

DIEFENBUNKER SPONSORSHIP OPPORTUNITIES FOR 2024

The Diefenbunker is Canada's most significant surviving Cold War artifact — it is an impressive four-storey underground facility that operated as the country's central communications headquarters during the Cold War, ready at any moment in case of a nuclear attack. Today, it is a one-of-a-kind museum and national historic site.

We operate as an independent charitable organization, preserving important Canadian Cold War artifacts and stories and welcoming visitors from all around the world to immerse themselves in history. We promote the importance of understanding our past, for present and future generations to strive to build a more peaceful future.

In the coming months, we have several sponsorship opportunities that can put your organization at the forefront of important community events — attracting a wide range of people and favourable media attention. We welcome you to join us as sponsors for the following special events:

- [Toddlers' Halloween Hunt](#): October 23 – October 25
- [Cold War Speaker Series](#)
 - September 12: Women in Canada's Cold War military
 - October 17: Canada and the US in the early Cold War
 - November 14: Canada and NATO during the Cold War
- [Whisky Tasting Fundraiser](#): November 16

We hope to collaborate with you on these or other opportunities — we're open to tailoring an offer that suits your unique goals. To discuss these sponsorship opportunities, please contact:

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Donor Engagement Lead
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WHY SUPPORT THE DIEFENBUNKER?

- Be an active community contributor
- Help preserve important history
- Support educational initiatives
- Promote your products or services to local and regional audiences



6.1k
people
receiving our
e-newsletter



16.7k
followers
across our
social media



60k
avg. website
views per
month

SUMMARY OF SPONSORSHIP OPPORTUNITIES AND BENEFITS

Toddlers' Halloween Hunt

Sponsorship	# Available	Photo Booth	Blog Post	Booth	Treat Bag	Recognition on Signage	Digital Recognition	Halloween Tickets	Museum Tickets
Photo-Booth Sponsor (\$4,000)	1	✓	✓	✓	✓	Throughout October	Newsletter, website, social media	10	15 private tour
Uranium (\$2,500)	3			✓	✓	On day of event	Newsletter, website, social media	8	10 private tour
Radium (\$1,000)	4				✓		Website	5	4 general admission
Neptunium (\$500)	Unlimited						Website	5	2 general admission

Cold War Speaker Series

Sponsorship	# Available	Logo on Screen	Verbal Recognition	Blog Post	Recognition on Signage	Digital Recognition	Museum Tickets
Series Sponsor (\$4,000)	1	✓	✓	✓	✓	Newsletter, website, social media	15 private tour
Headline (\$2,000 per event)	1 per event		✓	✓	✓	Newsletter, website, social media	10 private tour
Neptunium (\$500 per event)	Unlimited					Website	4 general admission

Whisky Tasting Fundraiser

Sponsorship	# Available	Naming Rights	Blog Post	Recognition on Tables	Verbal Recognition	Silent Auction	Logo on Screen	Digital Recognition	Whisky Tickets
Title Sponsor (\$5,000)	1	✓	✓	✓	✓	✓	✓	Newsletter, website, social media	8
Uranium (\$3,000)	3			✓	✓	✓	✓	Newsletter, website, social media	4
Radium (\$1,500)	4				✓	✓	✓	Website	2
Neptunium (\$500)	Unlimited					✓	✓	Website	0

All sponsors will be recognized in our Annual Report.

TODDLERS' HALLOWEEN HUNT

October 23 – October 25

Toddlers and their parents are invited to put on their favourite costumes and celebrate Halloween, 75 feet underground. Children will be able to explore the fun and spooky decorations throughout the museum, play games, and collect small treats. **Last year, we saw close to 400 children and their families at the bunker.**

This event offers sponsors the opportunity to advertise in heavily visited event spaces and to set up a booth. Our popular Halloween celebration has received positive media coverage, such as when [CTV News](#) reported on the bunker's "zombie apocalypse of cuteness."

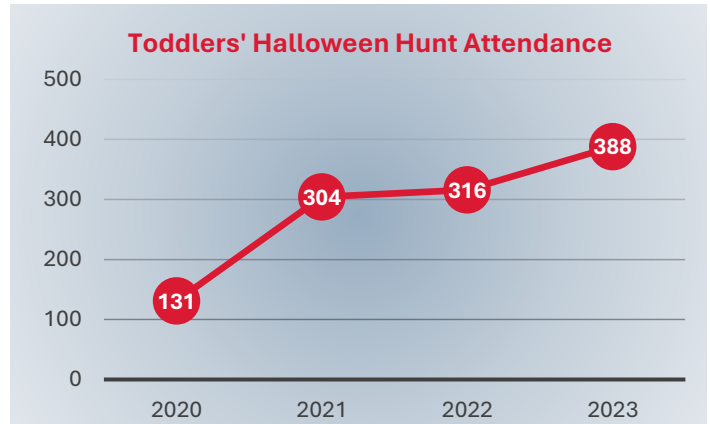


Photo-Booth Sponsor: \$4,000 (one available)

- Your logo visible in our photo booth
- A booth where you can promote your organization or sell merchandise
- Your promotional material or merchandise in treat bags given to attendees
- Recognition in an event-specific blog post
- Recognition on museum signage throughout October
- Recognition on our newsletter, website, and social media
- 10 tickets to Toddlers' Halloween Hunt
- 15 tickets for a private tour of the museum
- Recognition in our Annual Report

