

Hamilton Waterfront *Wingfest* Fun for the whole family!

Hamilton Waterfront *Wingfest*, June 11-13, 2010



Dear Sponsor,

In order to familiarize you with our company and mandate, I have included a brief history of the Hamilton Waterfront Trust as well as the schedule, expected attendance and various attractions that will be available at Hamilton Waterfront Wingfest.

The Hamilton Waterfront Trust is a non-profit, charitable organization.

Over the years, the Hamilton Waterfront Trust has spent a great deal of time and effort focusing on ways to revitalize the Hamilton Harbour. By building multi-use recreational trails with connecting linkages to other municipalities, the Hamilton Waterfront Trust is providing opportunities for people of any age, from all walks of life to enjoy the splendour that our city has to offer. The attractions found at Pier 8 include William's Coffee Pub, Hamilton Waterfront Scoops ice cream parlour, Hamilton Harbour Tours such as the Hamiltonian tour boat, the Hamilton Harbour Queen, and the Hamilton Waterfront Trolley.

The Hamilton Waterfront Trust is dedicated to finding new and exciting ways of making it easier for residents and visitors to experience Hamilton's wonderful waterfront. Our funding is partnered by the federal, provincial and civic governments; however we must continue to raise new funds to cover capital costs for future projects. We encourage corporate sponsorships, partnerships, donations and special funding support to carry on the projects that coincide with our mandate of "connecting you to the water's edge".

One such project that is hosted by the Hamilton Waterfront Trust is the Hamilton Waterfront Wingfest. This festival, new to 2008 and now in its third year, is scheduled to take place (rain or shine) from Friday, June 11 to Sunday, June 13, 2010 at Pier 8 located at 47 Discovery Drive, Hamilton, Ontario. The hours of operation will be as follows; 12 pm – 12 Midnight on Friday, June 11; 12 pm – 12 midnight on Saturday, June 12, and 12 pm – 6 pm on Sunday, June 13. This event is geared to the family as there will be a number of activities available suitable for people of all ages.

We are expecting an attendance of 50,000 – 70,000 patrons over the course of three days and up to 15,000 patrons at one time.

We recruit local restaurants to set up shop and sell chicken wings with a choice of one to two sides. We also provide side options i.e.: ice cream, french fries, corn on the cob, bloomin' onions and cotton candy (and more). The food vendors are open for all hours of the festival and will be priced equally across the board.

Other attractions will include a carnival for children with a variety of rides, an original art show and sale where citizens can view and purchase art from local artists. We will provide inexpensive boat tours onboard the Hamilton Harbour Queen and live entertainment all weekend including a battle of the bands event, offering local musicians an opportunity for exposure. We hope this year to expand with an air show and a waterskiing trick show as well as buskers and performing artists. A beverage gardens will offer beer and wine, and we will feature a fireworks display on Saturday night.

For more information, please contact:

Executive Director Werner Plessl by email at [wplessl@hamiltonwaterfront.com](mailto:wplessl@hamiltonwaterfront.com), by phone at (905) 523 4498 x 22

or

Special Events Co-coordinator Julia Veenstra by email at [specialevents@hamiltonwaterfront.com](mailto:specialevents@hamiltonwaterfront.com), by phone at (905) 525-4498 ext. 23

or visit us at our website at [www.hamiltonwaterfrontwingfest.com](http://www.hamiltonwaterfrontwingfest.com),  
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47 Discovery Drive, Hamilton, ON, L8L 8K4 905~523~4498 Fax 905~540~4498  
[specialevents@hamiltonwaterfront.com](mailto:specialevents@hamiltonwaterfront.com) Charity Number 855541132RR0001

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## **Sponsorship Opportunities**

