



OVERVIEW

Wasaga under Siege “A War of 1812 Experience”

Nancy Island Historic Site, Wasaga Beach, Ontario, Canada

July 23rd, 24th, 25th/2010

Lt. Miller Worsley of the British Royal Navy was in a tight situation and he knew it. From his position at the mouth of the Nottawasaga River looking out onto Georgian Bay, he could see the sails of three warships approaching. They were not flying the British Union Jack, but the Stars and Stripes of the infant republic to the south. It was August 13th, 1814 and Great Britain had been at war with the United States for two years.

From the narrow strip of land on which Worsley lay, the Nottawasaga River curved behind him running almost parallel to the lakeshore for about four miles, a piece of waterfront, which to future generations would become a popular tourist destination.

But now it was war and Worsley's main concern was the schooner Nancy which sat anchored in the river behind him, her masts concealed by the trees. She was his to command along with 21 seamen of the Royal Navy, 23 Indians and 9 French Canadian Voyageurs. This was Nottawasaga Landing an important British supply post. It was guarded only by one crudely built blockhouse on the inland side of the river and was the only means of defense which stood between the Americans and the Nancy, if she was to be discovered.

The American ships Niagara, Tigress and Scorpion, under the command of Captain A. Sinclair had sailed to the mouth of the Nottawasaga River and dropped anchor. They believed the Nancy whom they were seeking, was still on route from Fort Michilimackinac. Perhaps the Nancy and her crew would escape the Americans after all.....

Wasaga under Siege “A War of 1812 Experience” is an annual living history festival commemorating a War of 1812 battle between Americans, British and First Nations which resulted in an American victory with the sinking of the British schooner Nancy. This historic event eventually led to the modern day creation of Nancy Island Historic Site located in present day Wasaga Beach, Ontario. This three day heritage festival managed and operated entirely by volunteers' features authentic War of 1812 tactics, historical battles, marine assault landings, artillery, and much more. A professional public address announcer narrates each battle event as a series of fictional and historical battle scenarios are presented to the public. The Grand Encampment at Nancy Island Historic Site features over 400 re-enactors opening their living history encampments to the public along with 19th century merchants, artisans, demonstrators, entertainers, live period musical entertainment and much more. Wasaga under Siege “A War of 1812 Experience” allows the local community the opportunity to come together and commemorate its rich local

history and in turn creates long-lasting sustainable community bonds through the promotion and preservation of local history. For more detailed information on Wasaga under Siege “A War of 1812 Experience” events and activities please visit our website at: www.wasagaundersiege1812.com

KEY FUNCTIONS - SPONSORSHIP

Wasaga under Siege 2010 will achieve several key functions:

- This promotional event will position *Your Company/Business* as a supporter of Ontario Tourism and Canadian heritage events.
- Wasaga under Siege 2010 will offer *Your Company/Business* the opportunity to participate in proven successful re-enactment events. (WUS - 2003-2010)
- Wasaga under Siege 2010 is an historical event full of color and pageantry, which will increase tourism and promote local heritage in the Wasaga Beach area.
- Wasaga under Siege 2010 has the cooperation and support of numerous local merchants and organizations. From providing in-kind services and products to monetary sponsorship, a solid joint promotional partnership has developed throughout the Wasaga Beach area supporting Wasaga under Siege activities.
- Historical re-enactments as proven at our past events draw huge crowds and interest from participants, public and local residents; the opportunity to attract as many re-enactors will certainly enhance this historical event making advertising exposure for *Your Company/Business* great and dollars well spent.

LOGISTICAL COMPONENTS

- A unique and entertaining experience is what the tourism market is demanding and Wasaga under Siege – “A War of 1812 Experience” fulfills this component.
- Each battle event will be focused in different beach areas of Wasaga Beach. Promotional exposure will be great as expected attendance is estimated at 5000 with over 400 participants from all over Canada and the United States. Wasaga under Siege, 2010 is guaranteed to be one of the largest War of 1812 re-enactments in Canada.



