



**OWEN SOUND MUSEUMS PRESENTS**

**Sponsorship and  
Partnership Opportunities**

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## HISTORY OF THE MUSEUMS

Owen Sound has a rich heritage. Owen Sound Marine & Rail Museum and Billy Bishop Home and Museum – A National Historic Site are two community landmarks that help preserve our unique past. One is housed in a historic Canadian National Railway Station on the waterfront while the other, a National Historic site, is located in the boyhood home of one Canada's most decorated serviceman, Billy Bishop.



In 2008 over 10,000 people visited the museums and over 100,000 have utilized all our resources (museum, website, phone and email enquires). The museums have truly become “heritage assets” in our community.

# Enhance Your Marketing - Become a Sponsor or Partner with Owen Sound Museums

Owen Sound Museums provides many different events and exhibits each year.

Corporate Sponsorships ensures the success of these events and exhibits and offers businesses new opportunities to brand and communicate to customers. Often the return on investments is far higher than traditional advertising. For businesses, sponsorship raises community profile, good will and customer awareness.

Owen Sound Museums, which is a non profit organization managing two significant museums, is recognized locally and nationally. We invite you to be a proud sponsor of our local events and/or exhibits and raise your profile within the community.

Please consider sponsoring one of our Owen Sound Museums events and/or exhibits as part of your current marketing plans. An overview of available opportunities is provided for your review.

Either Kathy Strutt or Mary Smith will contact you in the near future to discuss your interest.

Thank you

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# Owen Sound Museums Events and Exhibits

## “Owen Sound Museums Newsletter”

### Our History, Our Heritage

Event	Levels/Types of Sponsorships	Benefits & Opportunities
<p>You can be a part of ensuring that our heritage is preserved for future generations by placing a business card ad in our newsletters which are delivered early January, May and September. Your ad can be your actual business card or an ad of comparable size advertising your upcoming activities or events. Our newsletters are distributed to our members, retirement homes lawyer/doctor/dentist offices and can be picked up by visitors to the library, local motels, museums and art gallery.</p>	<p>10 Business Card Ads Available per Newsletter</p> <p>\$100 per Newsletter</p> <p>Or</p> <p>\$250 for all Three (savings of \$50)</p>	<ul style="list-style-type: none"><li>• Distributed three times a Year</li><li>• Over 1,500 is distributed within the community</li><li>• Newsletter placed on both museums' websites (over 20,000 hits a month)</li></ul>

# Owen Sound Museums Events and Exhibits

## “Owen Sound Museums’ Lectures”

Event	Levels/Types of Sponsorships	Benefits & Opportunities
<p>Owen Sound Museums provides lectures on various aspects of our heritage. In 2010, we will have lectures during Marine Week in February, Spring Lecture Series in April/May and Fall Lecture Series in September/October. Sponsorships will assist Owen Sound Museums with the costs associated with the speakers and Marketing.</p>	<p>Lecture Series (4 lectures) \$500</p> <p>Or</p> <p>\$200 per Lecture</p>	<ul style="list-style-type: none"><li>• Logo and/or name in all advertising and publicity for lecture sponsors</li><li>• Recognition at Lectures</li></ul>

# Owen Sound Museums Events and Exhibits

## Fire & Ice – A Divalicious Girls Night Out! March 26, 2010



Event	Levels/Types of Sponsorships	Benefits & Opportunities Not all benefits and opportunities are listed below
<p>Second annual event for the ladies in the area to be served and pampered by local celebrities, some of our hottest men – the “FIRE”! Women can enjoy the ambiance of the evening, join in the excitement of the live auction of 5 fashionable purses with one purse containing the “ICE”.</p>	<p>Event Sponsors: \$400 (all sold for 2010)</p> <p>Ice Sponsors:\$250 (sold for 2010)</p> <p>Purse Sponsors \$ 250 (sold for 2010)</p> <p>Name Recognition:\$100</p> <p>Silent Auction Donors</p>	<ul style="list-style-type: none"> <li>• Logo and/or name in all advertising and publicity for event sponsors</li> <li>• Name in all advertising and publicity for Ice and Purse Sponsors</li> <li>• Logo and/or Name in program</li> <li>• Recognition at event</li> </ul>

