's Capital...ahead, even, of the beloved Ottawa Senator's hockey team¹.

Canadian affection for the Tulip Festival is likely a result of its historical roots together with those 67 years of celebrating winter's end amidst Ottawa's floral spring beauty. Beauty created by Canada's gardener, the National Capital Commission.

Drawing an estimated 600,000 national and international visitors, the Canadian Tulip Festival has served as both a celebration and a remembrance of the 1945 gift of tulips from The Netherlands to Canada that led to the founding of the festival.

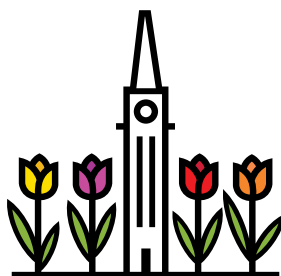
Our hope is that you will enjoy our efforts, and those of our partners, to maintain and grow the Canadian Tulip Festival legacy. Welcome to spring in Canada's Capital!

Sincerely,

Grant Hooker
President
Canadian Tulip Festival



1 IPSOS Poll Chart, 2010



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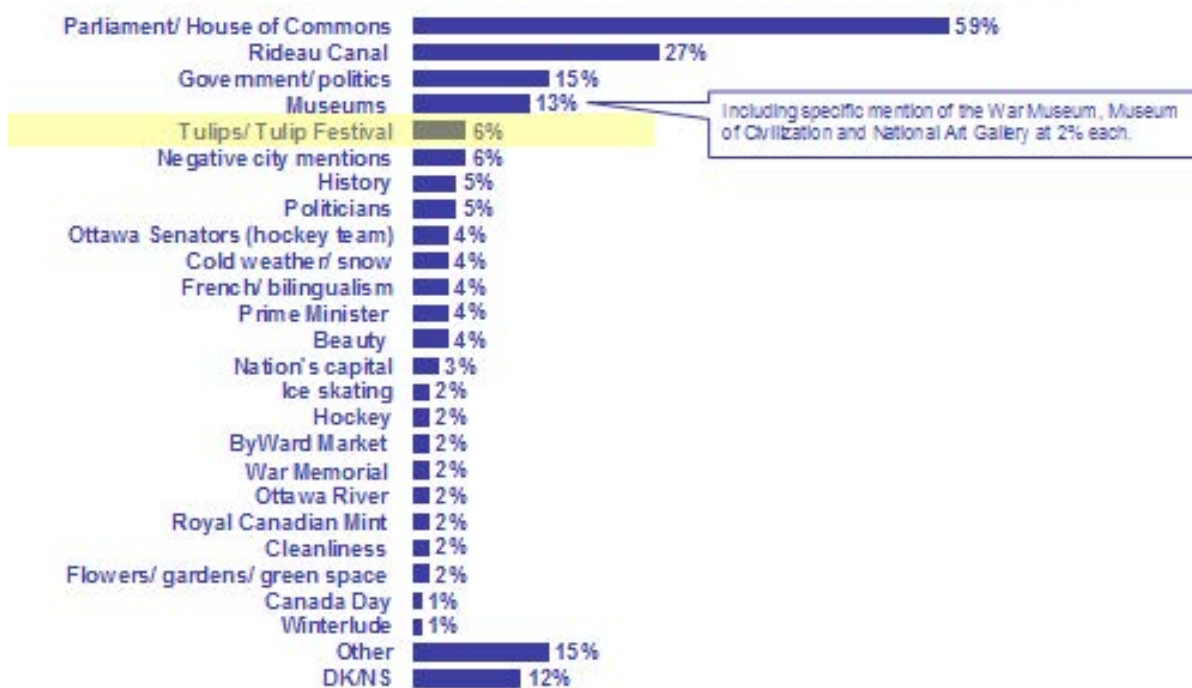
Summary of Support

IPSOS Poll Chart, 2010



Associations with the Capital – General Public

What three things come to mind when you think about Canada's Capital? (All mentions.)



