



2024

Sponsorship

Opportunities





Educate, Inspire, and Entertain

The Pacific Rim Whale Festival marks the arrival of spring, the beginning of the tourist season, and of 14,500 grey whales migrating along our shores. Every year, we aim to deliver a festival that educates, inspires, and entertains people of all ages. In 2024, we are focusing on in-person events to draw visitors back to the region during the quiet shoulder season. Join us as a sponsor to gather with the community to share our skills, knowledge, and connection with the ocean.

We need your help to put on this year's festival! In turn, we offer a unique marketing opportunity for your organization that will reach thousands of people around the world.

Whale Fest at a Glance



36 years of Educating, Inspiring, and Entertaining!

2024 will be the 36th Anniversary of the festival! This is your chance to be a part of popular, long-running traditions, or start a new tradition with exciting new events.

Worldwide Connections

We have over 16,000 followers on our social media channels. In 2023, we launched a brand new redesign for our website and received over 12,000 unique visits, with users mainly from Metro Vancouver. Our online auction fundraiser during the festival attracted bids from all across Canada and even the US!

Visitors (Whales and Humans) From Near and Far

The festival attracts hundreds of visitors to the region each year! We estimate that we had about 1000 attendees in 2023. The majority of our attendees are aged 25-39 with many families attending the kids and youth events. Most of the attendees came from B.C., but some came from as far away as the United States, Ontario, and the UK!

General Sponsorship Levels



	Gray Whale \$4,000	Humpback \$3,000	Orca \$2,000	Fin Whale \$1000	In Kind Donations <\$500
Title Sponsor	✓				
Logo on Ads	✓	✓			
Logo on Poster	✓	✓	✓		
Logo on PWRF website	Large	Small	Small	Small	
Inclusion on Stay 'n Play section of website	✓	✓	✓	✓	
Limited use of Whale Festival Logo	✓	✓	✓	✓	
On Site and Social Media Promotion	✓	✓	✓	✓	✓

2024 Events

From **March 16 - 23, 2024** we will be hosting over 20 diverse events that celebrate our extraordinary coastal environment.

The three Title Events this year highlight our mission to Educate, Inspire, and Entertain:

- **Educate:** Maritime Kids Days - two days of fun and education in Tofino and Ucluelet with guest performer: The Ta Daa Lady with the Nylon Zoo Whale
- **Inspire:** Marine Conservation Networking - a chance for marine researchers, conservationists, and scientists to network at the Ucluelet Aquarium
- **Entertain:** Baleen Bash - a spectacular closing party with headliners: Lazy Syrup Orchestra



Educate: Maritime Kids Days



Two days of fun and education in Tofino and Ucluelet. Activities include cookie decorating, educational booths, performances by the Ta Daa Lady with the Nylon Zoo Whale, and lots more!

What you get with sponsorship:

- Recognition as Title Sponsor on our website
- All Gray Whale Sponsorship level perks
- Banner placement at the event



\$3000
two
spots

Inspire: Marine Conservation Networking

A night at the Ucluelet Aquarium for marine researchers, conservationists, and scientists to meet and network.

What you get with sponsorship:

- Recognition as Title Sponsor on our website
- All Gray Whale Sponsorship level perks
- Banner placement at the event
- Option to have a table at the event
- Dedicated reel on Instagram and Facebook



Entertain: Baleen Bash

A spectacular night of live music and dancing with main act: Lazy Syrup Orchestra to close off the festival. 250 estimated attendees.

What you get with sponsorship:

- Recognition as Title Sponsor on our website
- All Gray Whale Sponsorship level perks
- Option to have a table at the event
- 5 entry to Baleen Bash
- Dedicated reel on Instagram and Facebook

\$5000
one spot

Official Accommodation Provider

We need your help to bring incredible performers and speakers to the whale festival! Donate a minimum of 8 night stays during the festival to become our Official Accommodation Provider(s).

What you get with sponsorship:

- Recognition as Title Sponsor on our website
- All Gray Whale Sponsorship level perks
- Main Feature on our Stay 'n Play webpage
- Dedicated reel on Instagram and Facebook



Minimum 8
night
donation -
two spots



Past Sponsors



Join our incredible team of supporters!





Let's chat!

Like whales without water, we couldn't stay afloat without you. Contact us to discuss opportunities for your organization today!



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