# Owen Sound Museums Events and Exhibits

## “Cornerstones and Foundations”

An exhibit at Owen Sound Marine & Rail Museum

Opening April 14, 2010 and running for three years

Event	Levels/Types of Sponsorships	Benefits & Opportunities Not all benefits and opportunities are listed below
<p>Each Year Owen Sound Marine &amp; Rail Museum opens a new exhibit to capture our history in marine, rail or industry in Owen Sound and area. In 2010 we will be telling the story of Owen Sound’s West side industries. Over 10,000 local people and visitors will see this exhibit in the three years.</p>	<p>Main Sponsors: \$500</p> <p>Opening Ceremonies Name Recognition: \$100</p>	<ul style="list-style-type: none"><li>• Logo and/or name in all advertising and publicity for exhibit</li><li>• Logo on banner with exhibit and will be up for three years</li><li>• Logo and/or name in opening program</li><li>• Recognition at opening</li><li>• A chance to say a few words at the opening</li></ul>

# Owen Sound Museums Events and Exhibits

## “No Man Left Behind”

An exhibit at Billy Bishop Home & Museum - A National Historic Site  
Opening June 5, 2010 and running for three years

Event	Levels/Types of Sponsorships	Benefits & Opportunities Not all benefits and opportunities are listed below
<p>Each Year Billy Bishop Home and Museum - A National Historic Site opens a new exhibit to capture our history of WWI, WWII and Billy Bishop. No Man Left Behind will be stories of POWs and soldiers wounded or killed in action. Many of the stories will be about local veterans.</p>	<p>2010 Major Sponsor – RBC Foundation \$5,000</p> <p>Main Sponsors: \$500</p> <p>Opening Ceremonies Name Recognition: \$100</p>	<ul style="list-style-type: none"><li>• Logo and/or name in all advertising and publicity for exhibit</li><li>• Logo on banner with exhibit and will be up for three years</li><li>• Logo and/or name in opening program</li><li>• Recognition at opening</li><li>• A chance to say a few words at the opening</li></ul>

# Owen Sound Museums Events and Exhibits

## Owen Sound Heritage Days July 23 & 24, 2010

	Event	Levels/Types of Sponsorships	Benefits & Opportunities Not all benefits and opportunities are listed below
	<p>Owen Sound Heritage Days was developed in 2006 to celebrate the rich Marine and Rail Heritage of Owen Sound. Since then this event has expanded and is a major contributor in raising awareness of OUR HISTORY and OUR HERITAGE in the Owen Sound area. We will be celebrating our 5<sup>th</sup> Annual "Owen Sound Heritage Days" on July 23 &amp; 24, 2010. The Georgian Bay Tug Fest will be part of Owen Sound Heritage Days in 2010.</p>	<p>Platinum Sponsor - \$5,000 +</p> <p>Gold Sponsors – \$2,500</p> <p>Silver Sponsor – \$1,000</p> <p>Bronze Sponsor - \$500</p> <p>Name Recognition – \$100</p>	<ul style="list-style-type: none"> <li>▪More than 20,000 flyers distributed across Grey and Bruce Counties</li> <li>•Radio ads and interviews reaching over 100,000 people</li> <li>•T.V. interviews and News bulletins reaching over 50,000 people</li> <li>•Restaurant Table Cards reaching over 5,000 people</li> <li>•Information and Posters on both Museums Web Site which receive over 50,000 hits per month</li> <li>•Over 1800 people attended Owen Sound Heritage Days in 2009. With the expansion of the event and addition of new attractions in 2010, we are estimating that over 3,000 people will be attending Owen Sound Heritage Days in 2010.</li> </ul>

# Owen Sound Museums Events and Exhibits

## “Honouring Our Local Veterans”

An annual exhibit & major opening ceremony at Billy Bishop Home and Museum - A National Historic Site – October 13, 2010