Base: General public respondents n=3,038

NCC Strategic Market Research (Phase II) Ipsos Reid, January 2010

Ipsos Reid

OBJ Book of Lists, 2018

THE LIST OTTAWA'S MOST POPULAR FESTIVALS

(RANKED BY ATTENDANCE AT MOST RECENT EVENT)

	Event/Address Phone/Fax/Web	Most recent attendance	Time of year/ Location/Year founded	Single adult admission/ Group rates?	Key local official	No. of employees/ No. of volunteers	Description
1	Canadian Tulip Festival 203-1525 Princess Patricia Way Ottawa, ON K1S 5J3 613-567-6216 tulipfestival.ca	600,000	May 10-20, 2019 Commissioners Park, Dows Lake, Garden Promenade 1953	Mostly free with a few ticketed activities/guided tours N	Michel Gauthier	3 More than 350	1 km of tulip beds and millions of tulips throughout the Capital celebrating the Dutch-Canadian Friendship. Special theme days, and a tulip celebration of the 20th Anniversary of the Beving-Ottawa Sister Cities tulip friendship as well as a spectacular firework display on each weekend.
1	Winterlude 90 Wellington St. Ottawa, ON K1A 0A3 1-844-878-8333 canada.ca/winterlude	600,000	February Downtown Ottawa and Gatineau 1978	Most events are free N	Julio Descoteaux	0 500	A family-friendly festival that transforms Canada's Capital Region into an ideal destination to celebrate Canadian traditions in winter.
3	Northern Lights 90 Wellington St. Ottawa, ON K1P 5L1 844-878-8333 canada.ca/northern-lights	314,400	Early July to early September Parliament Hill 1984	Free N	Jane Robinson	0 WND	Thematic journey through Canada's history presented against the backdrop of the Parliament buildings.
4	RBC Bluesfest 450 Churchill Ave. N., Ottawa, ON K1Z 5E2, 613-247-1188 ottawabluesfest.ca	310,000	July 5-15, 2018 LeBreton Flats Park 1994	\$45-\$60 Y	Mark Monahan	25 4,000	Multi-stage music festival featuring blues, R&B, pop, rap, funk, world, rock, EDM and more.
5	Tamarack Ottawa Race Weekend 45-5450 Canotek Rd. Ottawa, ON K1J 9G2, 613 234 2221 runottawa.ca	300,000	May 25-26, 2018 and 2019 Ottawa City Hall 1975	\$25-\$140 N	John Halvorsen	6 2,500	Includes two world renowned IAAF Gold Label races attracting participants from every continent including World Champions and Olympic Medalist - global attendance via Televised Stream.
6	Canada Day 90 Wellington St. Ottawa, ON K1A 0A3 844-878-8333 canada.ca/canaday	250,000	July 1 Downtown Ottawa and Gatineau 1867	Most activities are free N	Andree-Anne Bonin	0 500	Festivities run from morning to night, including ceremonial events, shows, activities and fireworks.
7	TD Ottawa Jazz Festival 200-2000 200-2000	239,000	June 27-July 1, 2018 Downtown Ottawa	Varies	Catherine O'Grady	23 1,000	Celebrates the most dynamic jazz talents on the scene, from the traditional to the avant-garde.

	Event/Address Phone/Fax/Web	Most recent attendance	Time of year/ Location/Year founded	Single adult admission/ Group rates?
1	Canadian Tulip Festival 203-1525 Princess Patricia Way Ottawa, ON K1S 5J3 613-567-6216 tulipfestival.ca	600,000	May 10-20, 2019 Commissioners Park, Dows Lake, Garden Promenade 1953	Mostly free with a few ticketed activities/guided tours N

