



Kawartha Settlers' Village

Moving the Village Forward

2021 Sponsorship Campaign

Dear Valued Moving the Village Forward Donor,

The COVID-19 pandemic which began in February 2020 has had a major impact on our community and the operations of Kawartha Settlers Village. The initial lock-down prevented us from opening our gates until July 1, 2020. What surprised us, was even with our late opening, 2020 still managed to be our best year to date for gate receipts and visitors to the Village. With a large open space, and safety measures in effect, it allowed for general admission to occur in a safe and educational environment.

The restrictions of COVID-19 resulted in the cancellation of most of our annual fundraising events.. We were able to present the 23rd Annual Festival of Trees in a re-imagined process using a drive through approach accompanied by an online auction. It was a success, but on a smaller scale than previously. We were very pleased with the community response.

It was a difficult year for the Village but we ended with a small surplus as a result of government grants, gate receipts, memberships and donations.

What are we up to for 2021?

- Open the gates to visitors by June 1st if permitted by the local Health Unit.
- We plan to start the Visitor Centre construction and continue with our fundraising campaign to raise \$50,000 to assist with the project costs.
- Thanks to a grant from Kawartha Lakes Community Futures Development Corporation, we are installing Village wide WiFi, a new online ticketing software and box office equipment .
- Thanks to the Chest Fund, we have been able to install air purification systems in high traffic areas in the Village to assist in the safety and wellbeing of staff, attendees and volunteers.
- We plan to operate re-imagined events, that are safe and effective during the current Pandemic and place a large focus on a "working" Village with added displays and demonstrations.

On the following page, we've put together 4 value-packed sponsorship opportunities starting at \$500/year. In exchange for your support, perks include: being listed on our websites sponsorship page, receiving a shout out on our social media and in the Village Voice newsletter and your name on the recognition plaque. Please note, we have removed event sponsorship as a tier, due to the uncertainty of how events will occur in the 2021 season.

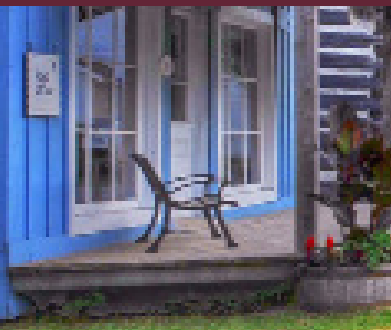
We hope you will continue to support the Village through your participation in the Moving the Village Forward Campaign, and allow us to continue to grow and thrive.

Al Ingram
President
Kawartha Region Arts & Heritage Society



Moving the Village Forward

Sponsorship Opportunities



THE PERKS



\$5,000 +



\$3,000 - \$4,999



\$1,500 - \$2,999



\$500 - \$1,499

Listed on website
Sponsorship page



Social Media
Shout-out



Newsletter
Shout-out



Sponsorship
Wall at KSV



Recognition
Plaque



Logo + Link
on Website
Homepage



Press
Release



“A place to experience arts, culture and heritage.”

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