

2017 ISLENDINGADAGURINN

CORPORATE SPONSORSHIP OPPORTUNITIES



ICELANDIC
FESTIVAL OF
MANITOBA®

Velkomin

WELCOME

The Icelandic Festival of Manitoba “Íslendingadagurinn” is the oldest continuous ethnic festival in Canada and is the largest festival in the region, attracting 50,000 visitors over a four day period, every August Long Weekend. We are a volunteer organization, dedicated to promoting and sustaining interest in Icelandic culture and descent, primarily through the presentation of an annual family oriented celebration.

Manitoba is home to the largest settlement of Icelanders outside of Iceland, with over 26,000 Icelanders or Vestur-Íslendingar (West Icelanders). The festival takes place on the shores of Lake Winnipeg, in the town of Gimli, Manitoba.

The Icelandic Festival received the “STAR Celebration” designation from the Provincial Tourism Secretariat and earned a spot in the 2015 American Bus Association’s “Top 100 North American Events and Festivals”. We were also named “Event of the Year, over \$5,000” at the 18th annual Manitoba Tourism Awards.

Our festival has an international reputation as one of the finest Icelandic celebrations in the world. Each year we host a delegation from Iceland that has included Presidents, Prime Ministers, Diplomats, Ministers, Government Officials, artists, musicians, writers and poets. They are joined by their Canadian counterparts. This meeting of countries, to facilitate international cooperation, is central to our festival.



VELKOMIN

WELCOME - CONT'D



We host an infamous Viking Village, located atop a hill in Gimli overlooking Lake Winnipeg, which replicates a Viking settlement circa 900 AD. For four days 80-100 re-enactors live, eat and sleep in tents, dress as Vikings, and showcase their warfare, leather tooling, carving and wool skills while thrilling audiences with Icelandic tales and legends. In true Viking spirit they showcase their combat skills and weapons during a daily battle.

Brilliant beaches host family sandcastle building contests, beach volleyball and Islendingadunk, where two friendly combatants try to knock each other off a greased beam into the harbor with padded poles. Gimli Park is home to our Cultural Pavilion, midway, music stage, vendors and food trucks. You can also join in on a round of Fris-Nok, a game invented in Gimli, where teams try to knock a bottle off their opposing teams post using a Frisbee.

“We are a low to no-cost festival welcoming families, regardless of income, to come celebrate Icelandic culture and heritage with us and unleash their inner Viking.”

The balmy summer evenings are filled with live music in the harbour and the park and Saturday night the sky is illuminated with an impressive fireworks display.

Festival Monday features one of rural Manitoba's largest parades and a traditional program, built around the coming together of Icelandic delegations, led by our Fjallkona (the festival queen and female embodiment of Iceland). Greetings to and from Iceland and Canada are shared as Icelandic choirs sing.

Your support helps us to keep festival events free to low cost for years to come, so that future generations for years to come can keep the Icelandic spirit alive.

**2017 ISLENDINGADAGURINN
FESTIVAL DATES**

AUG.4-AUG.7

SPONSORSHIP OPPORTUNITIES



PLATINUM

TITLE LEVEL SPONSORSHIP – \$25,000/YEAR

A title level sponsor is the very foundation of “Íslendingadagurinn”. Sponsor participation is critical to our success and we are proud to call them our partners.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Media acknowledgement during festival promotion.
- Inclusion of logo on festival promotional materials; including print, signage, online, social media and advertising.
- Onsite public thanks at festival events.
- Opportunity for partner organizations to bring brief greetings during the Icelandic Festival weekend.
- Invitations to exclusive festival receptions, sponsor recognition activities and related programs.
- Icelandic Festival naming rights (ex. Íslendingadagurinn presented by “title sponsor”).
- Vendor space (if applicable)
- Sponsor of the official Icelandic Festival App

