



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

Truly a part of our national identity, the Canadian Tulip Festival consistently ranks as one of the top 5 identifiers in the minds of Canadians nationwide when they think of Canada's Capital City...even ahead of our beloved Senator's hockey team¹.

If popularity is measured by attendance, the Canadian Tulip Festival ranks first, along with Winterlude, as the most attended Festival in the City of Ottawa².

With an annual regional economic impact of over \$140 million per year³, for 66 years, the Tulip Festival has been a celebration of winter's end. Its floral beauty, its positioning as the first outdoor festival of the warm weather season together with the Festival's historical roots, would seem to explain the event's large attendance and strong goodwill among Canadians.

Drawing over 600,000 National and International visitors, the Canadian Tulip Festival has served as both a celebration and a remembrance of the Dutch gift of Tulips to Canada's Capital. Our hope is that you will join our efforts to maintain and grow the Canadian Tulip Festival legacy.

Sincerely,

Grant Hooker
President
Canadian Tulip Festival





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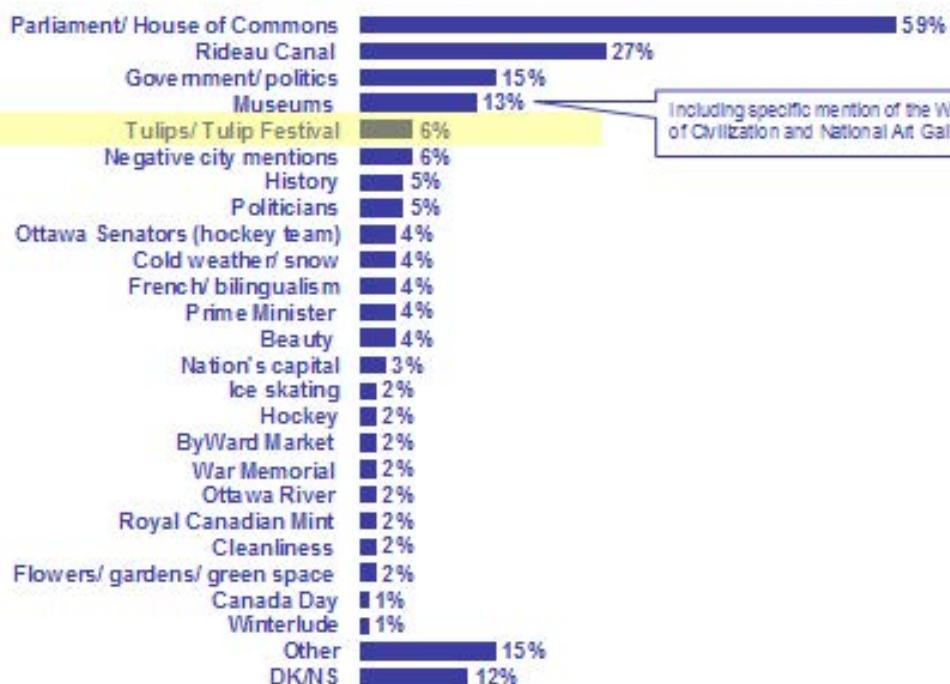
Summary of Support

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.)



Including specific mention of the War Museum, Museum of Civilization and National Art Gallery at 2% each.

