

The background is a vibrant blue with scattered, multi-colored confetti pieces in shades of orange, red, teal, and dark blue. The main title 'The Craze' is centered in a large, bold, rounded font. 'The' is in teal, 'C' is in red, 'r' is in orange, 'a' is in teal, 'z' is in red, and 'e' is in orange. Below the title, the phrase 'join the fun!' is written in a smaller, dark blue, rounded font.

# The Craze

join the fun!

**PARTNERSHIP  
OPPORTUNITIES**

**MIP** MAC  
DONALD  
ISLAND  
PARK

# JOIN US!

Every New Year's Eve The Craze returns to the community, bigger, better and bolder than the year before! Attended by thousands annually, The Craze is the premier family oriented **New Year's Eve party of the year in Wood Buffalo!**

The Craze is the most popular annual community event, with an average **attendance of more than 6,000 people**, where families celebrate New Year's Eve together, all-day, with a wide variety of events and entertainment at MacDonald Island Park. The Fort McMurray community spends their New Year's Eve celebrating with family and friends at The Craze!

This action-packed and fun-filled **free** day of entertainment and activities includes something for everyone. From professionally choreographed fireworks, music and stage performances to craft stations, face painters and balloon artists – and the fun doesn't end there! Free swimming, curling, rock climbing, golf, public skating and much more at MacDonald Island Park combined with the special events to create a day of celebration as the community gathers to ring in a new year.

With you as partner, we have the opportunity to deliver an exceptional celebration for thousands of community members. **The Craze offers the absolute best in providing a fun, safe and free family celebration on New Year's Eve.**

We look forward to your partnership with the Regional Recreation Corporation of Wood Buffalo to present this event to the community. With your partnership, this New Year's Eve will be a memorable one in Wood Buffalo!

Partnership opportunities are limited and are booked on a first come first serve basis.

**Reserve your spot to be part of The Craze today!**

*Sincerely,*



**Caitlyn Lee**

*Sponsorship & Advertising Coordinator*

Regional Recreation Corporation of Wood Buffalo

[sponsorship@rrcwb.ca](mailto:sponsorship@rrcwb.ca)



**The Craze**

# PLATINUM SPONSOR

## THE CRAZE TITLE PARTNER

### THE CRAZE

The Craze has evolved to become bigger and better each year with more events, activities, and entertainment, as well as increased attendance. As the *official* Title Partner for **The Craze**, you will receive the maximum brand exposure and the highest level of affiliation with the most anticipated event of the year!

Your organization will be provided the opportunity to showcase your community spirit to thousands of families attending various activities and entertainment all day long. For the first time in **seven years**, the Title Partner opportunity is available for your corporation to secure your spot in Fort McMurray's Holiday tradition. Lock in the 2017 Title Partner pledge for your choice of 1 year or the discounted pledge a 3 year option.

### PLEDGE OPTIONS

**\$20,000**  
OVER 1 YEAR

**\$45,000**  
OVER 3 YEARS

# PLATINUM SPONSOR

## THE CRAZE TITLE PARTNER

### Partnership Benefits

#### Platinum Tier - 1 Available

- Your organization will receive the highest level of brand recognition as the Platinum Sponsor of The Craze.
- Official naming rights for the event; commencing in 2017 the event shall be referred to as “**The Craze, presented by \_\_\_\_**”.
- Will bring recognition to your brand as a top level community supporter in Wood Buffalo.
- Formal brand recognition in all promotional material, including MacDonald Island Park digital displays, press releases, social media, websites and advertising campaigns.
- Onsite recognition: Your organization’s name/logo will be prominently displayed throughout the event and will be included on all event material, including visually impactful signage.
- Involvement/Approval of all logo design and placement.
- Partnership and logo recognition on event page and websites: rrcwb.ca and macdonaldisland.ca.
- Prominent recognition in the official event program.



### Optional Sponsorship Addition

#### Additional Exposure: Snapchat Geofilter with The Craze & Your Logo \$1,000 per year

The Craze Geofilter will promote your corporate brand and partnership with The Craze by providing an avenue for you to reach greater audiences and inspire the community to celebrate New Year’s Eve together at MacDonald Island Park. When Snapchatters at The Craze take a Snap, they’ll be able to see your customized Title Partner geofilter and use it to explain where, when, and why they took the Snap.

*First privilege provided to the Title Partner at a discounted rate. Your organization will be involved with geofilter review and approval process.*

**In 2016, the Craze Geofilter was viewed over 2,500 times!**

The Craze