12	Ottawa Chamberfest 2014 Florence St., Ottawa, ON K2P 0W1, 613-234-6305 chamberfest.com	101,000	July 26-Aug. 6, 2018 Throughout downtown Ottawa 1994	Tickets starting at \$25; passes starting at \$99; community events are free to all. Y	Roman Borys	10.5 900	Chamber music festival presenting early music, core repertoire, contemporary and fringe.
13	Ottawa Capital Pride 300-116 Gloucester St. 613-680-3033, Ottawa, ON K2P 0A6, ottawacapitalpride.ca	100,000	August Centretown and other locations 1985	Free N	Toby Whitfield board chair	3 150	Capital Pride creates opportunities to celebrate, advocate, educate and connect people, respecting the full diversity of the LGBTQ+ community.
14	Tim Hortons Ottawa Dragon Boat Festival 4180 Kent St., Ottawa, ON K1P 0B6, 613-238-7771 dragonboat.net	80,000	Third weekend in June Mooney's Bay Park 1993	Free N	John Brooman	12 500	Recognized as North America's largest dragon boating festival, the four-day celebration offers free admission to concerts, amusement attractions, sports demonstrations, a variety of artisans, exhibitors, delicious culinary treats, children's area and non-stop racing.
15	Ottawa GreekFest* 1315 Prince of Wales Dr., Ottawa, ON K2C 1N2, 613-225-8016 x234 ottawagreekfest.com	70,000	Aug. 9-19, 2018 1315 Prince of Wales Dr. 1972	Free N	Elena Delis	0 300	Family-oriented celebration of Hellenism, featuring Greek food, live music, traditional dancing and the Zorba show.
16	CityFolk 450 Churchill Ave. N., Ottawa, ON K1Z 5E2, 613-230-8234 ottawafolk.com	60,000	Sept. 12-16, 2018 Lansdowne Park 1994	\$45-\$60 Y	Mark Monahan	12 1,000	Multi-day celebration of music, dance, visual arts and community featuring a mix of musical performances.
17	Capital RibFest* 3 Bay Rd., Lombardy, ON K0G 1L0 613-851-5752, capitalribfest.ca	45,000	Aug. 3-5, 2018 Outside Ottawa City Hall 2015	Free admission N	Les Gagne	5 20	Big BBQ and a "meatup" featuring baconfest, a new pig roast and everything BBQ along with the best in ribs, chicken and pulled pork.
17	Ottawa PoutineFest (World of Poutine)* 3 Bay Rd., Lombardy, ON K0G 1L0 613-851-5752, ottawapoutinefest.ca	45,000	April 19-22, 2018 Outside Ottawa City Hall 2015	Free N	Les Gagne	3 10	More than 100 choices of poutine as well as face painting, a poutine eating contest, exotic poutine competition, the most expensive poutine, kids fun zone, rock climbing wall and live entertainment.
19	Music and Beyond 51 William St., Ottawa, ON K1N 6Y9, 613-241-0777 musicandbeyond.ca	42,000	July 4-10, 2018 Various locations in Ottawa 2010	\$30 Y	Julian Armour	7 450	A classical music and multi-disciplinary arts festival that links music with other art forms and cultural disciplines including visual art, drama, poetry, dance, comedy, magic, architecture, science, law, the circus, food and wine and yoga.
20	Richmond Fair 621 Perth St., Richmond, ON K0A 2T0, 613-838-3420 richmondfair.ca	40,000	Sept. 12-16, 2018 Richmond 1844	\$5-\$10 Y	Dale Greene	2 450	Promotes agricultural awareness within Ottawa and surrounding communities. Offers a venue for exhibitors to showcase their arts, crafts, livestock and produce. Includes non-agricultural events such as a demolition derby, lawn tractor pull, music and trade shows and midway.

*These events/festivals did not respond to the survey in time for publication. This information is from previous years and websites.
WND = Would not disclose.



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Ottawa, ON
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Canada

Contact
Ambassador van der Zwan
OTT-CDP@minbuza.nl

Date 06 February 2019
Re Endorsement of the Canadian Tulip Festival

To Whom It May Concern,

On behalf of the Embassy of the Kingdom of the Netherlands to Canada, I am very enthusiastic about the Canadian Tulip Festival's decision to focus the 67 year old event's activities on light animation among the spectacular Commissioner's Park/Dow's Lake tulip beds along with the creative presentation of the stories, so important in both Canadian and Dutch history, that led to the founding of the Festival in 1953.

We have been working with the Festival Leadership since May of 2018, and more recently have joined with the National Capital Commission in a formal group, to support the Canadian Tulip Festival in a project entitled "Liberation 75" which will honour the 1.1 million Canadian servicemen that served in World War II while highlighting the role Canadian troops played in leading the liberation of our country, The Netherlands, in 1944 and 1945. The people of the Netherlands will never forget this and we at the Embassy are very grateful to join the Canadian Tulip Festival in a program that should engage all of Canada in remembering the struggles, sacrifices and joys of that occasion.

Our work with the Canadian Tulip Festival over the past few months has given us confidence in the creativity and management capability of those with whom we have worked. We are committed to joining the Festival team in the production of a meaningful and celebratory event in Commissioner's Park/Dow's Lake area this coming May while preparing for the initiation in September of a "Liberation 75" national tulip bulb planting initiative that will presage and enhance end of war anniversary celebrations in May of 2020.

