



LAPU-LAPU DAY  
**SPONSORSHIP  
PACKAGE**  
COMMUNITY

APRIL 27, 2024

Kicking off festival season with the first multi-block party in Sunset -  
the most diverse neighbourhood in Vancouver!



Prepared By:  
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# INTRODUCTION

Join us in celebrating the extraordinary legacy of the Philippines' first national hero, Indigenous Chieftain Datu Lapu-Lapu, whose historic triumph over Spanish forces in 1521 delayed colonization by an impressive 44 years.

In a groundbreaking move, the Province of British Columbia officially recognized April 27th, 2023 as Lapu-Lapu Day, marking the first-ever proclamation of its kind in North America. And this year, we are taking it to new heights with an exhilarating Filipino multi-block party at the heart of South Vancouver - Sunset on Fraser Street.

This festival is not just about commemorating history; it's a vibrant tribute to the resilience and resistance that defines the Filipino spirit. In partnership with Sunset on Fraser Business Association, Filipino BC is thrilled to invite you to join us in the most diverse neighborhood in Vancouver.



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## FILIPINO BC

Filipino BC, a society under the Societies Act of British Columbia, represents a dynamic coalition of individuals and organizations dedicated to envisioning a vibrant Filipino community in BC. Our vision is to create a community that not only cherishes Filipino culture and heritage but also uplifts and empowers its members, fostering generational resilience.

At the core of our mission is the development of cultural and heritage programs and events that artfully showcase the rich tapestry of the Filipino community in British Columbia. Join us on this journey as we strive to make a lasting impact and celebrate the unique diversity that defines us.



## SUNSET ON FRASER

A street as diverse as it's people!

The heart of the Sunset neighbourhood and Vancouver's Southern Gateway. Sunset on Fraser welcomes you to Vancouver by providing an authentic experience of the incredible multicultural fabric that makes our city so unique. This is Vancouver's most culturally diverse shopping district

In partnership with the Sunset on Fraser Business Association we are excited to present a first of its kind festival and block party in South Vancouver. Celebrating the rich Filipino and diverse heritage of the the community.



# EVENT OVERVIEW

<b>DATE</b>	April 27, 2024
<b>TIME</b>	11:00 AM - 7:00 PM
<b>LOCATION</b>	South Vancouver (John Oliver Secondary & E 43rd Ave to E 47th Ave)

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Welcome to the first-of-its-kind multi-block party in South Vancouver! This groundbreaking event promises an unforgettable experience filled with cultural, music, and dance performances across two vibrant stages. Attendees will immerse themselves in art installations and murals, family-friendly activities, and educational programs. The heart of the festival lies in the diverse Palengke Market, spanning three city blocks and featuring Sunset on Fraser and Filipino food & market vendors. Additionally, our Community Organization Plaza showcases a myriad of Filipino organizations, sponsors, and community organizations & non-profits from across Vancouver. To add to the excitement, the event introduces the First Annual Lapu-Lapu Day Basketball Invitational.



## Cultural Extravaganza

Welcome to a unique Cultural Extravaganza! Enjoy curated performances on two stages, captivating art installations, and educational activities for all ages. Join us for a celebration that inspires and unites through cultural diversity of the Filipino Community.



## Community Organization Plaza

Discover a hub of unity at our Community Organization Plaza, featuring Filipino organizations, sponsors, and Vancouver-based non-profits. Join us in celebrating the vibrant tapestry of Filipino culture and fostering community connections.



