



# **GREEK DAY**

## **ON BROADWAY**

SPONSOR AND  
VENDOR OPPORTUNITIES

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SUNDAY, JUNE 25TH, 2017

[www.greekday.com](http://www.greekday.com)

# ABOUT GREEK DAY ON BROADWAY

Greek Day on Broadway is the largest one-day Greek festival in Vancouver and the grand finale event in a month-long Greek Heritage Festival. Presented by the Hellenic Canadian Congress of BC, the festival aims to share the rich Greek culture which spans 2500 years of history, including over 100 years of social and cultural contributions to the City of Vancouver. Greek Day on Broadway takes place on Sunday, June 25th, 2017. A five block stretch on West Broadway, from Macdonald to Blenheim, measuring almost one kilometer is closed off to traffic to make room for a world of delicious Greek food and drink, market vendors, entertainment and live music offering a laid back, yet lively Greek atmosphere. This award-winning festival presents valued community partners the opportunity to exhibit products, promote travel experiences, or showcase their brand to a massive captive consumer audience. Don't miss your chance to be a part of this Vancouver tradition. Come celebrate with us at Greek Day on Broadway 2017!

## ATTENDEES:

Greek Day is an established brand and is one of the top festivals in Vancouver, attracting over 100,000 people. This number grows each year as brand loyalty is strong within its core demographic of 25 to 50 years. This unique festival began over thirty years ago and is a free, family-oriented event that will be around for the long haul. It's happening once again for another exciting day filled with the sights, sounds, smells, tastes, and the lively atmosphere of Greece. With so much opportunity to connect directly with your target audience, if your brand is missing, you are missing out.

# EVENT DETAILS

**DATE:** Sunday, June 25th, 2017  
**LOCATION:** West Broadway, Vancouver  
(from Macdonald to Blenheim)  
**TIME:** 11:00 am – 9:00 pm

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## SCHEDULE:

<b>6:30 am - 10:00 am</b>	Event Set-up Period
<b>11:00 am</b>	Festival Opens - Let the Fun Begin!
<b>2:00 pm</b>	Opening Ceremony at Main Stage
<b>8:00 pm</b>	Beer & Wine Sales End
<b>8:30 pm</b>	Food Sales End
<b>8:30 pm</b>	Raffle Draw at Main Stage - Good Luck!
<b>9:00 pm - 12:00 am</b>	Event Dismantle Period (vehicle access permitted at 9:30 pm)

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# FEATURE ATTRACTIONS:

## KIDS ZONE

Arts and crafts, bouncers, face painting, balloon art plus much more to keep the little ones entertained

## FOOD & BEVERAGE VENDORS

Serving authentic Greek food and much more! Beer and wine will be available.

## PERFORMANCE STAGES

Folkloric performances, official Welcome Ceremony, live music, Greek dance lessons, evening concert & raffle draw.

## HELLENIC EXPERIENCE AREAS

Experience the authentic culture of Greece

## RAFFLE KIOSKS

Are you feeling lucky? Visit any one of the Raffle Kiosks for your chance to win.

## AGORA MARKETPLACE

Haggle a price and strike a bargain! Discover Treasures, trinkets, and more.



## **HELLENIC CANADIAN CONGRESS**

*- of -*

British Columbia

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### **Brief Description of HCC:**

The Hellenic Congress is an organization that fosters education, communication, and cooperation between Hellenic Canadians and other ethnic groups, and promotes the development of just and equitable policies and legislation concerning all citizens. The Congress encourages and promotes the retention and development of Hellenism in British Columbia within the multicultural context of Canada.