Yours sincerely,

Ambassador Henk van der Zwan



NATIONAL CAPITAL COMMISSION
COMMISSION DE LA CAPITALE NATIONALE

February 8, 2019

Letter of Support for the Canadian Tulip Festival

The National Capital Commission is pleased to provide this letter of support to the Canadian Tulip Festival both in recognition of our long-standing partnership with this nationally recognized heritage event and as a declaration of support for the festival's current leadership.

The Canadian Tulip Festival and the National Capital Commission have shared objectives to promote the historic Tulip Gardens in Commissioner's Park near Dow's Lake. These gardens provide meaningful engagement with hundreds of thousands of visitors to the site each May.

As the Official Gardener of the many floral beds in the Capital, the NCC is delighted with the Festival's decision to refocus the 2019 edition of the program to highlight the history entwined in Canada's World War II contribution together with the Dutch Royal family's post-war gift of tulips that led to the Commissioner's Park gardens and to the 1953 birth of the Canadian Tulip Festival.

We are equally pleased to support, together with the Embassy of the Kingdom of the Netherlands, the Festival's "Liberation 75" tulip planting initiative planned for 2019 and 2020. This commemorative planting program will see 1.1 million tulips planted across Canada—one for every Canadian soldier that fought in WW II - beginning in September of 2019. We appreciate the Canadian Tulip Festival's willingness to lead this initiative.

As a matter of further confidence, the NCC has a 38 year working relationship with the key members of the Tulip Festival's current leadership team. We believe they will bring competence, commitment and creativity to the Festival's efforts and that their work will enhance what is already appreciated across Canada as both a joyous celebration of winter's end and a meaningful chapter in Canadian history that deserves to be honoured and re-visited each year.

Very best regards,

Anne Ménard
Executive Director
Capital Stewardship

202-40 Elgin Street, Ottawa, Canada K1P 1C7
ncc-ccn.gc.ca

40, rue Elgin, pièce 202, Ottawa, Canada K1P 1C7
ccn-ncc.gc.ca

Canada



Our History

During WWII, Canadian soldiers bravely battled in Europe, culminating in their becoming the lead troops in the liberation of the Netherlands in 1945. During the war, then Princess Juliana and her family fled to the safety of Canada.



In 1943, Princess Juliana gave birth to her daughter in Ottawa. To insure that the newborn Princess Margriet was a natural born citizen of the Netherlands, Canada temporarily declared

the maternity ward in the Ottawa Civic Hospital to be extraterritorial.

In the fall of 1945, in gratitude for Canadian hospitality and, more importantly, to honour Canadian troops for their leadership in liberating their homeland, the Royal Family provided a gift of 100,000 Dutch tulip bulbs. The Kingdom of the Netherlands has presented Canada with 20,000 bulbs every year since.

In the hands of the National Capital Commission, the Dutch gifts have been transformed into over a kilometer of over 200,000 fabulous tulip blooms in Commissioner's Park near Dow's Lake. This forms the centerpiece attraction of the Canadian Tulip Festival.

The 2019 Canadian Tulip Festival - Current Planning

Hundreds of thousands of people this spring will experience the glorious National Capital Commission Tulip gardens in Commissioner's Park. For 11 Days, from May 10 to May 20, 2019 the Canadian Tulip Festival will provide music, dance, art, shopping, storytelling, fireworks, flowers and fun!

The Heritage Pavilion - Our Roots

Explore the Festival's roots and step back in time at the Canadian Tulip Festival's Heritage Pavilion. Experience the real-life sacrifice that took place right here in Ottawa in 1945. Our soldiers were overseas, and their anxious family members were at home, waiting for word of their safe return. Meet the faces and hear from storytellers about the experiences of veterans from WWII, people who left their homes to join the fight for freedom halfway across the world in an environment furnished with the immediate post-war period in mind.

The Tulip Pavilion - Our Flower

The Tulip Pavilion is a celebration of the gorgeous, adaptable flower that is the Festival's key attraction. Glittering tulip displays will light up this bright, welcoming space which will highlight historical and botanical stories of the flowers surrounding the Pavilion. The Tulip Pavilion will host some of Canada's greenest thumbs as they share their gardening and horticultural expertise in hands-on sessions.

The Tulip Plaza at Dow's Lake Pavilion

Tiptoe along our Tulip Boardwalk featuring Tulip-themed photo opportunities and rest areas with lush floral displays. End up at the Tulip Plaza at Dow's Lake Pavilion. The Canadian Tulip Festival welcomes visitors to the Tulip Plaza with our GIANT Celebration Tulip Garden, featuring handcrafted and hand-painted five-foot-high tulip sculptures. The crowning glory of the Tulip Plaza is our NEW Canadian Tulip Festival Museum, a carefully curated collection showcasing the incredibly rich 66-year history of our iconic Festival.

