



Burnaby Christmas Bureau & Toy Room 2020 Sponsorship Opportunities



	Platinum (*only 4 opportunities*)	Gold	Silver	Bronze
	\$10,000	\$5,000	\$2,500	\$1,000
Video promotion in the Toy Room	Opportunity for promotional video to be filmed inside the Toy Room with staff.			
Press Release	Platinum Sponsor status noted in 2020 Press Release regarding the Burnaby Christmas Bureau.			
Featured presence in the Toy Room	Full-size pop-up banner with logo and tagline at entrance of the Toy Room.	2x2 (or 1x3) signage with logo inside the Toy Room.		
Volunteers during Toy Pick-up	Opportunity for up to 2 days of corporate presence volunteering in the Toy Room, directly assisting those in need.	Opportunity for up to 2 days of corporate presence volunteering in the Toy Room, directly assisting those in need.	Opportunity for up to 1 day of corporate presence volunteering in the Toy Room, directly assisting those in need.	
Print media	Featured Platinum Sponsor in up to FOUR full page Burnaby Now Christmas Bureau ads in November/December.	Featured Gold Sponsor status/logo in up to TWO full page Burnaby Now Christmas Bureau ads in November/December.	Featured Silver Sponsor status and logo in ONE full page Burnaby Now Christmas Bureau ad in November/December.	
Social Media exposure (Facebook, Instagram, Twitter)	First social media blast on the date of initial sponsorship noting Platinum Sponsor status. Bi-weekly social media announcements through November and December. One featured post after the event.	First social media blast from the date of initial sponsorship noting Gold Sponsor status. Up to two social media announcements through November and December. One post after the event.	First social media blast from the date of initial sponsorship noting Silver Sponsor status. An additional social media announcement in December. One post after the event.	First social media blast from the date of initial sponsorship noting Bronze Sponsor status. One post after the event.
Website	Featured on the Burnaby Community Services website as a Platinum Sponsor, from the date of sponsorship to January 2021.	Logo featured on the Burnaby Community Services website as Gold Sponsor of the Burnaby Christmas Bureau.	Logo featured on the Burnaby Community Services website as Silver Sponsor of the Burnaby Christmas Bureau.	Logo featured on the Burnaby Community Services website as Bronze Sponsor of the Burnaby Christmas Bureau.
Post Event	Promoted in Spring Newsletter as Platinum Sponsor of the Christmas Bureau.			

