



**27th Annual
Scandinavian
Midsummer
Festival**

June 22nd & 23rd, 2024

**SPONSORSHIP
PROGRAM**



The **Scandinavian Community Centre** in Burnaby, British Columbia is a non-profit organization that has evolved into a meeting place for the community at large through the hard work of dedicated volunteers for more than thirty years. It is a place where young and old from all walks of life can visit to experience Scandinavian traditions, culture and make friends for life.

The community centre is jointly owned by the Danish, Finnish, Norwegian, Swedish and Iceland non-profit societies and is the only facility of its kind in the world. The community centre is unique as it is the only community centre collectively operated by all five Scandinavian nationalities.

The 27th Annual Scandinavian Midsummer Festival presents a very unique and exciting sponsorship opportunity. We invite you and your organization to consider being a part of this premiere community event as every year on the third weekend in June, over 4,000 people visit to celebrate the traditions and festivities of Scandinavian Midsummer.

The festival is the biggest fundraising event of the year and all proceeds collected support the various cultural activities throughout the year such as:

- Nordic Literature Festival
- Language classes
- Traditional Folk Dancing classes
- Purchasing books for the Library
- Cultural events and much more

The weekend festivities include choirs and dance performances, an authentic Viking Village, cultural displays, and shopping. Visitors can look forward to activities and fun for the entire family including entertainment for the kids such as a troll forest, carnival games, face painting, Icelandic Horses, a Nordic Amazing Journey and much more. Traditional Scandinavian food is served all weekend and the Valhalla beer garden is open for anyone of age to sit down, relax and enjoy the festivities. For more information visit

www.ScandinavianMidsummerFestival.org.

It would be an honor to have your organization partner with the Scandinavian Community Centre and we look forward to working with you.

Sincerely,

*The Scandinavian Midsummer
Festival Committee*

Scandinavian Community Centre
6540 Thomas Street
Burnaby, BC V5B 4P9



Scandinavian Midsummer Festival Sponsorship Levels

GOLD LEVEL - \$5,000

1. Listed as primary sponsor for the festival. Sponsor's logo will appear on festival posters (limited to printing deadline) and displayed on Festival Sponsorship Wall at the Festival.
2. Sponsor's banner placement on main building and on main festival tent (banners provided by sponsor).
3. Social Media to include posts on Facebook; 2 posts per week for one month prior to Festival.
4. Sponsor will have their company's logo with a link to their website from www.scandinavianmidsummerfestival.com in the #1 position on page.
5. Sponsor's logo appears in at least one local newspaper ad (print ad deadline applies).
6. Sponsor is recognized at the opening ceremony.
7. Sponsor is provided space for a booth (8'x10') on festival grounds to market products and information to attendees. Sponsor's banner can be placed on booth. (If Sponsor has own branded tent size must not exceed 10x10)

Silver Level - \$2,000

1. Listed as primary sponsor for the festival. Sponsor's logo will appear on festival poster (limited to printing deadline) and displayed on Festival Sponsorship Wall at the Festival.
2. Social Media to include posts on Facebook; 2 posts during the week to Festival.
3. Sponsor will have their company's logo with a link to their website from www.scandinavianmidsummerfestival.com in the #2 position on page.
4. Sponsor's logo appears in at least one local newspaper ad (print ad deadline applies).
5. Sponsor is provided a table (8 foot) inside a Country Tent to market products and information to attendees.

Bronze Level - \$500

1. Listed as primary sponsor for the festival. Sponsor's logo will appear on festival posters (limited to printing deadline) and displayed on Festival Sponsorship Wall at the Festival.
2. Sponsor will have their company's logo with a link to their website from www.scandinavianmidsummerfestival.com in the #3 position on page.
3. Sponsor receives 5 complimentary weekend festival passes.

Suggestions: Sponsor tags on all Radio ads and TV ads