Uranium Sponsor: \$2,500 (three available)

- A booth where you can promote your organization or sell merchandise
- Your promotional material or merchandise in treat bags given to attendees
- Recognition on museum signage on the dates of the event
- Recognition on our newsletter, website, and social media
- Eight tickets to Toddlers' Halloween Hunt
- 10 tickets for a private tour of the museum
- Recognition in our Annual Report

Radium Sponsor: \$1,000 (four available)

- Your promotional material or merchandise in treat bags given to attendees
- Recognition on our website
- Five tickets to Toddlers' Halloween Hunt
- Four tickets for general admission to the museum
- Recognition in our Annual Report

Neptunium Sponsor: \$500 (unlimited availability)

- Recognition on our website
- Five tickets to Toddlers' Halloween Hunt
- Two tickets for general admission to the museum
- Recognition in our Annual Report

COLD WAR SPEAKER SERIES

Four presentations from October to December

In 2022, we launched an annual Speaker Series, to leverage our important platform as a resource on the Cold War.

This free public series includes presentations by diverse experts on a wide range of Cold War topics. **By sponsoring**

the Series, you'll be taking part in an educational event that is making history accessible to the public.

2023 Series Registration	Total Views of Presentation Videos on YouTube
244	1,086

Each presentation is hosted by the Diefenbunker's Curator and lasts 60 to 90 minutes, including discussion. **Events are free to attend**, and our museum staff directly invites relevant professors, student groups, and members of the public. **Recordings of each event are posted to our YouTube channel for continued engagement.** In the past, we've received several media mentions for this event, including from West Carleton Online, Happening Next, and the Ottawa Museum Network, and have seen active participation from Canadian university professors and students.

- **September 12:** [Panel on Women in Canada's Cold War Military](#) (live at the Diefenbunker)
 - Moderator: Karen McCrimmon, MPP Kanata—Carleton
 - Panelists: Deanna (Dee) M. Brasseur, Major (retired) CM CD2 & Senator Rebecca Patterson, Rear-Admiral (retired) OMM MSM CD
- **October 17:** [Canada and the US in the early Cold War](#) (virtual)
 - Presenter: Dr. Asa McKercher
- **November 14:** [Canada and NATO during the Cold War](#) (virtual)
 - Presenter: Dr. Susan Colbourn

We're offering one exclusive opportunity to be a Series Sponsor, the opportunity for one Headline Sponsor per event, and other opportunities to support individual events.

Series Sponsor: \$4,000 (one available)

- Your logo on screen behind the presenters throughout all presentations
- Verbal recognition during opening remarks of all presentations
- Recognition in video recordings of all presentations on the museum's YouTube channel
- Recognition in event-specific blog posts for all presentations
- Recognition on museum signage, left up throughout October to December
- Recognition on our newsletter, website, and social media
- 15 tickets for a private tour of the museum
- Recognition in our Annual Report

Headline Sponsor: \$2,000 per event (one per event available)

- Select the event(s) of your interest to sponsor
- Verbal recognition during one presentation's opening remarks
- Recognition in a video recording of the presentation on the museum's YouTube channel
- Recognition in an event-specific blog post
- Recognition on museum signage, left up throughout October to December
- Recognition on our newsletter, website, and social media
- 10 tickets for a private tour of the museum
- Recognition in our Annual Report

Neptunium Sponsor: \$500 per event (unlimited availability)

- Select the event(s) of your interest to sponsor
- Recognition on our website
- Four tickets for general admission to the museum
- Recognition in our Annual Report

WHISKY TASTING FUNDRAISER

November 16



Our signature annual [Whisky Tasting Fundraiser](#) will return to the Diefenbunker in 2024. Attendees can descend into history and join us 75 feet underground for an evening of tasteful pairings: whisky sampling and a walk through history; with light fare and tasteful tunes to cleanse the palate. In 2023, we had over 100 guests.

The event features custom décor, opening remarks, and extensive promotion in support of our fundraising goals — all opportunities to exhibit your company name, images, and messaging.



Title Sponsor: \$5,000 (one available)

- Naming rights: event title includes your company's name
 - "Whisky Tasting Fundraiser presented by [company name]"
 - Reflected in all our promotional signage and messaging
- All tables branded with your company logo
- Ability to include your product for silent auction
- Company logo on a visual screen at the event
- Recognition on event night in opening remarks
- Recognition in an event-specific blog post
- Recognition on our newsletter, website, and social media
- One eight-person table at the Whisky Tasting Fundraiser with the best seats in the house
- Recognition in our Annual Report

Uranium Sponsor: \$3,000 (three available)

- All tables branded with your company logo
- Ability to include your product for silent auction
- Company logo on a visual screen at the event
- Recognition on event night in opening remarks
- Recognition on our newsletter, website, and social media
- Four tickets to the Whisky Tasting Fundraiser event
- Recognition in our Annual Report

Radium Sponsor: \$1,500 (four available)

- Ability to include your product for silent auction
- Company logo on a visual screen at the event
- Recognition on event night in opening remarks
- Recognition on our website
- Two tickets to the Whisky Tasting Fundraiser event
- Recognition in our Annual Report

Neptunium Sponsor: \$500 (unlimited availability)

- Ability to include your product for silent auction
- Company logo on a visual screen at the event
- Recognition on our website
- Recognition in our Annual Report