## Basketball Invitational

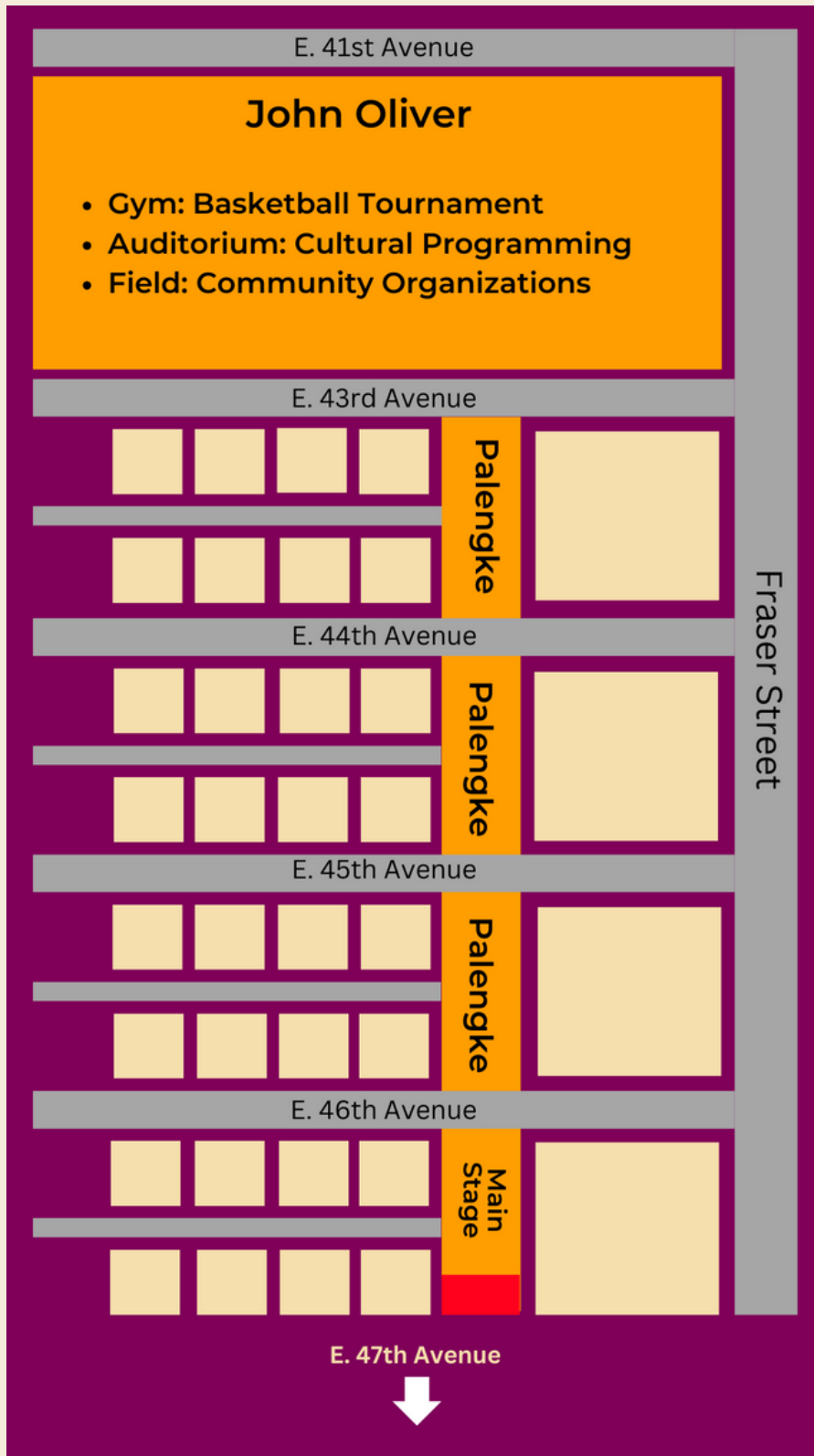
Introducing the First Annual Lapu-Lapu Day Basketball Invitational! Join us for a thrilling day of competition and camaraderie, uniting sports enthusiasts in celebration of the spirit of sportsmanship. Don't miss the action!



## Palengke Market

Explore the vibrant Palengke Market at the Lapu-Lapu Block Party—three blocks filled with over 100 Filipino food and market vendors. Shop, dine, and explore unique products, experiencing the rich flavours of Filipino culture in one dynamic location.

# EVENT MAP



# SPONSORSHIP OPPORTUNITIES



Sponsorship offers a unique opportunity to be part of history, connecting your brand with Filipino culture and demonstrating a commitment to diversity and community. Your support plays a pivotal role in kicking off the festival season, uniting families, friends, and communities.

## **Brand Alignment and Promotion**

Elevate your brand by aligning with a celebration of history, culture, and unity. Secure your sponsorship today to be at the forefront of this occasion, with unique promotional opportunities across Filipino BC and partner social media channels, including the largest Filipino platform in North America, Filipinos in the6ix, boasting over 300,000 followers.

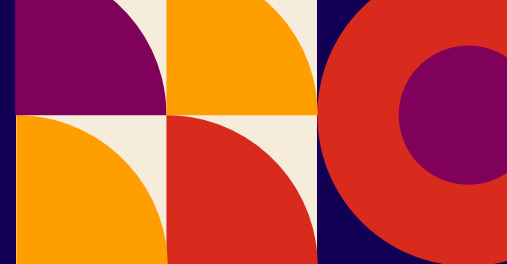
## **Community Impact**

The Filipino community in BC, numbering nearly 200,000, stands as the third-largest and the largest incoming immigrant population in Canada. Your sponsorship not only enhances your brand but also contributes to the success of the Lapu-Lapu Block Party's programming and production. These funds ensure that the event becomes a premier celebration for years to come.

Don't miss the chance to be part of history and celebrate diversity, culture, and unity at the Lapu-Lapu Block Party. Secure your sponsorship, connect with the Filipino community, and make a lasting impact on this groundbreaking event.



