



# TIDE FEST

COME HOME EAST HANTS

JULY 12-14, 2019  
EAST HANTS SPORTSPLEX

## 2019 SPONSORSHIP PACKAGE

*Join us as a partner in community investment &  
Be a part of East Hants' largest community homecoming event!*

# TIDE FEST: EAST HANTS' HOMECOMING EVENT



East Hants Tide Fest is a one-of-a-kind community festival focused on bringing together our community. The goal? To encourage guests to join us in a weekend-long festival with elements designed to appeal to everyone. All activities provide major economic and social benefits to our community, and through supporting non-profits, and sourcing local vendors for the festival, we aim to foster a true homecoming atmosphere at Tide Fest and throughout East Hants.

Tide Fest operates on a not-for profit, community-first model. This means we rely on sponsors to help cover costs associated with making each piece of the event possible - from purchasing washer toss boxes from community workshop CCOA, to renting sound and stage equipment, to marketing & event collateral to get the word out. **An investment in Tide Fest is an investment in the community of East Hants.**

**4,000+ participants**

**Estimated \$500,000+ net benefit to the community**

**Estimated \$100,000+ direct benefit on small businesses and non-profit community groups**

## Tide Fest Committee Presidents



Kody Blois



Rod Dickie



## TIDE FEST BOARD MEMBERS

Kendall Nowe, Executive Committee member

Pam Dickie, Executive Committee member

Vern Aker, Chair of Staging and Sound Productions

Aurora Boudreau, Communications Co-Chair

Kristina Shannon, Communications Co-Chair

Beth MacDonnell, Chair of Entertainment, Food & Drink

Mark Sweeney, Chair of the Ball Hockey Tournament

Natalie Horne, Chair of Community Fair

Mark McManus & Jen McManus, Co-Chairs of Strongman Competition

Darren Brant & Cory Jean, Co-Chairs of Washer Toss

Greg Smith, Treasurer

*& many more volunteers at large and at the event!*





# PARTNERS & BENEFICIARIES

Tide Fest exists to make a positive impact in our community. This includes donating all net profits back to groups who help plan and execute the event, and others who are selected by the Tide Fest board by vote. Some of the groups who directly benefit from Tide Fest include:

## East Hants Sport Heritage Society

The Sport Heritage Society currently operates the East Hants Sport Hall of Fame and Sport Awards. Revenues from Tide Fest will allow the Sport Heritage Society to ensure that the Hall of Fame and Sport Award programming continues, while creating the opportunity for Hall of Fame expansions and the Sport Award bursary program to come to fruition.

## Enfield RFC

The Enfield Rugby Football Club is a community-based organization which serves as the primary club for residents in the Municipality and abroad. Partial revenues from Tide Fest will go towards supporting Enfield RFC operations including: the mini rugby program, player and coach development, and ongoing collaborative enhancements at the Lions’ Den with the Enfield Elmsdale District Lions Club.

## Corridor Community Options for Adults

As in past years, CCOA will build all washer toss boxes for the event. CCOA is a program designed to offer opportunities for adults with mental disabilities and we plan to continue using their services from year to year allowing for them to expand and maintain their current programming. Tide Fests’s impact on CCOA alone is in the thousands of dollars.

## Numerous local businesses & charities, including:

- Corridor Community Options for Adults
- Enfield Caring and Sharing Food Bank
- Shumilacke Food Bank (Shubenacadie)
- Hants North Food Bank
- East Hants Sportsplex
- Sipekne’katik Food Bank
- East Hants Historical Society
- EH Horne School Preservation Society

- East Hants Family Resource Centre
- Enfield Girl Guides
- East Hants Community Choir
- Corridor Minor Baseball Association
- East Hants Soccer Club
- Hants North Baseball Association
- East Hants Minor Softball
- East Hants Mastodons Fastpitch
- Hants East Rural High Student Council



# EVENTS

Following two fun and successful editions of Tide Fest, we're pleased to be planning many of the same great community events for 2019:

## WASHER TOSS TOURNAMENT

The world-record tournament will be back for 2019. For recreational and competitive players alike, this popular event will be held once again as a major component to Tide Fest. This year, the Washer Toss Tournament will benefit CCOA and local food banks.

- Total Participants: 800+ over the last two years!

## BALL HOCKEY TOURNAMENT

Another Tide Fest mainstay, with proceeds benefitting Enfield Rugby Club. This all-ages tournament garnered strong community support, with compliments to the emphasis on playing for the 'fun of the game.' In 2017, this event also benefitted from involvement with the Halifax Mooseheads.

- Total participants: 150, plus hundreds of spectators

## MUSIC FESTIVAL

An East Hants music event like no other, this local artist extravaganza will feature music from a variety of genres. With a focus on bringing people together to have the time of their summer, the music festival is expected to be just as big of a hit this year.

- Total participants: 3,000+

## COMMUNITY FAIR

A free-admission fair and community showcase event. Previous editions have featured a Local Market, Craft Fair, ever-popular Dance Demonstrations, cultural activities, free painting and crafting, and more.

- Total participants: 2,000+



## ATLANTIC CANADA'S STRONGEST MAN/WOMAN

Following on its successful debut in 2018, the Atlantic Canada's Strongest Man and Woman competition will be back in 2019. This year will also see an amateur competition and activities for the young fans to try out!

- Total Participants: 500+

### ...AND MUCH MORE, including:

- East Hants Sport Hall of Fame
- Outdoor entertainment
- Food Truck Rally
- 50/50 draw to benefit local organization(s)



# OPPORTUNITIES

FOR A DETAILED LIST OF SPONSORSHIP BENEFITS, SEE PAGE 7.



