



ALBERNI

PACIFIC

RAILWAY

ESTABLISHED 1984

Alberni Pacific Railway Sponsorship Program 2026

Welcome Aboard

Partner with the Alberni Pacific Railway (APR) and connect your business with thousands of visitors and locals experiencing one of Vancouver Island's most unique heritage attractions.

Our train operates through the scenic Alberni Valley, offering memorable journeys that combine history, community, and tourism. Sponsorship with APR places your brand directly in front of engaged passengers, families, tourists, and railway enthusiasts throughout the season.

Why Sponsor APR?

- Reach over **10,000 annual passengers**
- High visibility in a unique, memorable environment
- Support local tourism and heritage preservation
- Align your brand with a trusted community organization
- Multiple sponsorship levels to suit all budgets

Sponsorship Opportunities

Coach Sponsor (5 Available)

Put your brand inside and outside one of our passenger coaches.

Includes:

- 2 interior signs inside the coach (8.5" x 11")
- 1 exterior sign on each side of the coach (24" x 8")
- Verbal sponsorship announcement prior to each departure
- Acknowledgement on APR website
- Inclusion in select advertising

Locomotive Sponsor (1 Available)

Be the headline sponsor of our operating locomotive.

Includes:

- Exterior signage on both sides of the locomotive (24" x 24")
"BUSINESS NAME – Official Sponsor of Locomotive No. 11" (or #7)
- Verbal "Locomotive Sponsor" announcement prior to each departure
- Acknowledgement on APR website
- Inclusion in select advertising

Ticket Sponsor (1 Available)

Your logo travels with every passenger.

Includes:

- Logo printed on backside of every issued ticket
- Verbal sponsorship announcement prior to each departure
- Acknowledgement on APR website
- Inclusion in select advertising

Event Sponsor

Perfect for businesses looking to support special events such as holiday trains or themed excursions.

Includes:

- Event-specific sponsorship recognition
- Verbal announcements during the event
- Website and promotional acknowledgement

General Sponsor (10 Available)

An accessible way to support APR and gain exposure.

Includes:

- Verbal sponsorship announcement prior to departures
- Acknowledgement on APR website
- Inclusion in select advertising



2026 Sponsorship Pricing

Sponsor Level	Summer Season (Approx. 4,700 passengers)	Full Year (Incl. Christmas – Approx. 10,100 passengers)
Coach (5)	\$2,000	\$3,500
Locomotive (1)	\$5,000	\$10,000
Ticket (1)	\$6,000	\$13,000
Event Sponsor	\$3,500	Per Event
General (10)	\$500	\$1,000

All price subject to 5% GST.

Audience & Reach

Our passengers include:

- Tourists visiting Vancouver Island
- Families and local residents
- School and group tours
- Railway enthusiasts and history lovers

This diverse audience provides excellent exposure for businesses across multiple demographics.

Make an Impact

By sponsoring the Alberni Pacific Railway, you are not only promoting your business, you are helping preserve a vital piece of local history and supporting tourism in the Alberni Valley.

Let's Work Together

We would be happy to customize a sponsorship package to best meet your marketing goals.

Contact Us:

Richard Spencer, Operations Manager

Alberni Pacific Railway

Email: info@albernipacificrailway.ca

Phone: (250) 735-5440

All sponsorship opportunities are limited and offered on a first-come, first-served basis.