# SPONSORSHIP OPPORTUNITIES



In-kind sponsorship that offsets the cost of the festival is another great way to support the festival and gain recognition for your organization. For example, we are seeking gifts and prizes for various activities throughout the festival.

\*Exclusive and venue sponsors include exclusive or limited naming rights to the individual items listed

	Exclusive Sponsor (Platinum)*	Venue Sponsor (Gold)*	Service & Activity Sponsor (Silver)	Service & Activity Sponsor (Bronze)
	\$ 25,000	\$ 10,000	\$ 5,000	\$ 2,500
Named sponsor for the Main Stage, Presenting Sponsor for Headliner, Community Plaza, Palengke Market, Lapu-Lapu Invitational Basketball Tournament, Exclusive After Party	X			
Named sponsor for the Afternoon Main Stage Performance (Featured Line-Up), Small Stage Sponsor, Kid Zone, Cebuano Cultural Sponsor (Performances, Costumes, Educators, Artists), Featured Art Installation & Social Media Activation		X		
Named sponsor for the Drag Exhibition Sponsor, Fashion Show Sponsor, Individual Mural Sponsor (8 Murals), Family Friendly Activities, VIP Suite & Green Room, Other (to be negotiated)			X	
Named sponsor for the First Aid Tents, Volunteer Clothing, Food & Refreshments, Information Booth, Other (to be negotiated)				X
10 X 10 festival tent space for your display	X	X		
Name or logo in designated pre-festival advertising and all printed material	X	X	X	
Name or logo in digital festival show guide	X	X	X	X
Custom signage at sponsored venue		X		
Name or logo on onsite signage	X		X	X
Onsite display of your signage or banners at your specific venue	X			
Opening ceremony recognition and multiple mentions on stage by Emcee	X	X	X	
Main stage signage (beside the stage)	X			
Corporate recognition on stage during public address by Emcee				X
Recognition on website, media release and social media	X	X	X	X

# APPLICATION FORM

Please fill out the [Google application form](#) on [www.LapuLapuDay.com](http://www.LapuLapuDay.com) or fill out this physical form and send it to [pam@filipinobc.com](mailto:pam@filipinobc.com).

<b>Full Name</b>		<b>Phone Number</b>	
<b>Email</b>			
<b>Org Name</b>			
<b>Org Address</b>			
<b>Brief Description of Your Org</b>			
<b>Website</b>		<b>Social Handles</b>	
<b>Briefly describe why you want to be a sponsor.</b>			

# APPLICATION FORM

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**What type of sponsorship would you like?**

- Exclusive Sponsor (Platinum) - \$25,000
- Venue Sponsor (Gold) - \$10,000
- Service & Activity Sponsor (Silver) - \$5,000
- Service & Activity Sponsor (Bronze) - \$2,500
- In-Kind Sponsor

**If you are a financial sponsor, would you be able to provide full sponsorship fee by March 15th?**

Yes

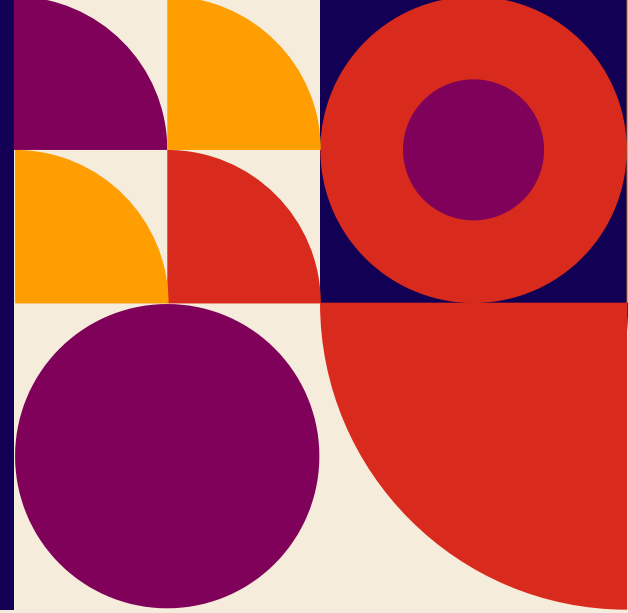
**If you are a In-Kind Sponsor, please describe the type of sponsorship you would like to provide.**

**Have you participated in similar events before? If so, please specify.**

**Signature**  
(Confirm your agreement to everything on the application)

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# CONTACT US



Don't miss out! Be part of this incredible celebration, spotlight your brand to a vibrant audience. Partner with us in making Lapu-Lapu Day a standout event, reveling in unmatched exposure and excitement. Apply now to be a sponsor and be a key player in this thrilling experience!

## TO APPLY OR FOR MORE INFORMATION, PLEASE CONTACT:



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