Music & Tulips - Elegance in the Garden

The park will come to life with our Music & Tulips program organized by the award-winning Music & Beyond Festival. Led by legendary Ottawa impresario Julian Armour, The Dutch Theatre adjacent to the Heritage Pavilion will feature musical arrangements of incomparable quality, performed by truly talented musicians. Sounds on stage will be carried at a tasteful volume to repeater speakers in the nearby tulip beds.

Digital Enhancements - Smart Tours

NEW for 2019, the Canadian Tulip Festival is offering a Digital Garden Tour complete with all the horticulture and heritage highlights that can be found in Commissioners Park presented on visitors smartphones. Guests will be encouraged to download the Festival's GrowIt Mobile App and enjoy a complete tour on their smartphones. The digital tour will include opportunities for sponsorship messaging.

Additional new digital enhancements will include:

- #TulipTreasureHunt, allowing and incentivizing visitors to explore the entire grounds with prizes for completing the tour.
- A Virtual Reality installation in the Tulip Pavilion that will feature a visit through Holland's extraordinary Tulip Growing Fields.

And SO much more!

- Art in the Tulips
- Tulip Legacy Walking Tours
- Tulip Boutiques
- Grand Prize Draw - WIN a trip to Holland
- And the traditional Victoria Day Fireworks, the first warm-weather fireworks of the season. A major crowd pleaser!



2020 Celebrations ~ Liberation 75

The year 2020 marks the 75th Anniversary of the end of World War II and the liberation of the Kingdom of the Netherlands. The Canadian Tulip Festival, along with the Dutch Embassy, Heritage Canada and the National Capital Commission, are planning to lead a national campaign to have 1.1 million Liberation 75 Tulips bloom across Canada.

Each Liberation 75 Tulip bulb will bloom for one of the 1.1 million Canadian soldiers who served in WWII. The program will depend upon sponsorship and, with Royal Assent, it is hoped that it will be initiated by a repeat of the original gift of 100,000 tulip bulbs which led to the birth of Canada's spring tradition in the nation's capital.





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Support Requests

The Canadian Tulip Festival is a registered charitable organization supported by the municipal, provincial and federal governments, as well as the tourism industry, the corporate sector, and generous partners from the business world.

The Festival offers an opportunity to align your brand with a beloved, quintessentially Canadian event as Ottawa and Canada come out of their winter hibernation to celebrate the arrival of spring. Elevate your own brand by joining forces with a unique, non-profit, admission-free event, that highlights beauty and joy across Canada's capital city.

We are ready to work with you!

The sponsorship opportunities outlined are for cash contributors only, unless otherwise specified. Organizations looking to provide an in-kind sponsorships for other areas of the festival are welcome. The Festival will work with in-kind sponsors to create opportunities with an appropriate exchange in promotional value, but may not include on-site activation.

Our Reach

In 2018, for 11 days in May, the 66th edition of the the world's biggest tulip festival welcomed 600,000 visitors from around the world.

