



## **THE VICTORIA EDELWEISS CLUB – GERMAN CANADIAN CULTURAL SOCIETY AND THE COMMUNITY**

The Victoria Edelweiss Club was founded in 1970 to preserve the cultural practices of the German speaking immigrants of the Victoria area, and to help integrate them to the Canadian way of life. (It was hoped that Canadians would come as guests to social events. They did.) The club membership is currently 353.

The founding members wanted their own hall from the very outset, and found a suitable property and building at 108 Niagara Street. The building was a former rollerskating rink, and volunteer labour soon transformed it into a dance hall and kitchen. The exterior was given a Bavarian-style facade.

With the clubhouse in place, all kinds of activities started: monthly dances took place; a Ladies Auxiliary cooked, baked, sponsored fashion shows, and made crafts for the bazaar; the Carnival Group planned lavish festivities; the Folk Dancing Group organized Oktoberfests; and the Harmony Choir, which had operated independently for ten years, joined the club.

Ten years later, in 1980, the club building was enlarged by means of a second storey which contains a members' bar, a library, a games room, and a meeting room on the third level. Again, the work was done by volunteers whenever possible.

The Victoria Edelweiss Club has been a member of Inter-Cultural Association (ICA) since its early years, with the Dance Group, Harmony Choir, and a food kiosk taking part in Folkfest. More recently, but equally rewarding, the club participated in the popular Saanich Fair and at BeerFest in 2006.



## OPPORTUNITIES FOR OUR SPONSORS

Sponsorship of The Victoria Edelweiss Club – German-Canadian Cultural Society is a valuable opportunity to associate your organization with a community based organization and a venue that attracts people from all walks of life from the lower island.

Annual events include:

- 4 concerts by the Victoria Edelweiss Harmony Choir – attended by approximately 800 people annually
- Oktoberfest – 4 Saturdays in October – attended by approximately 1200 people annually
- “SchnitzelNight” – the 1<sup>st</sup> Thursday of every month – attended by 150 people each month
- Dances and special events – including the popular New Years’ Eve Ball – attended by approximately 300 people
- 2008 Pacific Northwest Choir Festival (Vancouver) – the 56 member Harmony Choir will be attending to represent the German community in Victoria
- Jazz at Café Berlin – The Victoria Edelweiss Club supporting the BC Schizophrenic Society
- Christmas “Bazaar” – a well attended community bazaar, held the last Saturday in November – which include “only available here” items for sale
- Exposure to 370 members of the society and their friends and families
- The VEC advertises regularly in the local newspapers (Black Press); and more actively during larger events like Oktoberfest





**CASH and IN-KIND\* SPONSORSHIP LEVELS**

<b>For your generous cash and in-kind* sponsorship, you will receive the following for one year from the date of your sponsorship:</b>	<b>Cash/ In-Kind Sponsor &gt;\$5,000</b>	<b>Cash/ In-Kind Sponsor \$2000-\$4999</b>	<b>Cash/ In-Kind Sponsor \$ 1000-1999</b>	<b>Cash/ In-Kind Sponsor \$500-\$999</b>	<b>Cash/ In-Kind Sponsor \$200-\$499</b>
Category exclusivity - only sponsor in your business category	✓				
Logo on print advertising ( <i>and in-kind sponsor's own media where applicable</i> )	✓				
Logo on special event materials	✓				
Name on special event materials		✓			
Logo on selected event tickets	✓				
Name on selected event tickets		✓	✓		
Identification as sponsor of an event or program	✓	✓	✓	✓	
Logo on sponsor display at entrance and/or exit	✓				
Name on sponsor display at area entrance and/or exit		✓	✓	✓	✓
Logo on the society's web site (annual)	✓				
Name on the society's web site		✓	✓	✓	✓
Logo in VEC newsletter	✓				
Name in VEC newsletter		✓	✓	✓	✓
Individual tickets to evening Oktoberfest event	8	4	2	2	2
Tickets to events at the club (does not include Oktoberfest)	1 table at 6 events (seats 8)	1 table at 3 events (seats 8)	1 table at 1 event (seats 8)	4 tickets	2 tickets

*\*In-kind sponsorships are sought to cover specific product or service expenses associated with events. The value of sponsorship for benefits purposes is calculated on a fair market value basis.*



### **CASH/IN-KIND SPONSOR – Greater than \$5000**

#### **Recognition**

- 1 ✓ category exclusivity – be the only sponsor in your business category
  - ✓ logo on print advertising (*and in-kind sponsor's own media where applicable*)
  - ✓ logo on special event materials
  - ✓ logo on selected event tickets
  - ✓ identification as sponsor of an event or program
  - ✓ logo on sponsor display at entrance and/or exit
  - ✓ logo on the VEC web site
  - ✓ logo in VEC newsletter

#### **Complimentary Passes**

- 1 ✓ 8 individual tickets to an evening Oktoberfest event (4 dates to choose from)
  - ✓ 1 table at 6 events (seats 8) excluding Oktoberfest

### **CASH/IN-KIND SPONSOR - \$2000-\$4999**

#### **Recognition**

- ✓ Name on special event materials
- ✓ Name on selected event tickets
- ✓ Identification as sponsor of an event or program
- ✓ Name on sponsor display at entrance or exit
- ✓ Name on the VEC website
- ✓ Name in VEC newsletter

#### **Complimentary Passes**

- ✓ 4 individual tickets to Oktoberfest (4 evenings to choose from!)
- ✓ 1 table at 3 events (seats 8) (excluding Oktoberfest)

### **CASH/IN-KIND SPONSOR - \$1000-\$1999**

- ✓ Name on selected event tickets
- ✓ Identification as sponsor of an event or program
- ✓ Name on sponsor display at entrance or exit
- ✓ Name on the VEC website
- ✓ Name in VEC newsletter

#### **Complimentary Passes**

- ✓ 2 individual tickets to Oktoberfest (4 evenings to choose from!)



- ✓ 1 table at 1 events (seats 8) (excluding Oktoberfest)

#### **CASH/IN-KIND SPONSOR - \$500-\$999**

- ✓ Identification as sponsor of an event or program
- ✓ Name on sponsor display at entrance or exit
- ✓ Name on the VEC website
- ✓ Name in VEC newsletter

#### **Complimentary Passes**

- ✓ 2 individual tickets to Oktoberfest (4 evenings to choose from!)
- ✓ 4 tickets to an event of your choice (excluding Oktoberfest)

#### **CASH/IN-KIND SPONSOR - \$200- \$499**

- ✓ Name on sponsor display at entrance or exit
- ✓ Name on the VEC website
- ✓ Name in VEC newsletter

#### **Complimentary Passes**

- ✓ 2 individual tickets to Oktoberfest (4 evenings to choose from!)
- ✓ 2 tickets to an event of your choice (excluding Oktoberfest)

#### **OTHER OPPORTUNITIES**

For more information on the Victoria Edelweiss Club – German Canadian Cultural Society, or to discuss other ways in which your company's marketing and communications objectives might be realized by supporting the VEC, please contact:

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