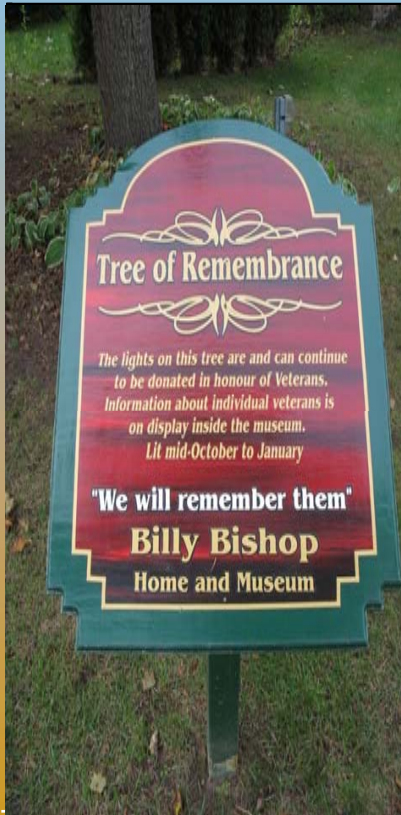


Event	Levels/Types of Sponsorships	Benefits & Opportunities Not all benefits and opportunities are listed below
<p>Billy Bishop Home and Museum - A National Historic Site will be celebrating their 10<sup>th</sup> Anniversary of Honouring Our Local Veterans. We capture the stories of 10 local veterans on plaques and unveil them at the Royal Canadian Legion. Over 230 people attend the opening ceremonies. The plaques are on display from October 2010 to February 2011 at the museum.</p>	<p>Main Sponsors: \$500</p> <p>Opening Ceremonies Name Recognition: \$100</p>	<ul style="list-style-type: none"> <li>• Logo and/or name in all advertising and publicity for exhibit</li> <li>• Logo on banner with exhibit</li> <li>• Logo and/or name in opening program</li> <li>• Recognition at opening</li> <li>• A chance to say a few words at the opening</li> </ul>

# Owen Sound Museums Events and Exhibits

## “Tree of Remembrance”

### A Symbolic Way of Expressing Our Appreciation to Our Veterans - Tree Lit Mid October to January



Event	Levels/Types of Sponsorships	Benefits & Opportunities Not all benefits and opportunities are listed below
<p>Billy Bishop Home and Museum - A National Historic Site's Tree of Remembrance Is a symbolic way of expressing our appreciation, love and remembrance of Veterans. People can purchase a Red Bulb on The Tree of Remembrance in tribute to or in memory of a Veteran. A Book of Remembrance with the photos of the veterans is displayed inside the museum for future generations. The tree in front of the museum is lit from mid Oct. to Jan.</p>	<p>Main Sponsors: \$350 First Year  \$300 2<sup>nd</sup> + Years</p> <p>To help with the hydro and advertisement of this important icon in our community.</p>	<ul style="list-style-type: none"> <li>• Logo and/or name in all advertising and publicity for the Tree of Remembrance</li> <li>• Logo and/or name on the poster and Display Sign for the Tree of Remembrance</li> </ul>

# Owen Sound Museums Events and Exhibits

## Mighty Museums Trivia Night and Silent Auction – October 21, 2010



Event	Levels/Types of Sponsorships	Benefits & Opportunities <small>Not all benefits and opportunities are listed below</small>
<p>Annual Fundraising event for Owen Sound Museums. Teams compete for cash prizes by answering trivia questions. Questions are based on general everyday topics so it is fun for everyone. Silent Auction, Draw Prizes and other activities are also happening throughout the evening. Up to 250 people attend.</p>	<p>Event Sponsors: \$500</p> <p>Food Sponsor \$ 250</p> <p>Business Card Ad:\$100</p> <p>Silent Auction Donors</p> <p>Draw Prize Donors</p>	<ul style="list-style-type: none"> <li>• Logo and/or name in all advertising and publicity for event sponsors</li> <li>• Logo and/or Name in program</li> <li>• Recognition at event program</li> <li>• Event Sponsors get a team table at the event (\$100 value)</li> </ul>

# Owen Sound Museums Events and Exhibits

## Victorian Christmas Exhibit & Social

Exhibit Opens - November 16 to December 23

Christmas Social - December 19, 2010



Event	Levels/Types of Sponsorships	Benefits & Opportunities Not all benefits and opportunities are listed below
<p>Enjoy Billy Bishop's childhood home decorated similarly to what it would have looked like in early days with garlands, ribbons, lace, lights, candles and trinkets. Amidst the original Bishop Family antiques a large Christmas tree is decorated with gifts and toys from that period. Christmas music piped throughout the museum ensures that all are filled with the holiday spirit.</p> <p>Sunday December 19, 2010 come and enjoy live music, carriage rides and have a chance to buy your last minute baking for Christmas.</p>	<p>Event Sponsors – \$300</p> <p>Name Recognition – \$100</p> <p>Food Donors</p>	<ul style="list-style-type: none"> <li>• Logo and/or name in all advertising and publicity for event and exhibit</li> <li>• Logo and/or name in program for the event</li> <li>• Logo on banner during the exhibit and event</li> </ul>