2018 By The Numbers



**+1 Million Tulips
in Bloom**



**+500 Artists and
Performers**



**+100 Activities
and Attractions**



**149 Partner
Organizations**



+200 Volunteers



+40 Embassies



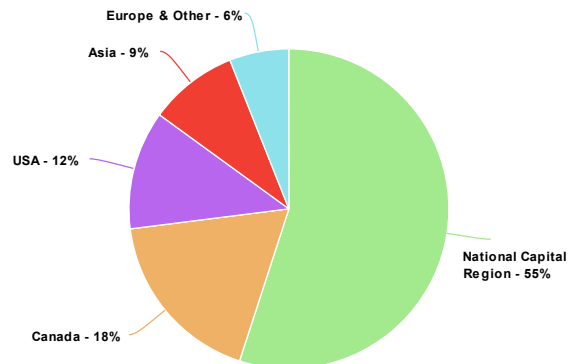
600,000 Visitors



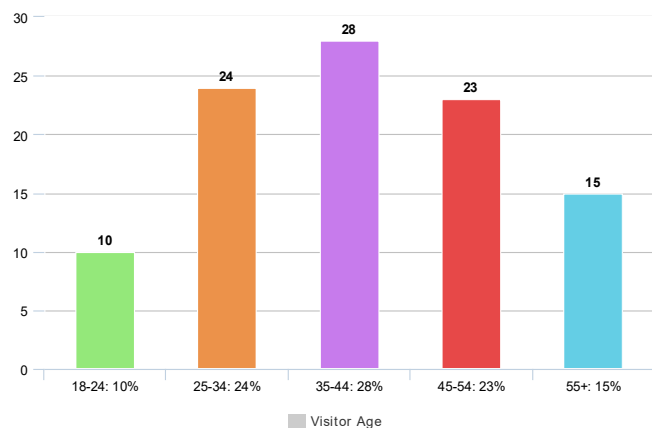
Male 43%



Female 57%



■ National Capital Region - 55%
 ■ Canada - 18%
 ■ USA - 12%
 ■ Asia - 9%
 ■ Europe & Other - 6%





Our 2018 Media Results



**+17 Million Paid
Ad Campaign**



**+51 Million in
Earned Media**



PRINT

50,000 Official Programs
20,000 Rack Cards
1,200 Posters
1,000 Postcards
5,000 Commissioners Park Maps



DIGITAL

774,000 Web Page Views
5,800 Newsletter Subscribers
591,000 Annual Reach on Facebook
179,000 Annual Reach on Twitter
8,700 Annual Instagram Likes



Our Media Plan

By supporting the Canadian Tulip Festival you'll benefit from our historic reputation and international brand recognition, across Canada and the globe. The Canadian Tulip Festival media strategy is a mix that includes digital, radio, print, social, and outdoor advertising with a total value of half a million dollars. Your company could be a part of this signature media campaign.

National & International campaigns worth over \$300,000

- Ottawa Tourism
- Destination Canada

Local media campaign worth over \$150,000

- Stingray, the home of Hot 89.9 & LiVE 88.5
- Bell Media, the home of Rouge 94 & Energie 104.1
- Google Remarketing Search & Display Ad Campaigns
- Facebook & Instagram Ad Campaigns
- YouTube Channel and Video Advertising
- Direct Email Marketing
- Public Relations & Social Media campaigns worth over \$75,000
- Radio, Television & Print
- Facebook & Instagram Posting



Presenting Sponsor

\$100,000

1 Available

Become the Presenting Sponsor of the most well attended, longest running Festival in Ottawa. Position your brand beside an icon for Canadian tourism, and leverage a history unlike any other.

Benefits

- High profile inclusion in ALL festival marketing, public relations and promotional activity. A benefit worth over \$400,000 and reaching over 60 million through local, national and international media.
- Your company name presented with each mention of the Canadian Tulip Festival name in our publications and media placements, and your logo affixed to the festival's logo wherever it is presented and technically possible.
- Unique on-site branding at Dow's Lake Pavilion, with highly visible banners surrounding the second story balcony.
- Visibility as Presenting Sponsor within the Growlt Garden Tour App.
- Fully customized sponsorship package designed to meet your unique objectives, ensuring your company achieves it's sponsorship goals.
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- Right of first refusal for the 2020 Presenting Sponsorship.
- 4 VIP Passes to our Fireworks Display on May 19, 2019

Liberation 75 Sponsorship - 2019 / 2020

\$75,000

SOLD to KLM Royal Dutch Airlines



Signature sponsor of our national campaign to promote the planting of 1,100,000 tulip bulbs across the country to celebrate the 75th anniversary celebration of the end of WWII.

Benefits

- Your company name, as presenter, tied to all promotional mentions of the Liberation 75 Planting Initiative, with a promotional value over \$300,000 and reaching over 30 million people through local and national media.
- Your logo on the Tulip Bulb Cappers, distributed nationwide.
- Unveiling of your significant, historic sponsorship and partnership at the 2019 Festival in May with a VIP International Friendship Reception in the Heritage Pavilion, including a guest list of ambassadors and other dignitaries.
- Liberation 75 Tulip Bulb Campaign runs in the Fall of 2019, will enjoy high visibility through news coverage and paid advertising along with the festival and other partners' national social media and email campaigns.
- Unique opportunity to leverage a national campaign and create national goodwill.
- Unique on-site branding at Dow's Lake Pavilion, with highly visible banners surrounding the second story balcony in both 2019 and 2020.
- Fully customized sponsorship package designed to meet your unique objectives, ensuring your company achieves it's sponsorship goals.
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- 4 VIP Passes to our Fireworks Display on May 19, 2019.



