



May 14, 2018

Partnership Opportunity in Tourism & Craft

As a region we tell the story of the East Coast Fishery and our partnership sites, *like the Sir William F. Coaker Heritage Foundation*, provides visitors with an in-depth look at what shaped us as a people. The creation of craft, many using patterns and skills passed down from generation to generation, further enhance the stories we tell and interpret our culture in a special way. As you know, the Bonavista Peninsula is one of the top travel destinations for the many tourists and our partners have become leaders in both **Culture & Craft**.

Building on the momentum of the *Cultural Craft Festival 2017*, as well as the art & craft movement in the region, we are excited to grow this unique craft & tourism experience which was attended by approximately 1500 visitor's last year. The **Cultural Craft Festival 2018** will be held on August 25 & 26. With a street festival atmosphere, our priority focus will be the promotion of **Quality Craft** and the many **Craft Producers** in the province.

We are excited to tell you that the vendor booth space is already **SOLD OUT!** Once again, this promises to be a signature summer event for the Peninsula. But we can't do it without your help.

We need your support!

In that regard, we are providing organization & businesses with the following partnership opportunities:

Bronze Partner: \$300 - \$499

For a \$300 investment we will partner with an incoming artist to provide visitors with a unique quality craft demonstration(s). In exchange for your partnership, we will showcase your logo at the event & provide you with a link on our website which will highlight you as a Community Partner. A tax receipt can be provided.

Silver Partner: \$500 - \$999

For a \$500 investment we will provide all incoming artists with a special Meet & Greet Reception. In exchange for your partnership, we will highlight your company on press releases, showcase your logo at the reception and provide you with a link on our website which will highlight your company as a Silver Partner. As an added bonus you will receive two (2) invitations to the event and an opportunity to meet the artisans. A tax receipt can be provided.

Gold Partner: \$1000+

For \$1000 or more, we will highlight you throughout all media & marketing / promotion of the event, including brochures, press releases, etc., and a link on our website which will highlight your company as a Gold Partner Sponsor. In addition, you will receive two invitations to the artisan Meet & Greet plus have an opportunity to distribute your marketing materials in the Vendor Event Packages. A tax receipt can be provided.

If you are interested in any of these exciting partnership opportunities, I look forward to hearing from you at your earliest convenience. I can be reached via email at culturalcraftplanner@gmail.com or via telephone at 709-464-7345.

Regards,

Cyndy Stead for the

The Cultural Craft Festival Committee