Base: General public respondents n=3,038

Ipsos Reid

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

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 K1A 0A3 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 Beijing-Ottawa Sister Cities tulip friendship as well as a spectacular fireworks 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	Julie 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	Janik Cazabon	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	24 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/canadaday	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 602-294 Albert St., Ottawa, ON K1P 6E6 613-241-2633 ottawaanjazzfestival.com	239,000	June 21-July 1, 2018 Various downtown locations 1980	Varies Y	Catherine O'Grady	23 640	Celebrates the most dynamic jazz artists on the scene; from the traditional to the avant-garde with performances day and night.
8	The Capital Fair 2149 Hubbard Cr., Ottawa, ON K1J 6L3, 613-741-3247 capitalfair.ca	225,000	Aug. 17-26, 2017 Rideau Carleton Entertain- ment Centre 1975	\$4 N	Harley Bloom	2 80	Ten days of summer celebration with family fun, including a monster truck show.
9	Ottawa Ribfest 300-35 O'Connor St., Ottawa, ON K1P 5M4 613-230-0984 ottawaribfest.ca	200,000	June 19-23, 2019 Sparks St. 1990	Free N	Kevin McHale	3 10	Ribbers from across North America set up along five blocks of Sparks Street, competing to be the rib champion.
10	Ottawa International Busker Festival 300-100 Sparks St., Ottawa, ON K1P 5B7, 613-230-0984 ottawabuskerfest.com	175,000	August civic holiday weekend Sparks Street Mall 1991	Free N	Brian Wilson	0 30	Showcases top international performers to family audiences. Features hundreds of shows along Sparks Street.
11	Ottawa Italian Week Festival 1026 Baseline Rd., Ottawa, ON K2C 0A6 italianweekottawa.ca	150,000	June 6-25, 2018 Ottawa 1964	Admission free for annual Grand Finale celebration at 301 Preston Street; varied costs for other events	WND	WND	Live music, Italian food and beverages, family entertainment and more.
12	Ottawa Chamberfest 201-4 Florence St., Ottawa, ON K2P 0W7, 613-234-6306 chamberfest.com	101,000	July 26-Aug. 6, 2018 Throughout downtown Ottawa 1994	Tickets starting at \$25; passes starting at \$59; 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 300-176 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 LGBTQ2+ community.
14	Tim Hortons Ottawa Dragon Boat Festival 4-180 Kent St., Ottawa, ON K1P 0B6, 613-238-7711 dragonboat.ca	80,000	Third weekend in June Mooney's Bay Park 1993	Free N	John Broaman	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 1M2, 613-225-8016 x234 ottawagreekfest.com	70,000	Aug. 9-19, 2018 1315 Prince of Wales Dr. 1972	Free N	Eleni 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	Multiday celebration of music, dance, visual arts and community featuring a mix of musical performances.
17	Capital RibFest* 3 Bay Rd., Lombardy, ON K0G 1L0 613-651-5752, 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 613-651-5752, 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.



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!

- Tulips & Dance
- 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!

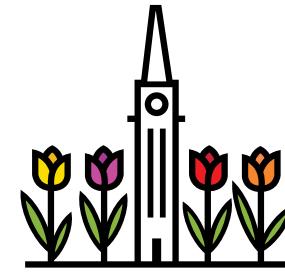


2020 Celebrations ~ Liberation 75

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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Partner with Us

Our Community Partner Program offers your business the chance to show your civic pride and become an Official Canadian Tulip Festival Partner, with all the benefits associated with supporting the largest, longest running festival in Ottawa. Every member of our team from Sponsors, to Community Partners, to Volunteers, are ALL entitled to benefits of being connected to a 66-year Canadian tradition!

We have several different ways to become a Community Partner:

- Community Tour Partner
- Community Hotel Partner
- Community Restaurant Partner
- Community Event Partner
- Community Prize Partner