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[www.helleniccongressbc.ca](http://www.helleniccongressbc.ca)

# SPONSOR OPPORTUNITIES

	Presenting \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$3,000	Entertain- ment \$2,000	In-Kind
Category exclusivity	✓					
Opportunity to speak at Opening Ceremony at event	✓					
Exhibitor space at event	✓	✓	✓	✓		depending on level
Invitation to VIP Area at event	✓	✓	✓	✓	✓	✓
Parking pass for event	✓	✓				
Verbal recognition by event emcee	✓	✓	✓	✓		
Logo inclusion on event signage	✓	✓	✓	✓		depending on level
Name inclusion on event signage					✓	
Logo inclusion on Main Stage banner at event	✓	✓	✓	✓		
Company logo and link inclusion on Sponsor Page on greekday.com website	✓	✓	✓	✓	✓	✓
Company logo on Greek Day Festival Map & Program	✓	✓	✓			
Company name on Greek Day Festival Map & Program	✓			✓	✓	✓
Company name mention through Greek Day social media, leading up to festival	✓	✓	✓	✓	✓	✓
Logo inclusion in pre-event announcements in print, online and social media	✓	✓	✓			
Company Name inclusion in pre-event announcements in print, online and social media				✓		✓

# VENDOR OPPORTUNITIES

	Corporate Exhibitor	Food Vendor	Non-Profit Exhibitor	WBBIA Member Food Vendor	WBBIA Member Exhibitor	Agora Market Exhibitor (Full Tent)	Agora Market Exhibitor (Half Tent)
<b>Vendor and Exhibitor Criteria</b>	Companies with more than 50 employees (service producing) and 100 employees (goods producing), organization wide.	Vendors selling food and beverages.	Limited availability and must provide proof of non-profit or registered charity status	Members in good standing of the West Broadway Business Improvement Association.		Small, independent artisans and handmade goods.	
<b>Cost</b>	\$1,500 (\$1,400 early bird rate until March 31, 2017)	\$1,000	\$500	\$550	\$300	\$550	\$300
<b>Food Vendor Site Clean-Up Deposit (returned if site left clean)</b>		\$500		\$500			
<b>Assigned 10x20 street space</b>	✓	✓					
<b>Assigned 10x10 street space</b>			✓	✓	✓	✓	✓ (half of tent)
<b>10x20 white pop-up tent</b>	Upon request at time of application						
<b>10x10 white pop-up tent</b>			✓			✓	✓ (half of tent)
<b>Header sign</b>	Upon request at time of application						
<b>8' Table (upon request at time of application)</b>	1	4	1	4	1	2	1
<b>Chairs (upon request at time of application)</b>	2	4	2	4	2	4	2
<b>Company name listing on greekday.com</b>	✓	✓	✓	✓	✓	✓	✓
<b>Company name listing on Greek Day Festival Map &amp; Program</b>	✓	✓	✓	✓	✓	✓	✓
<b>Company name mention through Greek Day social media, leading up to festival</b>	✓	✓	✓	✓	✓	✓	✓
<b>Access to over 100,000 Vancouverites</b>	✓	✓	✓	✓	✓	✓	✓
<b>Staff credentials for your onsite team</b>	✓	✓	✓	✓	✓	✓	✓
<b>Beer &amp; Wine Sales Permitted</b>		Greek Associations only					

# IMPORTANT DATES

**March 31, 2017**

Corporate Vendor early bird rate deadline

**May 12, 2017**

**Vendor Application & Payment Deadline**  
– all insurance documents and required permits / permit applications are due by this date

**May 29, 2017**

Sponsor Application & Payment Deadline

**June 5, 2017**

Event day info and site placement details sent out via email to vendors

**JUNE 25, 2017**

GREEK DAY ON BROADWAY 2017

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**Sunday, June 24, 2018**

Mark your calendars for Greek Day 2018!



# GET IN TOUCH

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## EVENT MANAGEMENT

Sacha Chin  
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604-431-6732 x 101

## SPONSOR SALES & MANAGEMENT

Jennifer Harper Unçao  
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604-318-6999

## VENDOR SALES & MANAGEMENT

Jennifer Lam  
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## GREEK ASSOCIATION FOOD VENDOR SALES & MANAGEMENT

Pamela Tsatouhas  
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## VOLUNTEER MANAGEMENT

Tiffany Elsener  
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## MAILING ADDRESS

Hellenic Canadian Congress  
of BC  
c/o The FunTeam Group  
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Burnaby, BC V5J 3C7

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## SOCIAL MEDIA

 [contact@greekday.com](mailto:contact@greekday.com)

 [/GreekDayBroadway](https://www.facebook.com/GreekDayBroadway)

 [@GreekDayOnBway](https://twitter.com/GreekDayOnBway)

 [greekday.com](http://greekday.com)

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