



UKRAINIAN CANADIAN CONGRESS  
ALBERTA PROVINCIAL COUNCIL

КОНГРЕС УКРАЇНЦІВ КАНАДИ  
ПРОВІНЦІЙНА РАДА АЛЬБЕРТИ

## Annual Ukrainian Day Festival Ukrainian Cultural Heritage Village, Alberta August 9, 2015 - "For Our Children"

### SPONSORSHIP & ADVERTISING OPPORTUNITIES!

On Sunday, August 9, 2015, the UCC-APC, along with several of our member organizations, the Alberta Council for the Ukrainian Arts, Friends of the Village Society and the Ukrainian Cultural Heritage Village, will be celebrating our annual "Ukrainian Day" at the Ukrainian Village east of Edmonton. This event has a 38-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. This year our theme is "*For Our Children*", where we acknowledge and celebrate our Ukrainian pioneers and their accomplishments, legacies and traditions.

The day includes several key aspects to the program along with a kaleidoscope of activities to help create a festival atmosphere. Regardless of where guests roam on this large site, there will be something for them to see and do. The key components of the day are: Divine Liturgies at the Orthodox and Catholic churches in the Ukrainian historic village; Commemorative service at the Centennial Pioneer Monument where families who arrived in Alberta 120 years ago are recognized and added to a growing list of original pioneers; Memorial service and the Royal Canadian Legion monument remembering WW II veterans, both Canadian and Ukrainian; A minute of silence and prayer near the Internment monument; **UCC APC Michael Luchkovich Award presentation**; Ukrainian Arts and Crafts pavilion; and a main-stage concert featuring Ukrainian performers.

This Day 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. In addition, each level of sponsorship has a unique profile and marketing opportunities.

All sponsors will be provided with:

- Logo and recognition on UCC-APC website, e-Bulletins, program booklet and media releases
- Prominent signage at Ukrainian Day (sponsor to provide banner)
- Announcements and recognition of sponsorship by the Emcee at the Showcase Concert
- 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. 2015 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 2014 Ukrainian Day advertising and promotion. In addition to the promotional and advertising opportunities previously mentioned, you will also receive:

- **Naming opportunity of the event, i.e. UCC-APC and ‘your company’ present Ukrainian Day 2015**
- **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 (5000+)**
- **Your corporate logo on all our emails promoting the event, broadcast directly to over 5000 contacts (targeted to community leaders, local business, individuals and media)**
- **Logo on the cover of the Ukrainian Day program book, 3000+ distributed at the event and mailed around Alberta**
- **Full page ad in the Ukrainian Day program book (3000+ copies)**
- **Corporate Logo on an e-Bulletin announcement acknowledging and promoting the sponsorship (5000+)**
- **Half page ad in the UCC-APC newsletter, distributed to 1500+ contacts**
- **Special VIP luncheon with unique entertainment**



**B. 2015 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 previously mentioned, 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**
- **Opportunity for corporate/organization name and logo to be displayed on the main stage (banner to be provided by the sponsor)**
- **Your corporate logo on all our emails promoting the event, broadcast directly to over 5000 contacts (targeted to community leaders, local business, individuals and media)**
- **Logo on the acknowledgement page in the Ukrainian Day program book (3000+)**
- **Half page ad in the Ukrainian Day program book (3000+ copies)**
- **Corporate Logo on an e-Bulletin announcement acknowledging and promoting the sponsorship (5000+)**
- **Quarter page ad in the UCC-APC newsletter, distributed to 1500+ contacts, and on-line**
- **Special VIP luncheon with unique entertainment**

**C. 2015 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 5000 contacts (targeted to community leaders, local business, individuals and media)**
- **Logo on the acknowledgement page in the Ukrainian Day program book 3000+)**
- **Half page ad in the Ukrainian Day program book (3000+ copies)**
- **Acknowledgement in the UCC-APC newsletter, distributed to 1500+ contacts, and on-line**

**D. 2015 Ukrainian Day  
Amazing Village Race 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 5000 contacts (targeted to community leaders, local business, individuals and media)**
- **Logo on the acknowledgement page in the Ukrainian Day program book (3000+)**
- **Quarter page ad in the Ukrainian Day program book (3000+ 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, and on-line**



## E. 2015 Ukrainian Day

### Activity Sponsors

**\$500**

Businesses and organizations also have an opportunity to sponsor a specific component of Ukrainian Day 2014. Activity areas include:

- **Stage Sponsor**
- **Arts and Crafts Sponsor**
- **Market Sponsor**
- **Ukrainian Village Food Festival 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 (3000+ 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, and on-line.**

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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 - in Program booklet, website, e-Bulletin.

Please contact our office for more details.

### **The Ukrainian Day Souvenir Program Booklet Advertising Opportunities!** **Now printed in full colour!**

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 1/4 " x 9 1/4 " = \$800

#### **Half page**

3 1/2 " x 9 1/4 " or 7 1/4 " x 4 1/2 " = \$ 535

#### **Quarter page**

3 1/2 " x 4 1/2 " = \$325

#### **Business card**

3 1/2 " x 2 " = \$190

#### **DEADLINES:**

Ad space reservation - **June 19, 2015**

Ad material submission - **July 3, 2015**

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