



## 2011 Sponsorship Opportunities July 18 - 24, 2011



### Event Profile

The Hanover Sights & Sounds Festival has grown immensely since its inauguration in 2005. Now in our seventh year, the festival is thrilled to be a successful and thriving seven day event. Sights & Sounds is recognized not only by our community residence but also by summer tourists, international organizations and Festivals and Events Ontario. Our festival is the recipient of FEO Top 100 Festival two years running, and was nominated in 2010 to appear on West Jet's Fun 'n' Festivals contest.

The Hanover Sights & Sounds Festival has become a true cornerstone in our community and is the talked about event of the year. Now attracting over 6,000 visitors, regional and national attention, Sights & Sounds has established a loyal audience and a proven formula for success.



### Event Vision

The Hanover Sights and Sounds Festival will facilitate a unique celebration of diverse entertainment experiences for the community and tourists.

### Event Mission

- To create an innovative and unique entertainment experience.
- To foster a friendly community spirit, fellowship and involvement.
- To provide opportunities for local musicians and performers to participate and showcase their talents.
- To present musicians and performers from outside of the community to broaden audience taste and experience.
- To give local not-for-profit groups a venue for raising funds.
- To create a greater awareness of Hanover and increase tourism.

### Contact Information

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[www.sights-sounds.ca](http://www.sights-sounds.ca)



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### Event Goals

#### **Growth. Experience. Fundraising. Economic Impact. Sponsorship. Stability.**

Sights & Sounds is the annual summer festival of choice for Hanover and Area residences, growing in attendance each year as it continues to be a tourism draw. We aim to create a Festival that is a diverse, unique experience that will appeal to wide family demographics. As such, we revitalize the festival each year by changing, adding or improving a minimum of one event.

The Hanover Sights and Sounds Festival has a positive economic impact on local businesses by including and partnering with them in the festival, while simultaneously creating opportunities for local not-for-profit groups to raise funds.

Annual support from our local business and organizations coupled with responsible planning has allowed Sights & Sounds to continue as a self-sustaining Festival. A contingency fund ensures inclement weather will not negatively affect the Festival.

### Marketing Objectives

Through creative marketing objectives, we have the ability to strategically target our region in an effort to generate awareness and inspire interest, ultimately motivating people to attend the festival. In 2010 we welcomed over 6,000 attendees to Sights & Sounds.

In 2011, we aim to expand our perimeter and entice a more substantial tourist draw. As we continue to foster local support, we also attempt to attract tourism to Hanover. This will then see a broadening of the marketing initiatives in Grey Bruce and beyond.

### Corporate Benefits Highlights

#### **Target Audience. Brand Presence. Media Coverage. Unique Advertising. Exclusivity.**

Sights & Sounds now receives local, regional and national attention. Our Festival appeals to a full array of demographics as a fun-filled festival with a splash of culture.

Sights & Sounds receives exceptional media coverage on radio and in print regionally, as well as viral coverage online through our website, corporate websites and a vibrant social media presence.

A corporate sponsorship provides the opportunity for exclusive brand recognition. Your logo is included on all marketing material resulting in consistent branding. A connection is drawn between your company and our festival, elevating your status in the community, and securing corporate citizenship standing.

In a close-knit community such as ours, corporate citizenship and a strong brand presence entitle your business to a competitive edge. Our strategic combination of radio, print, and online marketing communications are consumed by over 80,000 individuals.



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**Thank you for time and consideration. Your contributions are greatly appreciated.**



### Confirmation of Support:

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I will contribute \$ \_\_\_\_\_ to the Sights & Sounds Festival to sponsor

List specific event sponsoring: \_\_\_\_\_

Additional requests please clearly state here: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please mail or fax your form to:**  
Hanover Sights & Sounds Festival  
341 10<sup>th</sup> Street  
Hanover, ON N4N 1P5

Fax: (519) 364-6456