SPONSORSHIP PACKAGE #1

Pillaged Goods Gift Basket - \$100.00

- During Wasaga under Siege 2010 the Town of Wasaga Beach will feel the wrath of the invading American forces. They will be marching into town and pillaging participating merchants and organizations between 12:00pm Friday, July 23rd to 9:00pm Saturday, July 24th and we are asking that you have your gift basket or items ready and placed in your store/business location for the Americans to pillage. To distinguish the basket or items to be pillaged from other merchandise in your store we are asking that you place a green bow or ribbon on the basket or items and all re-enactors will be instructed to search and find these particular baskets or items. All the gift baskets will be collected by Saturday evening and will be raffled off in a free draw to the re-enactors and participants on Sunday morning at Nancy Island Historic Site.
- As mentioned before, all re-enactors will be instructed as to the guidelines for the pillaging and safety factors and care for merchants' property & customers while in the stores or businesses. We encourage that the contents of the baskets be items from your store or can be simple items such as cans of pop, food, bottled water, gift certificates, souvenirs of your business/organization, the Wasaga Beach area, etc. Please also include a business card so we can distinguish and announce to the re-enactors and public where the donations have come from.
- Accreditation as one of the pillaging sponsors of Wasaga under Siege 2010, and a supporter of tourism and heritage in the Wasaga Beach area.
- V.I.P Admission to Nancy Island Historic Site for two representatives of ***Your Company/Business***.
- ***Your Company/Business*** name included on our sponsor and link pages of the Wasaga under Siege website.
- ***Your Company/Business*** signage located on site at Jack's Nasty Face entertainment area. Signage provided by sponsor.
- Times and locations can be pre-arranged for pre-promotion, advertising, media pictures and public awareness. British soldiers on guard outside your store during your stores pillaging may be pre-arranged if timing and logistics allow.
- A **Charitable Income Tax Deductible Receipt** for the full amount of the sponsorship package made out to ***Your Company/Business***.



SPONSORSHIP PACKAGE #2 Men-At-Arms Unit - \$150.00

- All Men-at-Arms units travel at their own expense and include men, women and children. All units attending will be staying at Nancy Island Historic Site's 19th century Grand Encampment. Re-enactors will begin to arrive on Wednesday, July 21st and remaining till Monday, July 26th. Men-at-Arms sponsor's money will go towards the expenses of providing the re-enactors with a Saturday evening meal, firewood, portable toilets, entertainment and a thank-you gift. In total we are estimating that over 30 different men-at-arms units will be attending.
- Men-at-Arms units that have attended in the past include:

Royal Newfoundland Regiment – Simcoe County
 49th Regiment – Peterborough, ON
 1st Regiment – London, ON
 Royal Navy – Amherstburg, ON
 Native Warriors – Newmarket, ON
 Glengarry Light Infantry - Niagara Falls, ON
 25th U.S. Infantry – Orillia
 17th U.S. Infantry – Arizona, U.S.
 Incorporated Militia of Upper Canada – Scarborough

- Accreditation as one of the Men-at-Arms unit sponsors of Wasaga under Siege 2010 and a supporter of tourism and heritage in the Wasaga Beach area.
- VIP admission to Nancy Island Historic Site for four representatives of ***Your Company/Organization***.
- ***Your Company/Business*** name included on our sponsors and links pages of the Wasaga under Siege website.
- ***Your Company/Business*** banner or signage located on site at Jack's Nasty Face entertainment area. Banner or signage provided by sponsor.
- Photo taken with your men-at-arms unit and representatives of ***Your Company/Business*** during the Wasaga under Siege 2010 weekend. Location of photo: Nancy Island Historic Site.
- **A Charitable Income Tax Deductible Receipt** for the full amount of the sponsorship package made out to ***Your Company/Business***.



SPONSORSHIP PACKAGE #3

Longboat & Voyageur Canoe - \$300.00

- All longboats and voyageur canoes will be stationed at Nancy Island Historic Site from Thursday, July 22nd to Sunday, July 25th. Longboats and voyageur canoes will take part in all water-based battles, adding flare and pageantry as gunboats fight each other and shore batteries.
- Longboats & voyageur canoes that have attended in the past include:
 - Provincial Marine – Amherstburg, ON
 - Atlantic Challenge – Penetanguishene, ON
 - H.M.S. Badger – Penetanguishene, ON
 - H.M.S. Royal George – Penetanguishene, ON
 - Antler River Brigade – London, ON
 - Alliance – Orillia, ON
- Exclusive sponsorship of one of the longboats or voyageur canoes attending Wasaga under Siege 2010.
- Accreditation as one of the longboat or voyageur canoe sponsors of Wasaga under Siege 2010 and a supporter of tourism and heritage in the Wasaga Beach area.
- V.I.P. admission to Nancy Island Historic Site for six representatives of ***Your Company/Business***.
- ***Your Company/Business*** name included on our sponsors and links pages of the Wasaga under Siege website.
- ***Your Company/Business*** banner, signage and flyers located on site at Jack's Nasty Face entertainment area. Banner, signage and flyers provided by sponsor.
- Representatives of ***Your Company/Business*** will have the opportunity to paddle, row or sail in your sponsored longboat or voyageur canoe on Sunday morning. Times and numbers participating must be pre-arranged. Some naval or sailor period outfits may also be available to wear.
Location: Nancy Island Historic Site.
- Photo taken with your longboat/voyageur canoe crew and representatives of ***Your Company/Business*** during the Wasaga under Siege 2010 weekend.
Location: Nancy Island Historic Site.
- A **Charitable Income Tax Deductible Receipt** for the full amount of the sponsorship package made out to ***Your Company/Business***.



