

Heart of the Valley Festival



HEART OF THE VALLEY FESTIVAL

PO Box 385
Middleton, Nova Scotia
B0S 1P0

Dear Community Sponsor:

The 32nd Heart of the Valley Festival will be held July 14th - July 16th, 2017. This year's Organization Committee is working hard to make the 2017 season an exciting and event packed festival. It will feature a great mix of some of the old favourites and new exciting events, surely making it one to remember. As you can imagine an event like this requires a large financial commitment for the festival. As a non-for profit organization the Heart of the Valley Festival relies solely on sponsorship cover the costs of all events associated with the weekend. On this note, we are seeking your financial support to make all this a reality.

The Heart of the Valley Organizing Committee takes great pride in their town and has made it their goal to show everyone how wonderful our town of Middleton is. Some of the exciting events planned for this year's festival include the return of the Halifax Circus, concerts all weekend show casing a number of Nova Scotia bands, as well as various athletic events, children's activities and, of course, an amazing fireworks display. There should be an event that appeals to all ages during the festival.

As a sponsor of the 2017 festival your organization has two options available. You can sponsor the festival as a whole or you can sponsor a specific event from the weekend. Each of these options has benefits to you as a sponsor. If you have any suggestions, questions or concerns please do not hesitate to contact us. You can contact Dick DenHaan at (902) 704-0867, email: festival@hotvf.ca or Elizabeth Mason-Squires at (902) 840-1928, email: liz@elmsaccounting.com.

To ensure proper recognition is given to all sponsors on printed materials and for the purpose of planning the festival, our deadline for festival sponsorship is **Friday, May 26, 2017**.

Thank you for your consideration and we look forward to your continued support.

Sincerely;

The Heart of the Valley Festival
Organizing Committee

Heart of the Valley Festival



Heart of the ~~Valley~~ Festival



Celebrate Canada 150

Sponsorship Levels

With preparations already underway the 2017 Heart of the Valley Festival has designated the following levels of sponsorship for this year's festival:



Event Sponsor

Choose a level on the sponsor form and receive the same benefits as the equivalent sponsorship level below plus specific advertising and banner display. Once all events are confirmed we will contact event sponsors with a list of available spots from which to choose.



Festival Sponsor



SPONSOR (\$2000.00 +)

- ✓ Promotional exhibit booth at the park for the weekend if required
- ✓ Corporate acknowledgement (business logo and name)
 - HOTV Posters
 - Radio Advertising
 - Web page and Social Networking Sites
 - Skyscraper ad on website
 - 16 guaranteed image spots on Facebook and Twitter
 - 4 Instagram spots
- ✓ Festival Sponsor Certificate
- ✓ Corporate Banner display at Rotary Raceway Park, prominent location



SPONSOR (\$1000.00 - \$1999.00)

- ✓ Corporate acknowledgement (business logo and name)
 - HOTV Posters
 - Web page and Social Networking Sites
 - Large lozenge ad on website
 - 12 guaranteed image spots on Facebook and Twitter
 - 2 Instagram spots
- ✓ Festival Sponsor Certificate
- ✓ Corporate Banner display at Rotary Raceway Park if provided by sponsor



SPONSOR (\$800.00 - \$999.00)

- ✓ Corporate acknowledgement (business logo and name)
 - HOTV Posters
 - Web page and Social Networking Sites
 - Medium lozenge ad on website
 - 8 guaranteed image spots on Facebook and Twitter
- ✓ Festival Sponsor Certificate
- ✓ Corporate Banner display at Rotary Raceway Park if provided by sponsor



SPONSOR (\$500.00 - \$799.00)

- ✓ Corporate acknowledgement (business logo and name)
 - HOTV Posters
 - Web page and Social Networking Sites
 - Small lozenge ad on website
 - 6 guaranteed image spots on Facebook and Twitter
- ✓ Festival Sponsor Certificate
- ✓ Corporate Banner display at Rotary Raceway Park if provided by sponsor



Sponsor (\$300.00 - \$499.00)

- ✓ Corporate acknowledgement (business logo and name)
 - HOTV Posters
 - Web page and Social Networking Sites
 - Small lozenge ad on website
 - 4 guaranteed image spots on Facebook and Twitter
- ✓ Festival Sponsor Certificate
- ✓ Corporate Banner display at Rotary Raceway Park if provided by sponsor

Friend of the Festival (\$100.00 - \$299.00)

- ✓ Corporate acknowledgement (business name only)
 - Web page and Social Networking Sites
- ✓ Corporate Banner display at Rotary Raceway Park if provided by sponsor