## TITLE SPONSOR

**\$10,000**

Exclusive, rewarding opportunity to sponsor Tide Fest. Your organization will be heavily profiled in all Tide Fest promotion materials: Tide Fest, presented by [TITLE SPONSOR]. You will be the main driving force making Tide Fest 2019 a reality.

**1 available**

## COMMUNITY FAIR SPONSOR

**\$7,500**

Exclusive naming rights to our family-oriented community showcase event. Previous editions have featured a Local Market, Craft Fair, Dance Demonstrations, cultural activities, free painting and crafting, and more. This event is open to the public free of charge.

**1 available**

## STRONGMAN SUB-EVENT SPONSOR

**\$1,000**

Choose one of the 8 events that will be used to crown the 2019 Atlantic Canada Strongest Man and Woman. See details on page 6.

**8 available**

## EVENT SPONSOR

**\$5,000**

Includes exclusive naming rights to your event of choice!  
**4 available:** Washer Toss, Music Fest, Ball Hockey, and Atlantic Canada's Strongest Man,

## CORPORATE SPONSOR

**\$2,500**

Your organization will be part of a core group supporting Tide Fest, its partners and beneficiaries. Get recognized on our website, social media, and day-of event collateral.

**6 available**

## TICKET SPONSOR

Companies can also support Tide Fest by purchasing weekend Passes to the Music Festival (value: \$35 each) for their staff and get recognized in the Weekly Press for up to 8 weeks. Tide Fest will be purchasing ad space beginning eight weeks from the event where your company can be recognized for their bulk ticket purchase.

**\$1000 Purchase** will get you 30 tickets and eight weeks of advertising

**\$500 Purchase** will get you 15 tickets and four weeks of advertising



# ATLANTIC CANADA'S STRONGEST MAN

## What is Atlantic Canada's Strongest Man?

Atlantic Canada's Strongest Man/Woman is an annual event sanctioned by "Atlantic Canadian Strength Athletes and Canadian Strongman Circuit." Atlantic Canada's Strongest Man/Woman will be determined through a series of events designed to test every part of the athlete's body and will. It is the biggest and most prestigious title a strength athlete can hold for strength sports in Atlantic Canada. The winners of this event will be invited to compete at the Canada's Strongest Man national competition (shown on TSN). From there top athletes can qualify for events like the Arnold Classic and World's Strongest Man. This event is hosted and volunteer-driven by Renfrew Strength and Conditioning Centre.



**This year's competition comes with new events, more events, a world record attempt and the return of 11-time Atlantic Canada's Strongest Man and Worlds Strongest Man Competitor Grant Connors!**

## \$1,000 per sub-event

**Sandbag Toss** - Athletes will attempt to throw several heavy sandbags over a very high bar as fast as possible.

**Frame Carry** - Competitors will carry a frame over a fixed distance as fast as possible.

**Press Medley** - Athletes will attempt to pick up a number of different implements off the ground and press them over their head. The implements will get increasingly more difficult.

**Max Stone Over Bar** - Athlete will lift a series of increasingly heavier stones up and over a fixed height bar. They will continue to lift until an unsuccessful attempt.

**Car Deadlift** - Competitors will lift a car or truck as many times as possible in a fixed amount of time.

**Yoke** - Athletes carry a heavy yoke on their back as far as possible without dropping.

**Keg Carry and Load** - Competitors will carry a series of increasingly heavier kegs a fixed distance and load them on a high platform as fast as possible.

**Silver Dollar Deadlift** - Athletes will attempt to reach their one rep max deadlift using a bar with bins attached to the end filled with weights. What makes this difficult is that the bins are not fixed (they may wobble) and the weight can be a bit uneven. There will be a world record attempt for this event.

Sponsorship Opportunities Benefits	Title Sponsor (\$10,000)	Event (\$5,000)	Corporate Sponsor (\$2,500)	Strongman Sub-event (\$1,000)
Naming rights - presented by [YOUR BRAND] (Tide Fest naming rights for title sponsor; specific event naming rights for event/strongman sponsors)	0	0		
Industry Exclusivity	0			
Logo prominence on website	0	On sponsored event web page		
Mentions in media coverage ie. dedicated Weekly Press articles leading up to the event	0	0		
1 free entry into the ball hockey tournament	0			
Logo on <u>all</u> event t-shirts (Hockey, Washer Toss, etc.)	0			
Logo on the t-shirts of event sponsored		0		On Strongman T-shirts
Logo on volunteer t-shirts	0	0	0	
Social media shoutouts	0	0	0	0
Logo on event signage onsite	0	0	0	0
Exclusive access to the VIP Lounge at Music Fest	30 tickets	15 tickets	8 tickets	4 tickets
Volunteer opportunities for staff to create strong workplace relationships in community investment	0	0	0	0
Free team entries into the washer toss tournament (competitive or recreational)	0 3 teams	0 2 teams	0 1 team	
Logo placement on website	0	0	0	0

\*All Strongman sponsors will get social media coverage on Tide Fest, Renfrew Strength & Conditioning Centre, and Strongman community pages.



# READY TO GET INVOLVED?

## We need sponsors like you to make Tide Fest 2019 a reality.

Our promise: to work with you to make an opportunity that benefits your organization just as much as you will benefit the community. If you're ready to become a part of East Hants' largest Homecoming event, or if you have questions, we would love to talk.

## Contact a member of our executive committee today:

**Pam Dickie**  
[dickie\\_pam@hotmail.com](mailto:dickie_pam@hotmail.com)  
902-883-2430

**Rod Dickie**  
[rod@reinvestgrp.ca](mailto:rod@reinvestgrp.ca)  
902-481-3298

Please note: all opportunities are offered on a first-come, first-served basis.

**THANK YOU.**