### **\$50,000 Event Sponsor**

- Year long display of your name and logo at the waterfront
- Prominent placement of your name on banners, name and logo (LED Signage) during event
- Ad in the Hamilton Waterfront Trust Brochure (150,000 distributed)
- Prominent page of Wingfest Brochure (20,000 distributed)
- Logo on appropriate signage, posters and print materials (due date required)
- Signage on the Hamilton Harbour Queen Boat
- Advertising panel on the Hamilton Waterfront Trolley for the operating season.
- VIP area access, introduction to entertainers, and complimentary refreshments.
- Autographed T shirt and CD from the headline group
- T-shirt
- Link from our website
- Prominent thank you in local newspapers
- VIP Cruise

### **\$20,000 Headliner/Platinum**

- Placement of your banners, name and logo
- Full page ad in Wingfest Brochure (20,000 distributed)
- Banner on entertainers stage
- Autographed T shirt and CD from the group
- Logo on appropriate signage, posters and print materials (due date required)
- T-shirt
- Link from our website
- Prominent thank you in local newspapers
- VIP Cruise



[www.hamiltonwaterfrontwingfest.com](http://www.hamiltonwaterfrontwingfest.com)  
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\$15,000 Gold

- Placement of your banners, name and logo
- Half page ad in Wingfest Brochure (20,000 distributed)
- Logo on appropriate signage, posters and print materials (due date required)
- T-shirt
- Link from our website
- Prominent thank you in local newspapers
- VIP Cruise

\$7,500 Silver

- Logo on appropriate signage, posters and print materials (due date required)
- Quarter page ad in Wingfest Brochure (20,000 distributed)
- T-shirt
- Link from our website
- Prominent thank you in local newspapers
- VIP Cruise

\$3,500 Bronze

- Logo on appropriate signage, posters and print materials (due date required)
- Business card ad in Wingfest Brochure (20,000 distributed)
- T-shirt
- Link from our website
- Prominent thank you in local newspapers
- VIP Cruise

Under \$3,500 Friends of *Wingfest*

- Prominent thank you in local newspapers
- Logo on our Website
- VIP Cruise

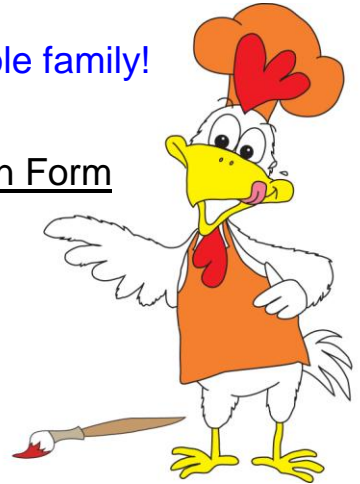


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Hamilton Waterfront *Wingfest* 2010 Sponsor Registration Form

- Event Sponsor
- Headliner
- Platinum
- Gold
- Silver
- Bronze
- Friends of Wingfest



**Please provide us with the following information:**

Company Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Province \_\_\_\_\_  
Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Email Address \_\_\_\_\_  
How would you like your sponsorship name/information listed?  
\_\_\_\_\_

Do you wish your sponsorship to be associated with a specific aspect of the Wingfest.

IE: Waterski Trick Show, WWE, Fireworks etc., please identify area: \_\_\_\_\_

**Please choose one of the following convenient ways to register:**

- Phone: 905~523~4498 ext. 22 Attention Werner Plessl or ext. 23 Attention Julia Veenstra  
Please have credit card available.
- Fax: 905~540~4498
- Mail: Hamilton Waterfront Trust, Hamilton, Ontario, L8L 8K4
- Email: [wplessl@hamiltonwaterfront.com](mailto:wplessl@hamiltonwaterfront.com) or [specialevents@hamiltonwaterfront.com](mailto:specialevents@hamiltonwaterfront.com)

**Payment Method:** (Debit not available)

- Cheque enclosed (Made payable to The Hamilton Waterfront Trust.)
- Visa
- Mastercard
- American Express

(Credit card registrations will appear as Hamilton Waterfront Trust on your statement)

Name on Card: \_\_\_\_\_ Credit card number \_\_\_\_\_

Expiry: \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_



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