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



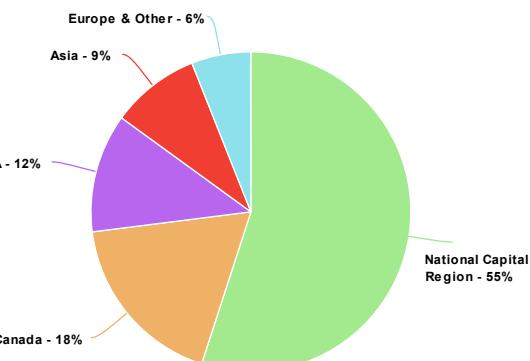
600,000 Visitors



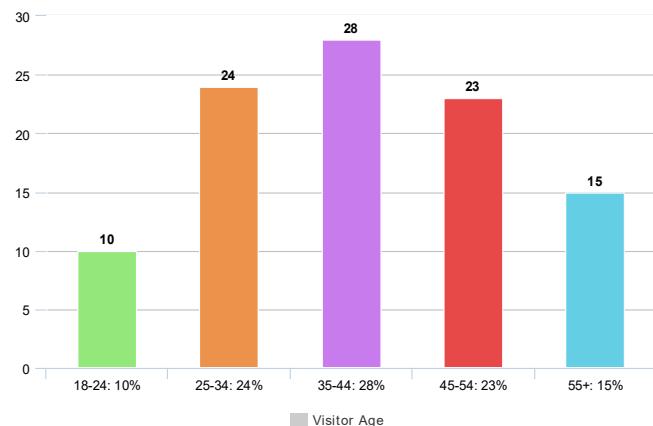
Male 43%



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



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

PRINT



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

DIGITAL





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

Community Tour Partner



Are you a professional Ottawa-Gatineau Tour Operator? We are looking for Community Tour Partners to help our half-million visitors bus, boat, bike and hike around the National Capital Region during the month of May, and most especially during the Festival, May 10 - 20.

What do **YOU** provide as a Community Tour Partner?

- A free-standing tour (walking, biking, boat, bus, heritage, culinary, etc) that celebrates the Tulips and Spring in Ottawa
- Agree to send an email to your EDM Database
- Agree to promote your Community Partnership on your company website
- Agree to post on all social media networks
- Agree to use a GIANT Celebration Tulip and/or Window Decal

What do **YOU** receive as a Community Tour Partner?

An investment of **\$1500** Cash provides entry into our Signature Tour Partner Promotional Campaign worth over **\$6000** reaching over **600,000** people

- Prominent **Signature Tour Partner** Listing on the Canadian Tulip Festival website, linking to your Tour Booking Web Page
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Tour Offerings
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 4 VIP Passes to our Fireworks Display on May 19, 2019
- A **FREE** Removable Window Decal for Outdoor Advertising during the Festival
- A **FREE** GIANT Celebration Tulip to decorate & display as Outdoor Advertising all year-round
- E-Marketing Tool Kit including Official Signature Tour Partner Logo for your use



An investment of **\$500** Cash provides entry into our Official Tour Partner Promotional Campaign worth over **\$2000** reaching over 300,000 people

- Prominent **Official Tour Partner** Listing on the Canadian Tulip Festival website, linking to your Tour Booking Web Page
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Tour Offerings
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- A **FREE** Removable Window Decal for Outdoor Advertising during the Festival
- A **FREE** GIANT Celebration Tulip to decorate & display as Outdoor Advertising all year-round
- E - Marketing Tool Kit including Official Official Tour Partner Logo for your use

An investment of **\$150** Cash provides entry into our Community Tour Partner Promotional Campaign worth over **\$600** reaching over 100,000 people

- Prominent **Community Tour Partner** Listing on the Canadian Tulip Festival website, linking to your Tour Booking Web Page
- 2 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- A **FREE** Removable Window Decal for Outdoor Advertising during the Festival
- E-Marketing Tool Kit including Official Community Tour Partner Logo for your use

Community Hotel Partner



The National Capital Region is known for its incredible hospitality and the city's occupancy rates spike when our Tulips are in Bloom! Allow us to introduce our guests to **YOUR** hotel.

What do **YOU** provide as a Community Hotel Partner?

- Consider a Special Room Rate Offer that celebrates the Spring & Tulips in Ottawa
- Consider a Special Offer for Tour Groups
- Agree to send an email to your EDM Database
- Agree to post on all social media networks
- Agree to use a GIANT Celebration Tulip and Window Decal

What do **YOU** receive as a Community Hotel Partner?

