



CAPE COD CANAL CENTENNIAL CELEBRATION

High Exposure Marketing Opportunity
Sponsorship Package



SUMMER 2014

Year Round Benefits – Worldwide Exposure



The Canal: 100 Years of History, Commerce and Engineering

ONE WEEK OF CELEBRATION JULY 2014

- Operated by the U.S. Army Corps of Engineers
- Widest Sea Level Canal in the World (without locks)
- 17.4 miles of Canal with banks for walking, biking, fishing, picnicking
- World Wide Exposure, with over 3M visitors each year
- At 32 feet deep, it has a minimum channel width of 480 feet
- Approximately 14,000 vessels transit the Canal annually
- Built to connect Cape Cod Bay and Buzzards Bay to expedite and facilitate commerce, opening to vessel traffic on July 29, 1914
- Provides a shortcut for vessels heading up and down the eastern Seaboard, saving anywhere from 65-166 miles of coastal travel
- During WWI and WWII, the Canal was heavily used by vessels supporting war efforts, avoiding the shores of Cape Cod where there were German U-boats
- Historic Railroad Bridge, major centerpiece of the Canal, with a vertical lift span of 544 ft.
- A One-of-Kind Attraction

One (1) Exclusive Title Sponsor – \$100,000

- Advertisement on Home Page of www.capecodcanalcentennial.org
- Logo & Link in prime location on Homepage of website & Facebook
- Recognized in all Radio ads, PSA's, announcements, press conferences
- Prime Booth Space (somewhere near the Canal) during main events
- Several Banners hung near local bridges in region (develop list of potential local bridges)
- Two Large Banners hung on Main Street, Buzzards Bay (provided by company)
- Title Sponsor Listing on Cover Page of Centennial Programs
- Back Page Ad in Centennial Programs
- Full Page Ad in Centennial Programs
- Logo and Title Sponsor Listing in all Media Advertisements & Press Releases
- Logo and Title Sponsor Listing in all marketing materials
- Recognized as Title Sponsor in all E-news Broadcasts
- Logo Top position on Volunteer T-shirts
- Twenty (20) Guest Passes to Centennial Gala
- Recognized at Opening Ceremonies & various events

Events Sponsor – \$25,000

- Logo & Link on Homepage of website & Facebook
- Listed as “Events” Sponsor for all centennial events
- Recognized in Radio ads and announcements
- Full Page Ad in Centennial Programs
- Logo in various marketing materials
- Two Banners (Main Street, Buzzards Bay) and one other bridge location
- Booth Space during main events
- Recognized as Events Sponsor in Media Advertisements & Press Releases
- “Events” Sponsor Logo on volunteer T-shirts
- Twelve (12) Guest Passes to Centennial Gala
- Recognized as Events Sponsor in several E-news broadcasts
- Recognized as Events Sponsor in Media Advertisements and Press Releases
- Recognized at Opening Ceremonies & various events

Premier Sponsor – \$15,000

- Logo & Link on Homepage of website & Facebook
- Booth Space during main events
- Full Page Ad in Centennial Programs
- Listing in various marketing materials
- Recognized as Premier Sponsor in Media Advertisements and Press Releases
- Recognized as Premier Sponsor in several E-news broadcasts
- One (1) Banner on Main Street, Buzzards Bay
- One (1) Banner near entrance of Canal
- Logo on Volunteer T-shirts
- Ten (10) Guest Passes to Centennial Gala
- Recognized at Opening Ceremonies & various events

Presenting Sponsor – \$10,000

- Logo & Link on website & Facebook
- Booth Space during main events
- Full Page Ad in Centennial Programs
- Recognized as Major Sponsor in Media Advertisements and Press Releases
- Logo on Volunteer T-shirts
- One (1) Banner near entrance of Canal
- Eight (8) Guest Passes to Centennial Gala
- Recognized in E-news broadcasts
- Recognized at Opening Ceremonies & various events

Major Sponsor – \$7,500

- Logo & Link on website & Facebook
- Booth Space at main events
- Half Page Ad in Centennial Programs
- Recognized as Major Sponsor in Media Advertisements and Press Releases
- Logo on Volunteer T-shirts
- Banner near entrance of Canal
- Four (4) Guest Passes to Centennial Gala
- Recognized in E-news broadcasts
- Recognized at Opening Ceremonies & various events

Supporter – \$5,000

- Logo & Link on website & Facebook
- ¼ Page Ad in Centennial Programs
- Recognized as Major Sponsor in Media Advertisements and Press Releases
- Logo on Volunteer T-shirts
- Banner near entrance of Canal
- Two (2) Guest Passes to Centennial Gala
- Recognized in E-news broadcasts
- Recognized at Opening Ceremonies & various events

Business – \$2,500

- Logo & Link on website & Facebook
- Top Logo in Centennial Programs
- Recognized as Major Sponsor in Media Advertisements and Press Releases
- Banner near entrance of Canal
- Recognized in E-news broadcasts
- Recognized at Opening Ceremonies & various events

Contributor – \$1,500

- Logo & Link on website & Facebook
- Logo in Centennial Programs
- Recognized in E-news broadcasts

The Cape Cod Canal Region Foundation, fiscal agent for the Cape Cod Canal Centennial, is a not-for-profit organization allowing donations to be tax deductible.

Custom Sponsorship opportunities are available to meet business needs.

Become a sponsor today.

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