

## Private Patronage

In 2005 we were heartened by the widespread community support for the Bermuda Regiment Charitable Trust and the Bermuda Tattoo. Many persons showed their encouragement by becoming Patrons of the Bermuda Tattoo. In 2009 we are pleased to offer a limited number of private patronage packages. The package for Thursday or Friday evening is \$400 and includes two Premium Tickets, VIP Fast Ferry Transport, Souvenir Programmes and Two Invitations to the VIP Cocktail Reception.



On Saturday, a similar package with invitations to the exclusive Black Tie Champagne Reception is available for \$500. All Private Patrons will be recognised in the Souvenir Programme. Private Patrons wishing to contribute more will receive increased recognition. Thank you for your support.



## Pledging Your Support as Corporate Sponsor or Private Patron of The Bermuda Tattoo 2009 and for Further Information

Please contact the Event Director as follows:

Major Stephen Caton

Mobile: 441-535-2515  
Office: 441-238-1045

Email: [srocaton@gov.bm](mailto:srocaton@gov.bm)

Warwick Camp  
1 South Road  
Warwick WK01

PO Box HM 1006  
Hamilton HMDX

[www.bermudatattoo.bm](http://www.bermudatattoo.bm)



# The BERMUDA TATTOO



## Sponsorship and Patronage Opportunities

The Bermuda Tattoo 2009

Thursday 22<sup>nd</sup> to Saturday 24<sup>th</sup> October 2009  
The Keep Yard, Royal Naval Dockyard

# About Us

## The Bermuda Tattoo

On Thursday 22<sup>nd</sup> through Saturday 24<sup>th</sup> October 2009, the historic Keep Yard at the Royal Naval Dockyard will be brought to life with 400 musicians, dancers and other performers. Up to eight overseas units are slated to participate and Bermuda will be represented by the Band and Corps of Drums of the Bermuda Regiment, the Bermuda Islands Pipe Band and United Dance Productions. The performances, replete with artillery guns and fireworks, will be a showcase celebrating the best of Bermuda and our rich history in this our 400<sup>th</sup> year of continuous settlement.

The 2005 Bermuda Tattoo played to sell-out crowds and was awarded *The Bermudian's* Best of Bermuda Award. The Bermuda Tattoo attracts not only world-class participants but also a diverse cross section of support from the Bermudian community.

The 2009 event promises to surpass earlier successes and presents a fantastic opportunity for corporate sponsors and patrons to partner with The Bermuda Regiment Charitable Trust.

## The Bermuda Regiment Charitable Trust

The Bermuda Regiment Charitable Trust (the "Charitable Trust") is registered under The Charities Act, 1978. The Charitable Trust was established to facilitate the receipt and disbursement of charitable donations received by the Bermuda Regiment with a view to providing equipment and facilities, promoting cultural exchanges and providing scholarships and bursaries for further education.

Importantly, your support of the Tattoo will further the aims of the Charitable Trust in developing our youth. The Bermuda performing units all have a valued reputation of developing Bermuda's youth through positive instruction, guidance and delivery of life skills. Further, the financial success of the Tattoo will result in funding for educational grants for our young performers.

# Sponsorship Opportunities

## Title Sponsorship



Bank of Bermuda Foundation has generously agreed to be presenting sponsor for The Bermuda Tattoo 2009. In addition the Government of Bermuda through various ministries will match this contribution and provide significant services in kind. The Bermuda Tattoo is a Signature Event during the 2009 celebratory year and is grateful for major funding from the Bermuda 2009 Committee.



## Corporate Sponsors

Corporate Sponsors are invited at various levels. Broadly, Corporate Sponsors will benefit from:

- ❖ Branding opportunities at Bermuda's PREMIER entertainment and cultural event for 2009
- ❖ Corporate entertainment opportunity with cocktail reception and premier seating at each performance
- ❖ Strong corporate visibility with desirable demographic
- ❖ Partnering with recognised charity dedicated to promoting cultural and youth development in Bermuda
- ❖ Opportunity to identify yourself as a supporter of the Bermuda Regiment Charitable Trust and the Bermuda Tattoo

## Sponsorship Categories

√ All Levels receive Web Recognition, DVD Branding and Post Event Advertising.

	Value	Total Premium Seat Allocation	Cocktail Reception (Friday)	Black Tie Reception (Saturday)	Souvenir Programme Advertising	Pre Performance Announcement	Backdrop Logo Use
Maj Gen	\$12,000	12	6	6	Full	√	√
Brigadier	\$8,000	8	4	4	Full	-	√
Colonel	\$4,000	4	4	-	1/2	-	-
Major	\$2,000	2	2	-	1/4	-	-