An investment of \$3000 Cash provides entry into our Headquarter Hotel Partner Promotional Campaign worth over \$12,000 reaching over 900,000 people

- Your logo prominently listed as a **Headquarter Hotel Partner** on the Canadian Tulip Festival Website with a link back to your online reservation system
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Hotel Offerings
- 6 Organic Facebook & Instagram Posts through our Social Media Channels
- 4 VIP Passes to our Fireworks Display on May 19, 2019
- A **FREE** Removable Window Decal for Outdoor Advertising during the Festival
- A **FREE** GIANT Celebration Tulip to decorate & display as Outdoor Advertising all year-round
- E-Marketing Tool Kit including Official Headquarter Hotel Partner Logo for your use



An investment of **\$1500** Cash provides entry into our Signature Hotel Partner Promotional Campaign worth over **\$6000** reaching over 600,000 people

- Your logo prominently listed as a **Signature Hotel Partner** on the Canadian Tulip Festival Website with a link back to your online reservation system
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Hotel Offerings
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 4 VIP Passes to our Fireworks Display on May 19, 2019
- A **FREE** Removable Window Decal for Outdoor Advertising during the Festival
- A **FREE** GIANT Celebration Tulip to decorate & display as Outdoor Advertising all year-round
- E - Marketing Tool Kit including Official Signature Hotel Partner Logo for your use

An investment of **\$500** Cash for Official Hotel Partner Promotional Campaign worth over **\$2000** reaching over 300,000 people

- Your logo prominently listed as an **Official Hotel Partner** on the Canadian Tulip Festival Website with a link back to your online reservation system
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Tour Offerings
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- E - Marketing Tool Kit including Official Official Hotel Partner Logo for your use

An investment of \$150 Cash for Community Hotel Partner Promotional Campaign worth over \$600 reaching over 100,000 people

- Your logo prominently listed as a **Community Hotel Partner** on the Canadian Tulip Festival Website with a link back to your online reservation system
- 2 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- E-Marketing Tool Kit including Official Community Hotel Partner Logo for your use



Community Restaurant Partner

Our 600,000 Festival visitors need to eat, and we want them to eat at our respected Community Restaurant Partners. A fantastic chance to show-off your establishment, and invite the world to dine with you.

What do **YOU** provide as a Community Restaurant Partner?

- A Special Menu selection that celebrates the Spring & Tulips in Ottawa, consider adding edible tulip petals to salads and appetizers
- Offer our Official Cocktail, Wine and/or Beer during the 11 days of the Festival.
- Agree to send an email to your EDM Database about your Partnership
- Agree to post your Partnership on all social media networks
- Agree to use a GIANT Celebration Tulip and/or Window Decal

What do **YOU** receive as a Community Restaurant Partner?

An investment of **\$1500** Cash provides entry into our Signature Restaurant Partner Promotional Campaign worth over **\$6000** reaching over 600,000 people

- Your logo prominently listed as a **Signature Restaurant Partner** on the Canadian Tulip Festival Website with a link back to your online reservation system
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Restaurant Offerings
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 4 VIP Passes to our Fireworks Display on May 19, 2019
- A **FREE** Removable Window Decal for Outdoor Advertising during the Festival





- A **FREE GIANT** Celebration Tulip to decorate & display as Outdoor Advertising all year-round
- E-Marketing Tool Kit including Official Signature Restaurant Partner Logo for your use

An investment of \$500 Cash for Official Restaurant Partner Promotional Campaign worth over \$2000 reaching over 300,000 people

- Your logo prominently listed as an **Official Restaurant Partner** on the Canadian Tulip Festival Website with a link back to your online reservation system
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Restaurant Offerings
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- E-Marketing Tool Kit including Official Official Restaurant Partner Logo for your use

An investment of \$150 Cash for Community Restaurant Partner Promotional Campaign worth over \$600 reaching over 100,000 people

- Your logo prominently listed as a **Community Restaurant Partner** on the Canadian Tulip Festival Website with a link back to your online reservation system
- 2 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- E-Marketing Tool Kit including Official Community Restaurant Partner Logo for your use

Community Event Partner

Host your own public event. Have an event with a tulip, and you could become a certified Community Event Partner. Whether it's a Museum Tour, a Community Dance, or a Corporate Gala, you may be eligible.

What do **YOU** provide as a Community Event Partner?

