



**50 Year Resettlement Commemoration Committee**  
Town of Arnold's Cove  
PO Box 70  
Arnold's Cove, NL A0B 1A0

## Promotional and Sponsorship Opportunities

In 2016, the **Town of Arnold's Cove** will be hosting a year-long series of commemoration events marking some 50 years since the resettlement of the Placentia Bay islands. The Town has undertaken a feasibility study conducted by a third-party consulting group and has crafted a comprehensive implementation and marketing plan to carry out this ambitious agenda.

**Stories of Resettlement** is the theme of next years' slate of programs, however, we are confident that many of the activities and archival information curated over the next 14-16 months will appeal to residents and tourists for many years to come. It is our intent to establish the Town of Arnold's Cove as the repository, authority, and focus of Resettlement in the province and a key tourist destination.

*Some of the events scheduled to take place throughout the year will include:*

- Official Opening
- March Hare
- History of Resettlement Video Screening
- Ray Guy Readings
- Resettlement Monologues
- Fog Trot
- Commemorative Quilt and Quilt Show
- Pictures in the Streets
- Placentia Bay Music Festival
- 2016 Resettlement Festival (July 21 – 31)
- Heritage Activities
- Community Suppers
- Resettlement Walks
- Local musicians performing the music of Placentia Bay
- Outdoor Concert headlined by Shanneyganock

Throughout the process, the Town Council and **50 Year Resettlement Commemoration Committee** has ensured that expectations and financial obligations are realistic and any activities undertaken are to be sustainable over the long term. To that end, we have been able to leverage financial assistance from both the Provincial and Federal Governments to get us to this point.

We now want to extend to you and your organization an opportunity to participate in this exciting initiative through corporate sponsorship and/or volunteerism. We have a number of ways that you can contribute and ensure your brand is associated with this historically significant and fun-filled program for 2016 and beyond!

Of course, we would encourage and welcome your feedback and any support you feel that your organization can provide. Any and all contributions will be appreciated and duly acknowledged. *Thank you!*

Sincerely,

**Aiden Wadman**  
Sponsorship Chair

Telephone: 709.463.2323 • email: [Connect@ResettlementNL.ca](mailto:Connect@ResettlementNL.ca) • [www.ResettlementNL.ca](http://www.ResettlementNL.ca) • [@ResettlementNL](https://www.facebook.com/ResettlementNL)

## Sponsorship Packages

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### Platinum Sponsor: \$15,000

- Promotion on website: Large logo on all pages
  - Print ads in newspapers: Large logo
    - Event posters: Large logo
    - Banners at events: Large logo
  - Slideshows / screens: Large logo
  - Volunteer clothing: Large logo
    - Press release: Included
  - Mentions by Emcee at events: Always
  - Social media mentions: Frequent
  - Tickets for choice event: 10
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### Gold Sponsor: \$10,000

- Promotion on website: Medium logo on Home Page/Event Page
  - Print ads in newspapers: Medium logo
    - Event posters: Medium logo
    - Banners at events: Medium logo
  - Slideshows / screens: Medium logo
  - Volunteer clothing: Medium logo
    - Press release: Included
  - Mentions by Emcee at events: Frequent
  - Social media mentions: Frequent
  - Tickets for choice event: 8
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### Silver Sponsor: \$5,000

- Promotion on website: Small logo on Home Page/Events Page
  - Print ads in newspapers: Small logo
    - Event posters: Small logo
    - Banners at events: Small logo
  - Slideshows / screens: Small logo
  - Volunteer clothing: Small logo
    - Press release: Included
  - Mentions by Emcee at events: Some
  - Social media mentions: Some
  - Tickets for choice event: 6
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### Bronze Sponsor: \$1,000

- Promotion on website: Small logo on Events Page
- Print ads in newspapers: Name
  - Event posters: Name
- Slideshows / screens: Name
- Social media mentions: Some
- Tickets for choice event: 2