



February 21, 2020

Dear Businesses & Industry;

The 2020 Coal Miner Days is from June 8-14, 2020 and we are reaching out for your support! Each year we work hard to bring a fun, free weekend to the residents and visitors of Sparwood. The focus for our event continues to be about building community spirit while showcasing all the greatness our community has to offer.

Our mission is to organize and work cooperatively with all sectors of our community in providing an event that honors regional history, promotes family, gives opportunities for skills development, volunteerism and creates a source of community pride; all while promoting our local businesses, organizations and industry.

The Coal Miner Days Society is in need of your Partnership (monetary or otherwise) to help make the celebration a success. It takes a significant amount of time and money to provide a memorable event for the community and surrounding area. Only with your generosity can this community event become a reality.

Four levels of sponsorship are available and listed on the following page. Each level offers its own unique benefits, but each and every contribution (no matter how big or small) to the Coal Miner Days Society is integral in its success. In addition to sponsorship, Coal Miner Days also offers advertisement prices for inclusion in its annual magazine release; which highlights advertisers, sponsors and Coal Miner Days events. Advertising costs can be seen on the following pages.

If sponsorship or advertising is not the right fit for your business we offer a variety of other ways to participate including, but not limited to:

- Event host (eg. cover costs associated with and provide volunteers to host Kids Fest Bounce Castles or 5km/10km Fun Run)
- Providing volunteers to assist at Coal Miner Days
- Prize donations for Kids Fest (eg. suckers, toys)

Thank you for your support in making 2020 Coal Miner Days the best one yet! If you have any questions or concerns please do not hesitate to contact us.

Sincerely,

Jessica Tremblay

On Behalf of the Coal Miner Days Society

Coal Miner Days Event Coordinator

Business: 250-425-8805

Cell: 250-910-7293

Email: sparwood@coalminerdays.com



Box 1041, Sparwood, BC V0B 2G0
 sparwood@coalminerdays.com
 www.coalminerdays.com

Sponsorship Level						
Benefit	Diamond	Platinum	Gold	Silver	Bronze	Honorable Mention
Monetary or In-Kind Contribution	\$10,000	\$5,000	\$3,000	\$2,000	\$1,000	< \$500
Thank-you in CMD Magazine*	X	X	X	X	X	X
Website Listing as Sponsor Category	X	X	X	X	X	
Facebook Listing	X	X	X	X		
Cabaret Tickets	X (8)	X (6)	X (4)	X (4)		
Logo Display on CMD Advertising (Print and Social Media)*	X	X				
1/8 Page Add in CMD Magazine*				X	X	
1/4 Page Add in CMD Magazine*			X			
1/2 Page Add in CMD Magazine*		X				
Full Page Add in CMD Magazine*	X					

*Please be advised that advertising print benefits are only guaranteed if funds are received by April 1, 2020



Box 1041, Sparwood, BC V0B 2G0
sparwood@coalminerdays.com
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Sparwood Coal Miner Days will be publishing the third edition of the **Coal Miner Days Magazine, 2020**; a promotional magazine printed in full color glossy highlighting our advertisers, sponsors and events. This magazine is available at participating businesses in the Elk Valley and mailed out to Sparwood Residents.

Advertising Rates		
Page	Size (Width x Height)	Price
Full Page	8.5" x 11"	\$900
¾ Page	8.5" x 8"	\$750
½ Page	7.75" x 5"	\$550
¼ Page	3.75" x 5"	\$290
⅛ Page	3.75" x 2.375"	\$150

It is asked that businesses purchasing advertising please submit a suitable business logo/advertisement for inclusion in the magazine. If unable to, Coal Miner Days would be happy to design a logo for an additional \$100.

All sponsorship and advertising can be purchased by completing the below form by April 1, 2020 with payment by:

Electronic funds transfer (Preferred):

Emailed to: sparwood@coalminerdays.com

*Please include business name and details on sponsorship/advertisement purchase in comments of e-transfer

OR

Cheque/Cash:

Made out to: Coal Miner Days Society

Mailed to:

Coal Miner Days Society
Attn: Jessica Tremblay
PO BOX 1041
Sparwood, BC
V0B 2G0



Coal Miner Days Sponsorship and/or Advertising Agreement to Purchase

*by completing this form and sending to Coal Miner Days, you hereby agree to pay the purchase prices denoted on the form remittance to the Coal Miner Days Society no later April 1, 2020

Company Name:	
Contact:	
Address:	
Business Phone:	
Business Email:	
Business Website:	

Sponsorship

- | | Purchase Price |
|------------------------------------------------------|----------------|
| <input type="checkbox"/> Diamond (\$10,000) | _____ |
| <input type="checkbox"/> Platinum (\$5,000) | _____ |
| <input type="checkbox"/> Gold (\$3,000) | _____ |
| <input type="checkbox"/> Silver (\$2,000) | _____ |
| <input type="checkbox"/> Bronze (\$1,000) | _____ |
| <input type="checkbox"/> Honorable Mention (< \$500) | _____ |
| <input type="checkbox"/> None | _____ |

Advertising

- | | Purchase Price |
|--------------------------------------------------|----------------|
| <input type="checkbox"/> Full Page | \$900 |
| <input type="checkbox"/> ¾ Page | \$750 |
| <input type="checkbox"/> ½ Page | \$550 |
| <input type="checkbox"/> ¼ Page | \$290 |
| <input type="checkbox"/> 1/8 Page | \$150 |
| <input type="checkbox"/> Request CMD Design Logo | \$100 |
| <input type="checkbox"/> Logo Provided | N/A |
| <input type="checkbox"/> None | |

Total Value of Purchase (\$): _____

Cheque Enclosed, Amount: _____

Electronic Funds Transfer, Amount: _____

Receipt Required: Yes No