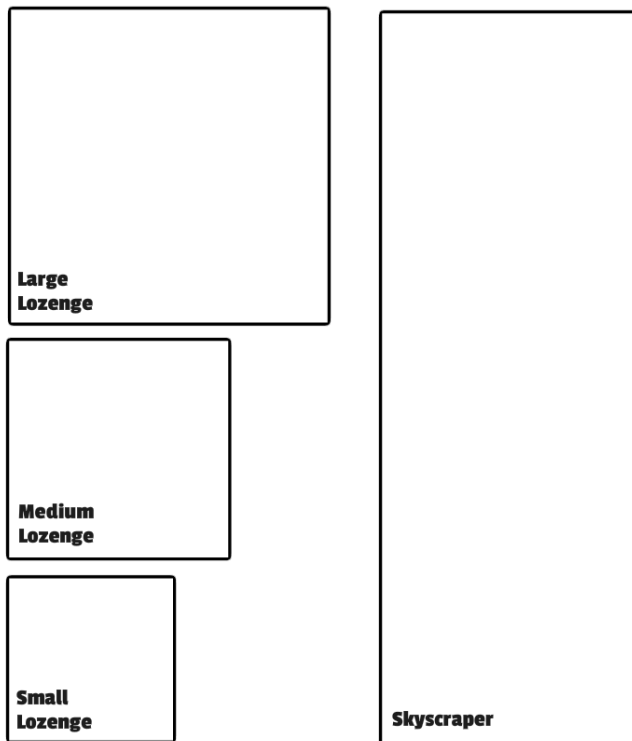
Festival Supporter (\$1.00 - \$99.00)

- ✓ Any donation received under \$99.00 including Gift Certificates, products, etc. will be recognized at the festival on the Festival Sponsors and Supporter Wall.

Please note:

To insure logos and business names are available for the printing of all advertising materials it is very important to get your sponsorship information to the festival committee as soon as possible. Sponsorship received after **May 26, 2017 may not be shown in printed materials.**

Web Ad Sizes



Sizes are relative and approximate

Heart of the Valley Festival



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Celebrate Canada 150

2017 Sponsorship Form

Organization Name: _____

Contact Person: _____

Mailing Address: _____

Civic/PO Box

Town/City

Province

Postal Code

Telephone

Facsimile

Email

Festival Sponsor:

Festival Supporter

Friend of the Festival

Event Sponsor: \$500 \$750 \$1000 \$1500 \$2000 \$2500 Other Amount \$ _____

Sponsorship Amount: \$ _____ Event ID (if applicable): _____

Method of Payment: Cheque (Payable to "The Heart of the Valley Festival" and mail to PO Box 385, Middleton, Nova Scotia, B0S 1P0)

Cash (We can pick it up, please email festival@hotvf.ca)

Email Money Transfer (email to liz@elmsaccounting.com)

In-kind (If interested in this option, please email festival@hotvf.ca)

Do you require an invoice/receipt indicating advertising? Yes No

Please submit completed form as soon as possible. Advertising on sponsorship levels will begin as soon as payment is received.

See www.hotvf.ca for fillable pdf electronic sponsorship form.

Mail form to: The Heart of the Valley Festival, PO Box 385, Middleton, Nova Scotia, B0S 1P0

Email form to: liz@elmsaccounting.com

Comments/Suggestions: _____

Thank you for your continued support

Heart of the Valley Festival, PO Box 385, Middleton, Nova Scotia, B0S 1P0

Website: www.hotvf.ca Email: festival@hotvf.ca

Heart of the Valley Festival



Heart of the ~~Valley~~ ^{CANADA} Festival



Celebrate Canada 150

GRAND STREET PARADE Saturday, July 15, 2017

This year's theme: Celebrate Canada 150

Registration Form

You are invited to help celebrate Middleton's annual Heart of the Valley Festival. As always the Grand Street Parade will be a highlight of the festival, which will take place on **Saturday, July 15th, 2017** beginning at 1:30 pm. To help you prefer your parade entry, this year's theme is "Celebrate Canada 150". All entries are asked to be in place by 12:30 pm so that judging may take place.

Important Information:

1. Entry deadline is **Monday, July 10th, 2017**. Please be prompt. Completed forms can be sent or emailed to the address at the bottom of the page.
2. Float dimensions are restricted to 36 feet long, 8 feet wide, and 12 feet high unless special permission is given by the Department of Motor Vehicles.
3. Absolutely no one is able to operate a motor vehicle (ie. Motorcycle, tractor, car, truck or ATV) without a proper license.
4. In the event of a mechanical breakdown along the parade route the entry must be withdrawn from the line-up immediately.
5. Fire/Emergency apparatus are to refrain from using the sirens or horns during the parade.
6. Due to safety concerns, food or other objects **cannot** be thrown from the floats or vehicles. Walkers may go along side of your entry and hand out these items.
7. Confirmation and position numbers are not sent out to entries. If you require this information prior to the parade, email the festival at festival@hotvf.ca
8. Judging will take place on Junction Road (line-up point). Winners will be notified before the parade begins.
9. Categories for prizes: Best Animal Entry, Best Commercial Entry, Best Not for Profit Entry, Best Youth Group Entry, Best Music Presentation, Judges Choice, Most Original Entry, Most Canadian Entry, and Most Sporty Entry.

Name of Entry: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

Float Entry: Commercial Community Groups/Clubs/Schools

Float Category (please check which best classifies your entry)
 Band Float Animal Vehicle

Will your entry be accompanied by music/entertainment? Yes No

Brief description of your entry: _____

I have read the above instructions and specifications and agree to comply with the same. I also agree that neither the Heart of the Valley Festival, agent, employee or volunteers assumes any responsibility for personal injury or property damage suffered in connection with the Parade howsoever caused (including negligence) and agree to release such parties from any claims for such injury or damage.