



CITY OF VICTORIA

Mayor

Lisa Helps
E mayor@victoria.ca
T 250.361.0200

Councillors

Marianne Alto
E malto@victoria.ca
T 250-361-0216

Chris Coleman
E ccoleman@victoria.ca
T 250-361-0223

Margaret Lucas
E mlucas@victoria.ca
T 250-361-0217

Jeremy Loveday
E jloveday@victoria.ca
T 250-361-0218

Ben Isitt
E bisitt@victoria.ca
T 250-361-0222

Pamela Madoff
E pmadoff@victoria.ca
T 250-361-0221

Charlayne Thornton-Joe
E cthornton-joe@victoria.ca
T 250-361-0219

Geoff Young
E gyoung@victoria.ca
T. 250-361-0220

1 Centennial Square
Victoria, British Columbia
Canada V8W 1P6

F 250.361.0348
www.victoria.ca

Corporation of the Township of Esquimalt
1229 Esquimalt Road
Esquimalt, BC V9A 3P1

Attn: Mayor Barb Desjardins

CORPORATION OF THE TOWNSHIP OF ESQUIMALT

For Information:

CAO

Mayor/Council

RECEIVED: APR 10 2018

Referred: Anja

For Action

For Response

COTW

For Report

Council Agenda

IC

Re: 2018 Canada Day Celebration

Dear Mayor Desjardins,

The Canada Day celebrations held annually in Victoria are a reflection of our national heritage and identity. As the biggest event on Vancouver Island, *Victoria Celebrates Canada Day* is well known, attracting more than 75,000 people, while it continues to expand its reach. It is only through the support of municipalities and corporate sponsors that we are able to produce an event that welcomes all residents and visitors to the Capital Region.

On July 1, 2018, local and national businesses and organizations have the opportunity to connect with a wide demographic to generate valuable brand recognition while demonstrating active support for our community.

With a Main Stage featuring live entertainment, an international food village, and family activities, this national celebration remains an anticipated and engaging community event. Over the past decade there have been performances by internationally recognized artists, such as Arkells, Radio Radio and Fred Penner, and homegrown favourites like Jon and Roy, Hey Ocean!, Quoia, the Odds, Current Swell, and Charlotte Diamond. In addition, the past few years have seen a successful green initiative, which will continue with the free bike valet, water bottle refill station, and an expansion of disposal containers.

We invite the Township of Esquimalt to be part of this event and welcome your participation as a sponsor. We kindly ask for a \$1,500 contribution for the Canada Day celebration as a recognized Sponsor Event Friend.

As in the past, your support will be acknowledged through the *Victoria Celebrates Canada Day* website, through recognition in media, and through on-site signage along the inner harbour.

Thank you for your consideration as we develop the Capital Region's largest community celebration of the year. Please find the sponsorship information attached to this email.

Sincerely,

Charlayne Thornton-Joe
Councillor, City of Victoria & Canada Day Celebration Organizer
Phone 250-361-0219