

**SPONSORSHIP CONTRACT****26<sup>th</sup> Annual Pacific Rim Whale Festival**Festival Dates March 17<sup>th</sup> – 25<sup>th</sup>, 2012**Sponsorship Period: December 1<sup>st</sup>, 2011 – March 25<sup>th</sup>, 2012**

|                                |                        |
|--------------------------------|------------------------|
| <b>SPONSOR / COMPANY NAME:</b> |                        |
| Contact Name:                  | Title:                 |
| Contact Phone:                 | Other Phone:           |
| Facsimile:                     | Email:                 |
| Address:                       |                        |
| City:                          | Province: Postal Code: |

**CASH DONATION** (*Society Receipt to be issued if no advertising is provided in return*)

We would like to make a cash donation of \$ \_\_\_\_\_  Yes, I would like a Society Receipt I expect no sponsorship rewards for my contribution.

*or*

Yes, we are interested in becoming a sponsor for the Pacific Rim Whale Festival 2012 for the following commitments of sponsorship:

- |  |  |
|--|--|
| <input type="checkbox"/> Legacy (\$25,000 & up)                | <input type="checkbox"/> Grey Whale (\$10,000 to \$24,999) |
| <input type="checkbox"/> Stellar Sea Lion (\$5,000 to \$9,999) | <input type="checkbox"/> Harbour Seal (\$2,000 to \$4,999) |
| <input type="checkbox"/> Eagle (\$500 to \$1,999)              | <input type="checkbox"/> Sea Star (\$51 to \$499)          |

**PLEASE SPECIFY THE VALUE OF YOUR CONTRIBUTION \$ \_\_\_\_\_**

I agree that the above pledge will be paid in full in cash/and or in-kind donations by the end of the 2012 Festival Period (December 1<sup>st</sup>, 2011 – March 25<sup>th</sup>, 2012.) Initials: \_\_\_\_\_

**IN-KIND DONATIONS**

Yes, we are interested in providing the following in-kind item(s) or services.

|  |           |
|--|-----------|
|  | \$ Value: |
|  | \$ Value: |
|  | \$ Value: |
|  | \$ Value: |

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**TITLED EVENT SPONSORSHIP:**

Yes, we are interested in providing TITLE SPONSORSHIP for the following event:

- Whales & Wonders Parade
- Blessing of the Boats
- Sweet Indulgence
- Martini Migration
- Barnacle Blues
- Amphitrite Whale Watching
- Panel Discussion
- Closing Ceremony
- Maritime Kid's Day – Ucluelet
- Maritime Kid's Day - Tofino
- Valentine's Day Fundraiser

OTHER EVENT Name: \_\_\_\_\_

I agree that the above pledge is a commitment of \$2500 cash donation/ and a \$2500 in-kind donation, of which 50% is due before December 31<sup>st</sup>, 2012. The remaining balance is due before or on March 25<sup>th</sup>, 2012.

Initials: \_\_\_\_\_

**Specific Sponsorship: Yes, we are interested in becoming a sponsor for the following:**

Volunteer - Sponsorship Value \$ \_\_\_\_\_  Merchandise - Sponsorship Value \$ \_\_\_\_\_

- Volunteer and Merchandise sponsors would fund the production of our Merchandise. They would receive sponsorship benefits parallel to the value contributed on our sponsorship tier and their logo on sponsored apparel.

**As a sponsor for the 2012 Pacific Rim Whale Festival, please clearly state any three specific terms or conditional reasonable requests for your sponsorship below:**

|                      |                  |                         |
|----------------------|------------------|-------------------------|
| I _____<br>Request   | _____<br>Sponsor | _____<br>Director PRWFS |
| II _____<br>Request  | _____<br>Sponsor | _____<br>Director PRWFS |
| III _____<br>Request | _____<br>Sponsor | _____<br>Director PRWFS |

**DATE SIGNED :** \_\_\_\_\_

**\* If the sponsorship requests above are not met by the Pacific Rim Whale Festival Society, then the terms of this contract may be negotiated by the signing PRWFS Director and Sponsor.**

**Appendix A  
In Kind Values & Definition**

**Purpose**

The purpose of this appendix is to identify the kinds of non-cash contributions ("in-kind support") that are acceptable as part of the overall sponsorship of the Pacific Rim Whale Festival, and to provide guidance on how to put a value on those contributions.

**Definitions**

*In-kind support* - a cash-equivalent contribution in the form of an asset for which no cash is exchanged but that is essential to the festival and that would have to be purchased or obtained by the festival on the open market, or through negotiation with the provider.

*Fair market value* - the highest price, expressed in dollars, that a property would bring in an open and unrestricted market between a willing buyer and a willing seller who are both knowledgeable, informed, and prudent, and who are acting independently of each other.

**Item List - Possible In-Kind Donations /** The following items will all be accounted for at fair market value:

- o Accommodations,
- o Food & Beverage (alcoholic and non)
- o Venue Rentals
- o Event Supplies (table rentals, glassware, etc)
- o Bus, Shuttle or Flight Transportation
- o Gift Certificates for services, clothing or other merchandise
- o Art Work for auction or Prizes or give-aways
- o Advertising

Volunteer Staff Time - the value of time would be based on the salary/hourly wage of the person(s) volunteering and be capped at \$1,000 per business.

**Item List - Not Considered In-Kind Donation**

- o Web links to Pacific Rim Whale Festival
- o Word of mouth endorsement

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**SIGNATURE**

**I have read and commit to the terms outlined in this contract as a sponsor of the Pacific Rim Whale Festival Society 2012.** I promise that financial obligations or other personal circumstances (over the applicable 'festival period' December 1<sup>st</sup>, 2011 – March 25<sup>th</sup>, 2012) will not prevent me from honoring this agreement, and the sponsorship undertaking I signed. I promise to reply quickly to requests for information made by the PRWFS and its staff in effort to honor my sponsorship deliverables associated with my sponsorship level, and my conditional requests.

**Sponsor's Signature** \_\_\_\_\_ **Date Signed**

*and*

**Pacific Rim Whale Festival Society #S-0048474**

P.O Box 955, Ucluelet, B.C. Canada V0R 3A0

**Director's Signature** \_\_\_\_\_ **Date Signed**

**THANK-YOU FOR SUPPORTING OUR NON-PROFIT ORGANIZATION**

\* Please send donations to the address below and make your cash donations payable by cheque to the:

**Pacific Rim Whale Festival Society (#S-0048474) P.O. Box 955, Ucluelet B.C. V0R 3A0**

For more information, please contact the Festival Director at 250-726-7798

**[info@pacificrimwhalefestival.com](mailto:info@pacificrimwhalefestival.com)**