

# OFFERED BENEFITS

Benefits	Witness	Chronicler	Builder	Guardian
Logo on posters	Small	Medium	Large	Priority
Mention on social media	✓	✓	✓	✓
Dedicated publications	✗	1	2	3
Mention during events	✓	✓	✓	✓
Poster on site	✗	✓	✓	✓
Logo on website banner	✗	✗	✓	✓
Mention on the web application	✗	✗	✓	✓
Mention in medias (radio, press, television)	✗	✗	✗	✓

# 2025

## SPONSORSHIP PLAN



**BERCEAU DU CANADA**  
BIRTHPLACE OF CANADA  
GASPÉ



# ABOUT US

## OUR MISSION

In 1534, Jacques Cartier landed in Gaspé and erected a cross, marking the claim of the territory in the name of the King of France. This historic event made Gaspé the "Cradle of Canada," a symbolic place where the nation's history began. The reconstructed Gaspé wharves, part of the project, highlight the site's significance as a hub of exchange and connection between local communities and visitors.

Driven by Fabien Sinnett's vision, the Gaspé, Cradle of Canada project was born in 2002. Inaugurated in 2016, the site has become the "heart of downtown," a gathering place for residents and tourists alike.

## OUR OFFER

- Guided tours
- Self-guided digital tours
- Costumed interpreter guides
- Artifact collections
- Seasonal events: performances & exhibitions
- Educational activities
- Workshops & conferences



## OUR MISSION

Our mission is to share the history of Gaspé—from the First Nations to today—through conservation, awareness, and cultural mediation initiatives.

## OUR VALUES

**HERITAGE . INNOVATION . TOGETHERNESS.**

# SPONSORSHIP TIERS

## Guardian

(\$2,000 and above)

- **All Builder benefits.**
- **Logo in priority placement (top of visual materials and larger in size).**
- **Prominent mention in press releases and media announcements (radio, print, TV).**
- **Dedicated posts on our social media (3).**

## Builder

(\$1,000 and above)

- **All Chronicler benefits.**
- **Large-sized logo on posters and social media.**
- **Option to feature on the website banner.**
- **Logo/mention on the web app.**
- **Dedicated posts on our social media (2).**

## Chronicler

(\$500 and above)

- **All Witness benefits.**
- **Medium-sized logo on promotional posters and social media.**
- **Dedicated post on our social media (1).**

## Witness

(\$250 and above)

- **On-site poster display.**
- **Thank-you mention on social media.**
- **Small logo or company name on posters.**
- **Verbal acknowledgment during events.**

**CONTACT : [DIRECTION@BERCEAUDUCANADA.COM](mailto:direction@berceauducanada.com)**