

# VIMY FOUNDATION CENTENNIAL PARK

## SPONSORSHIP OPPORTUNITIES



THE VIMY FOUNDATION  
CENTENNIAL PARK

**Vimy**  
**2017**

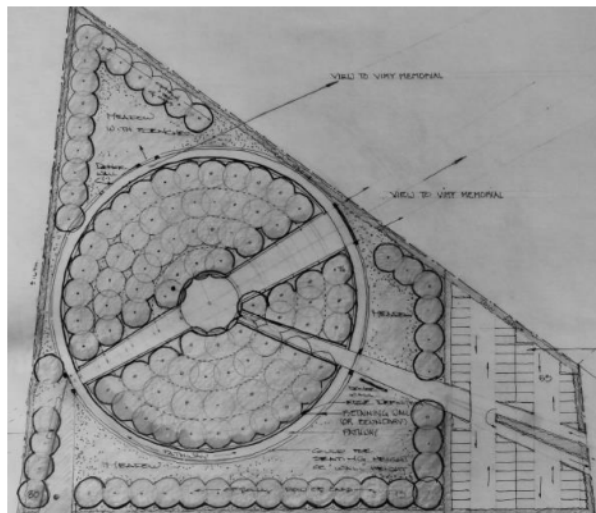
VIMY, FRANCE

# VIMY FOUNDATION CENTENNIAL PARK



The Vimy Foundation Centennial Park will be on 4 acres of land adjacent to the Canadian National Vimy Memorial site in Northern France.

# PRESENTING SPONSOR - \$350,000



## FEATURES

The Vimy Foundation Centennial Park\* will be situated on 4 acres of land adjacent to the Canadian National Vimy Memorial site in Northern France. It will consist of at least 100 'Vimy Oaks' (direct descendent of acorns collected following the Battle of Vimy Ridge in 1917) which will be planted in a circular pattern four deep (to represent the 4 Divisions of the Canadian Forces that fought together for the first time at the Battle of Vimy Ridge). Other elements of the Park will include Centennial Benches and various reflective areas with direct view planes to the Vimy Monument. This is a unique, once-in-a-lifetime opportunity to be a part of a historic legacy project to mark the 100<sup>th</sup> anniversary of the Battle of Vimy Ridge.

## SPONSORSHIP BENEFITS

- Recognition Wall at the two entrances will include your name/logo in perpetuity as Exclusive Lead Sponsor
- Provide remarks at opening of the Vimy Foundation Centennial Park (Date TBD)
- Full page ad in Post Media newspapers in recognition of your donation
- Name and logo on select Vimy 2017 promotional materials designed by Vimy Foundation
- One (1) Table to Vimy Foundation Centennial Dinner in Toronto, March 20, 2017

*\*Preliminary design by Linda Dicaire*

**Vimy  
2017**

  
THE VIMY FOUNDATION  
LA FONDATION VIMY  
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# CENTENNIAL PARK BENCHES (8 AVAILABLE) - \$25,000



## FEATURES

Centennial Park Benches will be placed around the interior of the Centennial Park, allowing visitors a place of reflection with a view of the Vimy monument.

## SPONSORSHIP BENEFITS

- Plaque on the Centennial Bench will include your name as Sponsor
- Name and logo on select Vimy 2017 promotional materials designed by Vimy Foundation
- Two (2) tickets to Vimy Foundation Centennial Dinner in Toronto on March 20, 2017.

# VIMY CENTENNIAL OAK TREES - \$10,000



## FEATURES

Each Vimy Oak is a direct descendent of acorns collected following the Battle of Vimy Ridge in 1917. They have been growing in a Canadian nursery since 2015 and will be transported to France in late 2016 then planted in early 2017. 100 trees will be planted in honour of the 100<sup>th</sup> anniversary of the Battle of Vimy Ridge.

## SPONSORSHIP BENEFITS

- Name of donor will be included on the main Entrance Sign of the Centennial Park
- Name and logo on select Vimy 2017 promotional materials designed by Vimy Foundation

# VIMY FOUNDATION CENTENNIAL PARK SPONSORSHIP OPPORTUNITIES

**Contact:** **Jeremy Diamond**  
**Executive Director**  
416.722.9754  
[jdiamond@vimyfoundation.ca](mailto:jdiamond@vimyfoundation.ca)

**For more information on the Vimy Foundation:** [www.vimyfoundation.ca](http://www.vimyfoundation.ca)

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Charity Business Number | Numéro d'enregistrement 84801 6523 RR0001

Follow us on social media: @vimyfoundation





## VIMY RIDGE FOUNDATION

### CENTENNIAL PARK EXCLUSIVE LEAD SPONSOR

Minister – blow please find a brief outline of the Centennial Memorial Park sponsorship option. There is also a brochure which you will have been provided. Merci bien p.

#### From the Foundation – via e-mail exchange:

Everything is within walking distance in and around the Canadian National Vimy memorial. The Centennial Park – 4 acres of land - is near the visitor's centre. It's also adjacent to the monument's parking lot - which doesn't detract from the park but rather feeds all visitors into it.

The Vimy memorial receives over a million visitors per year and it will be impossible for those people to visit the centre and the monument without visiting the park.

Currently, visitors are not allowed to sit and eat their lunches on and around the monument, so we also plan for the park to be a site for all visitors to sit or stroll, rest, and reflect with the monument in direct view.

I just want to mention as well that the lead sponsor for the park will also receive recognition in the Vimy Foundation information pamphlet which all visitors to Vimy will receive on site.

Below and attached you will find information about the Vimy Foundation Centennial Park Exclusive Lead Sponsor option. The sponsorship cost is \$350,000.00 and the following is an excerpt from the attached sponsorship deck:

**FEATURES** The Vimy Foundation Centennial Park will be situated on 4 acres of land adjacent to the Canadian National Vimy Memorial site in Northern France.

It will consist of at least 100 'Vimy Oaks' (direct descendent of acorns collected following the Battle of Vimy Ridge in 1917) which will be planted in a circular pattern four deep (to represent the 4 Divisions of the Canadian Forces that fought together for the first time at the Battle of Vimy Ridge).

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- One (1) Table to Vimy Foundation Centennial Dinner in Toronto, March 20, 2017





Meeting Date: March 2, 2017  
357093

Confidential

Honourable Peter Fassbender  
Minister of Community, Sport and Cultural Development  
Room 310 Parliament Buildings  
Victoria BC V8V 1X4

Dear Colleague:

s.12

Sincerely,

A handwritten signature in black ink, appearing to read "Michael de Jong".

Michael de Jong, Q.C.  
Chair

cc: Jacquie Dawes  
Deputy Minister  
Ministry of Community, Sport and Cultural Development

Tracy Campbell  
Assistant Deputy Minister and Executive Financial Officer  
Ministry of Community, Sport and Cultural Development