Pavilion Sponsorships

\$50,000

2 Available

Be a sponsor of one of our unique Pavilions. The Heritage Pavilion provides the opportunity for guests to take a step back in time to the year of liberation in 1945, aligning your brand with a strong and proud Canadian history. The Tulip Pavilion provides fresh and floral breathe of spring delight to our visitors and aligns your brand with the never ending fascination of the tulip and nature lovers alike.

Benefits

- Your company name tied to the Canadian Tulip Festival name for maximum brand alignment and exposure, with a promotional value over \$200,000 and reaching over 15 million people through local and national exposure.
- Logo inclusion on 6 Festival Archways throughout the Festival site.
- Unique on-site branding at Dow's Lake Pavilion, with highly visible banners surrounding the second story balcony.
- Prominent logo placement at the entrance and throughout your chosen Pavilion or Info Centres.
- Visibility as Pavilion Sponsor within the Growlt Garden Tour App.
- Pavilion Staff to wear logos on uniforms, while they interact with our 600,000 visitors and international guests.
- Your company logo on the Canadian Tulip Festival Website as a proud Pavilion sponsor.
- Inclusion in marketing and public relations material.
- VIP invitations and verbal sponsorship recognition at themed Reception held in your company's honour, at your chosen Pavilion or Location.
- Fully customized sponsorship package designed to meet your unique objectives, ensuring your company achieves it's sponsorship goals.
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- 4 VIP Passes to our Fireworks Display on May 19, 2019

Tulip Fireworks Sponsorship

\$20,000

2 Available

Sponsor one of the most well-attended events of the Canadian Tulip Festival, and receive significant exposure throughout the 11 days of the festival. The fireworks take place on Sunday May 19th, 2019 and are the official Victoria Day Fireworks for the City of Ottawa.

Benefits

- A promotional value over \$80,000 and reaching over 3 million people through local exposure online.
- Floating Billboard in Dow's Lake announcing the fireworks show with your company as the presenter.
- Name inclusion in radio and other promotions of your evening's fireworks display.
- Your company name associated with the Canadian Tulip Festival
- Your company logo on the Canadian Tulip Festival Website and in marketing and public relations material
- Logo recognition on select Canadian Tulip Festival signage
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- 6 VIP Passes to our Fireworks Display on May 19, 2019

Music & Tulips Sponsorship

\$15,000

SOLD to BeaverTails



Julian Armour, founder of internationally recognized Music & Beyond summer festival will showcase top quality musicians from the National Capital Region on stage at the Dutch Theater near the Heritage Pavilion in the very heart of Commissioners Park.

Benefits

- A promotional value over \$60,000 and reaching over 1.5 million people through local exposure online.
- Your company name and/or logo, as presenter, tied to all promotional references and signage for the Music & Tulips program.
- Acknowledgement of your company's presenting status on stage at the opening and closing of each musical performance.
- Acknowledgement of your company as the presenting sponsor of the Dutch Theatre
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- 2 VIP Passes to our Fireworks Display on May 19, 2019

Welcome and Information Centres Sponsorship

\$15,000

1 Available

Align your brand with all three of our Welcome and Information Centres and enable our visitors to see you upon arrival to seek out information and guidance on location.

Benefits

- A promotional value over \$60,000 and reaching over 1.5 million people through local and national exposure.
- Prominent logo placement at the entrance Welcome and Information Centres.
- Welcome and Information Centre Staff to wear logos on uniforms, while they interact with our 600,000 visitors and international guests.
- Your company logo on the Canadian Tulip Festival Website as a proud Welcome and Information Centre sponsor.
- Inclusion in marketing and public relations material.
- Fully customized sponsorship package designed to meet your unique objectives, ensuring your company achieves it's sponsorship goals.
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- 2 VIP Passes to our Fireworks Display on May 19, 2019

Growlt Mobile App & Treasure Hunt Sponsorship

\$10,000

1 Available

The Canadian Tulip Festival is offering a FREE Garden Tour Mobile App through Growlt. This mobile app will provide all the answers a festival-goer may need while enhancing their on-site experience. An overwhelming majority of festival-attendees carry a smartphone, and as our Growlt Mobile App Sponsor, you can leverage all those smartphones, turning them into a travelling billboard for your brand.

