

# HISTORIC O'KEEFE RANCH

## 2021 SPONSORSHIP PACKAGE



### OUR STORY

The Historic O'Keeffe Ranch was founded in 1867, two weeks before the confederation of Canada. The Ranch played a vital role in the development of Vernon and the North Okanagan and it provides insight into the early beginnings of the settlement of the Okanagan Valley. The heritage site is one of the most significant attractions in the valley and should be preserved and invested in for the benefit of future generations. Our goal is to keep this special place alive so that locals and visitors can learn and enjoy our heritage and appreciate how the community was built.

### WHO WE ARE

Historic O'Keeffe Ranch tells the story of early BC Ranching and endeavours to preserve the history and culture of the early ranching era for future generations.

### OUR MISSION

Bring ranching and farming heritage to life, create vibrancy for our communities through interactive activities and events; to preserve and demonstrate the rich ranching and farming heritage of the North Okanagan.

### OUR VISION

To create an attraction that is dynamic and desirable, while maintaining our heritage, agricultural and farming character.



## LOCAL SUPPORTING LOCAL

Thousand of locals and guests from around the world visit our grounds each year and we expect that to continue to increase as our programming and audience expand. With the support of businesses like yours, we will be able to grow our events, keep the history of O'Keefe Ranch alive, and celebrate our local commiunity!



### OUR AUDIENCE - YOUR OPPORTUNITY

O'Keefe Ranch truly offers something for everyone. We have an incredibly diverse demographic, ranging from adults and families to seniors and youth. Every season we welcome over 30,000 visitors to our grounds. The O'Keefe Ranch is one of the most popular tourist attractions in the Okanagan Valley, and visitors from all walks of life enjoy our site every year.



### OUR EVENTS- YOUR OPPORTUNITY

In conjunction with hosting many special events with considerable attendance, we have hosted over 50 North Okanagan Schools, turned over 4,000 Educational Tours, provided 500 Mansion Tours and have created numerous projects for the local communities to participate in over the years. Some of our most popular traditional events are our "Family Fun Days" which are held throughout the summer and fall and draw thousands of visitors each season.



### OUR FANS - YOUR OPPORTUNITY

With over 4,500 Facebook followers and over 1,800 Instagram followers (and growing every day!), we have a substantial local platform with great organic growth. Our e-mail marketing campaigns have high click-through rates with almost 2,000 subscribers. We have high levels of engagement on our posts and email marketing campaigns and pride ourselves in our local involvement on our platforms.

## THANK YOU!

*"The Historic O'Keefe Ranch would not be able to keep our community's history alive without the support of local businesses like yours. By partnering with local brands and businesses we build community together and give you the positive benefit of aligning with a much-loved, world-renowned local attraction."*

*-The Board, Staff & Volunteers of O'Keefe Ranch*





# 2021 ANNUAL CORPORATE SPONSORSHIP OPPORTUNITIES

## ..... PRESENTING PARTNER .....

\$5,000

### MAKE AN IMPACT!

- Your business will be directly connected with all activities, events and promotions at O'Keefe Ranch.
- All Special Events will have your logo on all advertising material [i.e. tickets, posters and web advertising].
- Logo prominently positioned on [www.okeeferanch.ca](http://www.okeeferanch.ca) Sponsorship Webpage.
- Logo on all Special Event advertisements including social media, digital media, print media, ticket back.
- Logo on all "Sponsorship Thank You" social media posts, digital media, print media, and press releases.
- 20 Seasons Passes to O'Keefe Ranch, all of its activities and in-house events for your staff, friends or family.
- Your logo banner will be present at the **Entrance of O'Keefe Ranch** in a prominent position throughout our season.

## ..... MAJOR PARTNER .....

\$3,000

### IMPORTANT CONTRIBUTION!

- Your business will be directly connected with all activities, events and promotions at O'Keefe Ranch.
- Logo prominently positioned on [www.okeeferanch.ca](http://www.okeeferanch.ca) Sponsorship Webpage.
- Logo on all "Sponsorship Thank You" social media posts, digital media, print media, and press releases.
- 10 Seasons Passes to O'Keefe Ranch, all of its activities and in-house events for your staff, friends or family.
- Your logo banner will be present at **St. Anne's Church** in a prominent position throughout our season.

## ..... EVENT PARTNER .....

\$2,000

### MAKE A DIFFERENCE!

- Your business will be directly connected with Mother's Day, Father's Day and Family Day events at O'Keefe Ranch.
- Logo prominently positioned on [www.okeeferanch.ca](http://www.okeeferanch.ca) Sponsorship Webpage.
- Logo on all "Sponsorship Thank You" social media posts, digital media, print media, and press releases.
- Business mention on any advertising material related to the in-house events at O'Keefe Ranch.
- 6 Seasons Passes to O'Keefe Ranch, all of its activities and in-house events for your staff, friends or family.
- Your logo banner will be present at the **General Store** throughout the season.

## ..... HISTORIC PARTNER .....

\$1,000

### KEEP THE HISTORY ALIVE!

- Your business will be directly connected with our conservation of historic assets at O'Keefe Ranch.
- Logo positioned on [www.okeeferanch.ca](http://www.okeeferanch.ca) Sponsorship Webpage.
- Logo on all "Sponsorship Thank You" social media posts, digital media, print media, and press releases.
- Business mention on any advertising material related to historic conservation at O'Keefe Ranch.
- 6 Seasons Passes to O'Keefe Ranch, all of its activities and in-house events for your staff, friends or family.
- Your logo banner will be present at the **Greenhow Museum** throughout the season.

We look forward to discussing your interest in sponsoring O'Keefe Ranch and are happy to customize a package specific to your needs.

If you are interested in supporting Historic O'Keefe Ranch but don't need the benefits, we invite you to consider making a tax-deductible charitable donation.

*Thank you for your support!*






CONTACT US FOR MORE INFORMATION



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