

SEA KING RETIREMENT

A CELEBRATION 1963 - 2018



Dear Potential Sponsor,

After a long and distinguished 55-year career in service to Canada, the Sea King helicopter will retire at the end of 2018. To celebrate this significant event, a committee has been formed and is making good progress planning the celebration of the Sea King's retirement.

We have confirmed with the Wing Commander at 12 Wing and the Base Commander at CFB Esquimalt that our commemoration events will be centered on the 1 December 2018 weekend in Victoria, BC. Our website - skr18.ca - offers details on our planning to date, with much more to come. A Facebook site has also been established at "Sea King Retirement", which allows for the aviation community to exchange memories of the Sea King in Canadian service.

Through the years, the Sea King and the maritime helicopter community have received outstanding support from Defence industries that have so capably supported the aircraft and its operation. It is our hope that your company will join us for the retirement celebrations and, where possible, sponsor or support the events being organized.

Your assistance will help us make this high profile event a complete success. To that end, I have included our sponsorship package for your consideration.

As the chair for the retirement committee, I encourage you to be part of this historic event. If you would like to be a sponsor, please contact me or Melissa Atkinson at melissa.atkinson@forces.gc.ca.

Ian Lightbody, Colonel (retired)
Chair, Sea King Retirement Committee
cav8tor@me.com
250-888-7526



SEA KING
RETIREMENT



SPONSORSHIP
OPPORTUNITIES

BE A PART OF HISTORY NOW IS YOUR CHANCE!

DIFFERENTIATE YOURSELF FROM THE COMPETITION by supporting the Canadian Armed Forces, Royal Canadian Air Force, and Canada as they say farewell to the workhorse of the air force and navy, the CH-124 Sea King helicopter.

2018 marks the retirement of this versatile ship-borne maritime helicopter that has been in operation serving Canada since 1963.

In honour of this historic finale, the Royal Canadian Air Force is inviting current and former military members, their families, and government dignitaries to join them for a two-day retirement event.

The celebration starts in Victoria, BC, Friday Nov. 30, 2018, with a meet and greet, followed the next day by a Sea King Retirement Parade and Sea King Ceremonial Fly Past at 443 Maritime Helicopter Squadron in Pat Bay, North Saanich BC, and ending on a high note with a Formal Sea King Retirement Dinner on Saturday evening in the Squadron's new hangar Arundel Castle.

This prestigious event is expected to capture local, national, and international attention through media and social media channels.

Your sponsorship support is needed to make this celebration one for the history books.

ABOUT THE SEA KING

THE CH-124 SEA KING is a ship-borne maritime helicopter with unique capabilities. The aircraft's compact design boasts a fold-up rotor and tail that help it to fit on even the smallest warship's deck. Its amphibious hull enables it to conduct an emergency water landing.

The CH-124 is powered by two turboshaft engines and is equipped with subsurface acoustic detection equipment and homing torpedoes. Employing these, the Sea King lifts off from destroyers and frigates to locate and destroy submarines.

The helicopter also plays a vital role in international peacekeeping operations. It has been heavily committed to the international campaign against terrorism conducting hundreds of missions to transport troops and locate suspicious vessels.

It has seen service in a variety of international and domestic roles in recent years including the Persian Gulf, Somalia, Yugoslavia, East Timor, Manitoba Floods, and Haiti.

Indeed, the Sea King is one of the busiest aircraft in Canada's Air Force. However, the Sea King will be replaced by the CH-148 Cyclone in 2018.



LEVELS OF SPONSORSHIP



PLATINUM

\$25,000

PRE-EVENT BENEFITS

- Premier exposure as Platinum Sponsor with preeminent logo placement in all relevant event marketing.
- Full page ad in the keepsake event program guide distributed to all attendees at registration.
- Web ad on the Sea King retirement website: www.skr18.ca with link to your company's website.
- Logo on event tickets.

ON-SITE BENEFITS

- VIP invitation for eight to the Meet and Greet, and Formal Dinner. This includes complimentary beverages.
- VIP attendance at the Parade and Fly Past.
- Acknowledged as Platinum Sponsor of the Meet and Greet and the Formal Dinner.
- Opportunity to provide five minutes of remarks to welcome attendees and share information about your company and its relationship to the Sea King.
- Company logo on the dinner menu, table cards, and on the Formal Dinner and Meet and Greet rotating slide show.
- Banner/booth at the event venues.
- Complimentary gifts: retirement coins, coffee table books, prints and patches.

POST-EVENT BENEFITS

- Premier inclusion in post-event "thank you" email message to attendees.
- Premier exposure as Platinum Sponsor on all internal military communication products such as base newspaper(s) coverage.
- Social media promotion via Twitter and Facebook.
- Premier exposure as Platinum Sponsor in the Keepsake Coffee Table book.

GOLD

\$15,000

PRE-EVENT BENEFITS

- Exposure as Gold Sponsor with logo in all relevant event marketing.
- 1/2 page ad in the keepsake event program guide distributed to all attendees at registration.
- Logo on the Sea King retirement website: www.skr18.ca with link to your company's website.

ON-SITE BENEFITS

- Invitation for six to the Meet and Greet and Formal Dinner. This includes complimentary beverages.
- Attendance at the Parade and Fly Past.
- Acknowledged as Gold Sponsor of the Meet and Greet and the Formal Dinner.
- Company logo on the rotating slide show at both events.
- Banner at the event venues.

POST-EVENT BENEFITS

- Inclusion in post-event "thank you" email message to attendees.
- Exposure as Gold Sponsor on all internal military communication products such as base newspaper(s) coverage.



LEVELS OF SPONSORSHIP

SILVER

\$8,000

PRE-EVENT BENEFITS

- Exposure as Silver Sponsor with logo in all relevant event marketing.
- 1/4 page ad in the keepsake event program guide distributed to all attendees at registration.
- Logo on the Sea King retirement website: www.skr18.ca with link to your company's website.

ON-SITE BENEFITS

- Invitation for four to the Meet and Greet and Formal Dinner.
- Attendance at the Parade and Fly Past.
- Acknowledged as Silver Sponsor of the Meet and Greet and the Formal Dinner.
- Company logo on the rotating slide show at both events.

POST-EVENT BENEFITS

- Inclusion in post-event "thank you" email message to attendees.
- Exposure as Silver Sponsor on all internal military communication products such as base newspaper(s) coverage.

OTHER SPONSORSHIP OPPORTUNITIES

SEA KING RETIREMENT KEEPSAKE COIN SPONSOR (ONE ONLY - \$6,000)

- Your company's branding (small card) in the velvet coin bag.
- Dinner for two at the Formal Dinner.

FORMAL DINNER WINE SPONSOR (ONE ONLY - \$5,000)

- Exposure as the wine sponsor on the dinner menu.
- Dinner for two at the Formal Dinner.

FORMAL DINNER CHOCOLATE TRUFFLE BOX (ONE ONLY - \$4,000)

- Your company's branding on the truffle box. Chocolates to be placed at each table setting at the Formal Dinner.
- Dinner for two at the Formal Dinner.

» CONTACT

For information on how to become a sponsor:

EMAIL MELISSA ATKINSON AT:
MELISSA.ATKINSON@FORCES.GC.CA
OR CALL 250-363-3372

