



As the holiday season approaches, we at Alberni Pacific Railway are excited to present our largest and most anticipated annual event, **Santa's Steam Express** (formerly known as the "Santa Train"). This festive family-friendly event brings joy to children and adults alike as they embark on a magical journey with Santa and his elves aboard our beloved train. In 2024, this event sold out at a record breaking 2,800 passengers. We have restructured the event for this year and have the capacity to carry 4,800 passengers over the three weekends.

This year's event will take place over three weekends on December 5, 6, 7, 12, 13, 14, 19, 20, 21. The success of this event has always been made possible by the generous support of local businesses. To continue making this event a success, we are seeking sponsorships to help cover the costs of decorations, entertainment, fuel and ensuring a memorable experience for our community. In return, sponsors will receive valuable recognition and visibility both during the event and through our marketing campaign.

Your support will not only help make "Santa's Steam Express" a wonderful holiday tradition but also ensure that the Alberni Pacific Railway can continue to offer educational and historical experiences for our community year-round.

We would be thrilled to have you partner with us as a sponsor of this magical event. If you are interested, or if you have any questions, please feel free to contact me at **(250) 735-5440** or info@albernipacificrailway.ca. We look forward to the opportunity to work together and to celebrate the season with our community.

Thank you for considering our request. Your generosity would make a tremendous difference.

Please see the next page for sponsorship levels and the sponsorship form. Gold Rail sponsors are welcome to donate more towards the event, and the APR is happy to negotiate additional benefits for the additional sponsorship amount.

Warm regards,

Richard Spencer, Operations Manager
Alberni Pacific Railway

Sponsorship Levels

Gold Rail Sponsor - \$1,000+

- Premium logo placement on event materials (posters, flyers, ads)
- Special mention on social media advertisements
- Complimentary tickets for 6 guests
- Recognition during the event's opening announcements as "Gold Rail Sponsor"
- Logo on our website and in post-event thank you materials

Silver Rail Sponsor - \$500

- Logo placement on event materials (posters, flyers, ads)
- Complimentary tickets for 4 guests
- Recognition during the event's opening announcements as "Silver Rail Sponsor"
- Logo on our website and in post-event thank you materials

Bronze Rail Sponsor - \$250

- Business name listed on event materials
- Complimentary tickets for 2 guests
- Recognition during the event's opening announcements as "Bronze Rail Sponsor"