MULTI-YEAR COMMITMENT BENEFITS

- Viking Park Bench (\$10,000 value)
- Rotating ad on icelandicfestival.com

PLATÍNÚ



CULTURE

GOLD

PRESENTING LEVEL SPONSORSHIP – \$7,500/YEAR

Presenting level sponsors demonstrate the vision, commitment and ongoing support that enable them to have unique opportunities to attach their names to signature festival events. Sponsor participation is critical to our success and we are proud to call them our partners.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Media acknowledgement during festival promotion.
- Print acknowledgement on signage and in our souvenir program.
- Onsite public thanks at festival events.
- Opportunity for partner organizations to bring brief greetings during the Icelandic Festival weekend.
- Invitations to exclusive festival receptions, sponsor recognition activities and related programs.
- Presenting level events include: **The Viking Village** or **Icelandic Festival Parade**. As the presenting level sponsor your business would be eligible to be the named event sponsor and to have your organization's signage at this event and in other areas for the duration of the weekend.

MULTI-YEAR COMMITMENT BENEFITS

- Viking Park Pathway Stones – \$3,850 value (Two large, two medium, two small)
- Rotating ad on icelandicfestival.com



SILVER

SILVER

CONTRIBUTING LEVEL SPONSORSHIP – \$3,500/YEAR

Contributing level sponsors have the opportunity to name specific parts of the Icelandic Festival. We help you to find the perfect fit to meet your corporate profile and sponsorship

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Recognition in related media materials.
- Print acknowledgement on signage and in our souvenir program.
- Onsite public thanks at festival events.
- Invitations to exclusive festival receptions, sponsor recognition activities and related programs.
- Contributing level events include: The Gimli Harbour Stage, Gimli Park Stage, President's Reception, Sigur Rök, Children's Entertainment, Saturday Nite at the Pier, Volunteer Retention, Recruitment, Recognition and Celebration events, Alternative Folk Festival and Fireworks. As the Contributing level sponsor your business would be eligible to have your organization's signage at this event.

MULTI-YEAR COMMITMENT BENEFITS

- Viking Park Pathway Stones – \$1,925 value (One large, one medium, one small)
- Rotating ad on icelandicfestival.com



BRONZE

PARTNER LEVEL SPONSORSHIP – \$2,500/YEAR

Partner level sponsors have the opportunity to gain name recognition and affiliation through sponsorship of a specific event or activity that is part of the Icelandic Festival.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Print acknowledgement on signage and in our souvenir program.
- Onsite public thanks at festival events.
- Invitations to exclusive festival receptions, sponsor recognition activities and related programs.
- Partner level events include: **Music on the Rooftop, Family Sports, The Sandcastle Contest, Icelandic Cultural and Heritage Pavilion, Amma's Kitchen, 10 Mile Road Race, Islendingadunk and Fris-nok.** As the Partner sponsor your business would be eligible to have your organization's signage at this event.

MULTI-YEAR COMMITMENT BENEFITS

- Viking Park Pathway Stones – \$1,250 value (One large)
- Rotating ad on icelandicfestival.com

LAVA

FRIEND LEVEL SPONSORSHIP – \$1,000/YEAR

Friend level sponsors are profiled and gain name recognition through sponsorship of a specific event or contribute items such as equipment or programs that are an integral part of the festival.

This sponsorship level is entitled to the following benefits and opportunities:

- Electronic acknowledgment of our partnership through social media and on icelandicfestival.com
- Print acknowledgement on signage and in our souvenir program.
- Onsite public thanks at festival events.
- Friend level events include: **Pancake Breakfast, Beach Volleyball, 1k Run, Poetry and Prose, Fine Arts Show and Get Dinged.** As the Friend level sponsor your business would be eligible to have your organization's signage at this event.

MULTI-YEAR COMMITMENT BENEFITS

- Viking Park Pathway Stones – \$125 value (One small)
- Rotating ad on icelandicfestival.com

Takk fyrir

THANK YOU

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OF MANITOBA

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