Benefits

- Your company name as presenter prominently displayed on the Growlt Mobile App, which will be used by hundreds of thousands of festival attendees.
- A promotional value over \$40,000 and reaching over 1 million people through local exposure online.
- Your company name associated with the Canadian Tulip Festival
- Your company logo on the Canadian Tulip Festival Website and in marketing and public relations material
- Logo recognition on select Canadian Tulip Festival signage
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- 2 VIP Passes to our Fireworks Display on May 19, 2019



Art in the Tulips Sponsorship

\$5,000

1 Available

Art in the Tulips features Artists and Painters creating amongst the tulips. Align your brand with the creative minds of artists and the spontaneity that the gardens provide, that every visitor is sure to see and love.

Benefits

- A promotional value over \$20,000 and reaching over 600,000 people through local exposure online and on site.
- Your company name as presenter prominently displayed at all Art in the Tulip locations.
- Your company name associated with the Canadian Tulip Festival
- Your company logo on the Canadian Tulip Festival Website and in marketing and public relations material
- Logo recognition on select Canadian Tulip Festival signage
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- 2 VIP Passes to our Fireworks Display on May 19, 2019



SnapChat Tulip Filter Sponsor

\$2,000

1 Available

SnapChat is the largest social media platform for Males and Females 24 and under. To increase Social Media participation on-site during the festival we will be creating custom Snapchat Filters for each day of the event. This sponsorship is an ideal way to directly engage visitors.

Benefits

- A promotional value over \$8,000 and reaching over 300,000 people through local exposure online and on site.
- Your company name prominently displayed in the SnapChat Filters available at the Canadian Tulip Festival.
- Your company name associated with the Canadian Tulip Festival on our website
- Your company logo on the Canadian Tulip Festival Website and in marketing and public relations material
- Logo recognition on select Canadian Tulip Festival signage related to your sponsorship
- One GIANT Tulip customized with your company's logo, to own and use all year round.
- 2 VIP Passes to our Fireworks Display on May 19, 2019

Friend of The Festival Sponsorship \$500

Show your support and civic pride as a Friend of the Festival Sponsor.

Benefits

- A promotional value over \$2,000 and reaching over 100,000 people through local exposure online
- Your company logo listed on the Canadian Tulip Festival Website
- 2 Organic Facebook & Instagram Posts through our social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019

Volunteer Food & Beverage Sponsor

Daily In-Kind Value of \$1000 worth of Food & Beverage

Sign up for all 11 Days, or pick the days that work for you!
























































Benefits

- A promotional value over \$2,000 and reaching over 100,000 people through local exposure online
- Your company logo listed on the Canadian Tulip Festival Website
- 2 Organic Facebook & Instagram Posts through our social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019





























Benefits at a Glance Table

Sponsor Benefits	\$100K Promo Value of \$400,000	\$75k Promo Value of \$300,000	\$50k Promo Value of \$200,000	\$20k Promo Value of \$80,000	\$15k Promo Value of \$60,000	\$10k Promo Value of \$40,000	\$5k Promo Value of \$20,000	\$2k Promo Value of \$8,000
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PRE-FESTIVAL

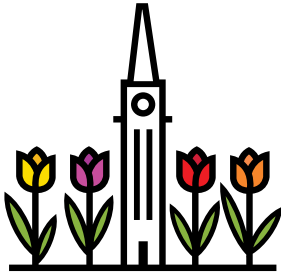
Identified as Presenting Sponsor								
Official Festival composite logo								
Website logo on every page								
Media release and proactive pitching								
Select printed materials - rack cards & posters								
Dedicated digital marketing, blog, newsletter								
Social media - hashtag inclusion								
Select paid media campaign - online, radio, print								
Co-branding of event, venue, activity								
Media release inclusion								
Digital marketing, blog, newsletter inclusion	All							
Event, activity, service "Sponsored by"								
Website event, activity, service listing								
Social media - dedicated	6	6	4	4	2	2	1	1
Website - sponsor page								

DURING FESTIVAL

Official program - ad	Full page I/O covers	Full Page	Half Page					
Official program inclusion								
Official on-site signage								
On-site activation opportunity								
Invitation to media events, official launch, corporate events (non-ticketed)								

POST FESTIVAL

Event report								
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CANADIAN TULIP FESTIVAL
FESTIVAL CANADIEN DES TULIPES

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Sponsorships & Marketing
Canadian Tulip Festival

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