- A free standing event that celebrates Tulips which is open to the public
- Agree to raise funds at the event for the Canadian Tulip Legacy.
- Agree to send an email to your EDM Database about your Partnership Event
- Agree to post your Partnership Event on all social media networks
- Agree to use a GIANT Celebration Tulip and/or Window Decal

What do **YOU** receive as a Community Event Partner?

An investment of **\$1500** Cash provides entry into our Signature Event Partner Promotional Campaign worth over **\$6000** reaching over 600,000 people

- Your logo prominently listed as a **Signature Event Partner** on the Canadian Tulip Festival Website with a link back to your website or online reservation system
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Event
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 4 VIP Passes to our Fireworks Display on May 19, 2019
- A **FREE** Removable Window Decal for Outdoor Advertising during the Festival
- A **FREE** GIANT Celebration Tulip to decorate & display as Outdoor Advertising all year-round
- E-Marketing Tool Kit including Official Signature Event Partner Logo for your use





An investment of \$500 Cash provides entry into our Official Event Partner Promotional Campaign worth over \$2000 reaching over 300,000 people

- Your logo prominently listed as an **Official Event Partner** on the Canadian Tulip Festival Website with a link back to your website or online reservation system
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Event
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- E-Marketing Tool Kit including Official Official Event Partner Logo for your use

An investment of \$150 Cash provides entry into our Community Event Partner Promotional Campaign worth over \$600 reaching over 100,000 people

- Your logo prominently listed as a **Community Event Partner** on the Canadian Tulip Festival Website with a link back to your website or online reservation system
- 2 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- E-Marketing Tool Kit including Official Community Event Partner Logo for your use

Community Prize Partner

Offer a prize at the Canadian Tulip Festival and become a Community Prize Partner. Expose hundreds of thousands of people to your brand, and instill a fear of missing out on **YOUR** incredible prize.

What do **YOU** provide as a Community Prize Partner?

- A stand-alone prize worth a Retail-Value of \$1000
- Agree to send an email to your EDM Database about your Partner Prize
- Agree to post about your Partnership on all social media networks
- Agree to use a GIANT Celebration Tulip and/or Window Decal

What do **YOU** receive as a Community Prize Partner?

An investment of \$1500 Cash provides entry into our Signature Prize Partner Promotional Campaign worth over \$6000 reaching over 600,000 people

- Your logo prominently listed as a **Signature Prize Partner** on the Canadian Tulip Festival Website with a link back to your website
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Prize offering
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 4 VIP Passes to our Fireworks Display on May 19, 2019
- A **FREE** Removable Window Decal for Outdoor Advertising during the Festival
- A **FREE** GIANT Celebration Tulip to decorate & display as Outdoor Advertising all year-round
- E-Marketing Tool Kit including Official Signature Prize Partner Logo for your use

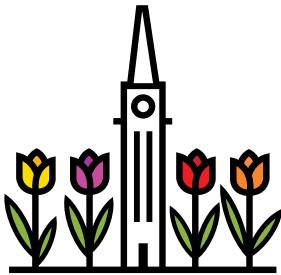
An investment of **\$500** Cash for Official Prize Partner
Promotional Campaign worth over **\$2000** reaching
over 300,000 people

- Your logo prominently listed as an **Official Prize Partner** on the Canadian Tulip Festival Website with a link back to your website
- A dedicated co-branded Facebook & Instagram Ad Campaign devoted to **YOUR** Prize offering
- 4 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- E-Marketing Tool Kit including Official Official Prize Partner Logo for your use

An investment of **\$150** Cash for Community Prize Partner Promotional Campaign worth over **\$600** reaching over 100,000 people

- Your logo prominently listed as a **Community Prize Partner** on the Canadian Tulip Festival Website with a link back to your website
- 2 Organic Facebook & Instagram Posts through our Social Media Channels
- 2 VIP Passes to our Fireworks Display on May 19, 2019
- E-Marketing Tool Kit including Official Community Prize Partner Logo for your use





CANADIAN TULIP FESTIVAL
FESTIVAL CANADIEN DES TULIPES

Julie Cole

Festival Coordinator
Sponsorships & Marketing
Canadian Tulip Festival

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Canada  Ontario

Ottawa 