SPONSORSHIP PACKAGE #4 *Musical Entertainment - \$400.00*

- Musical entertainment is a major component of any event. Jack's Nasty Face entertainment area located at Nancy Island Historic Site will have ongoing musical entertainment for all ages the entire weekend. Musical entertainment will start at 12:00pm Friday, July 23rd and conclude at 4:30pm, Sunday, July 25th. For full biographies on the bands attending and the weekend performance schedule please visit our website.
- Accreditation as a corporate sponsor of the Wasaga under Siege 2010, concert series and a supporter of tourism and heritage in the Wasaga Beach area.
- V.I.P. admission to Nancy Island Historic Site for representatives of ***Your Company/Business***.
- Name/Logo displayed on the Wasaga under Siege website with a direct link to ***Your Company/Business*** web site. ***Your Company/Business*** name/logo also included on our sponsors' page.
- ***Your Company/Business*** name and logo incorporated into a banner that will be displayed at Jack's Nasty Face entertainment area. Corporate name and logo signage provided by sponsor.
- Inclusion of ***Your Company/Business*** name in the Wasaga under Siege 2010 publicity campaign.
- ***Your Company/Business*** banner, signage and flyers located on site at Jack's Nasty Face entertainment area. Banner, signage and flyers provided by sponsor
- Opportunity to meet and take photos with your sponsored musical entertainment group or individual. Location: Nancy Island Historic Site
- A **Charitable Income Tax Deductible Receipt** for the full amount of the sponsorship package made out to ***Your Company/Business***.



SPONSORSHIP PACKAGE #5

Battle Event - \$550.00

- Supporters, who take advantage of sponsoring a Battle Event early, will have the advantage of choosing a Battle Event from the list available on a first come first serve basis.
- The five Battle Events include:
 - Skirmish in the Woods
 - Gun Boats on the River
 - The Americans have Landed
 - Defending H.M.S. Nancy
 - Avenging the Nancy
- Please refer to our website for more detailed information regarding each Battle Event.
- Each Battle Event will be focused in three different geographical areas of Wasaga Beach which include Nancy Island Historic Site, Beach Area One and Beach Area Two.
- Exclusive sponsorship of one of the Battle Events during Wasaga under Siege 2010.
- Accreditation as one of the corporate sponsors of Wasaga under Siege, Battle Events and a supporter of tourism and heritage in the Wasaga Beach area.
- V.I.P. admission to Nancy Island Historic Site for representatives of ***Your Company/Business***.
- Opportunity to be an active participant in your battle sponsored event. Space available for up to 2 representatives of ***Your Company/Business***. Period clothing provided by request, must be pre-arrange at least 5 days in advance of sponsored battle event.
- ***Your Company/Business*** logo presence in all advance and promotional advertising promoting the Battle Events and throughout the duration of Wasaga under Siege 2010.
- Name/Logo displayed on the Wasaga under Siege website, with a direct link to ***Your Company/Business*** web site.
- Inclusion of ***Your Company/Business*** name in the Wasaga under Siege publicity campaign. On-site promotional booth during event also available.
- A **Charitable Income Tax Deductible Receipt** for the full amount of the sponsorship package made out to ***Your Company/Business***.



SPONSORSHIP PACKAGES - SUMMARY

Sponsorship Package #1 – Pillaged Goods Gift Basket

Cash or In-kind donation of Gift Basket – Value - \$100.00 _____

- Payment of \$50.00 due upon signing of contract.
- Confirmation of Pillaged Goods Gift Basket due on or before 9:00pm, Wednesday, July 21st/2010. Value - \$50.00.

Sponsorship Package #2 – Men-at-Arms - \$150.00

- Payment of \$150.00 due upon signing of contract.

Sponsorship Package #3 – Longboat - \$300.00

- First payment of \$150.00 due upon signing of the contract.
- Second payment of \$150.00 due 2 weeks prior to the event.

Sponsorship Package #4 – Entertainment- \$400.00

- First payment of \$200.00 due upon signing of the contract.
- Second payment of \$200.00 due 2 weeks prior to the event.

Sponsorship Package #5 – Battle Event - \$550.00

- First payment of \$275.00 due upon signing of the contract.
- Second payment of \$275.00 due 2 weeks prior to the event.

Yes! We look forward to sponsoring Wasaga under Siege 2010 as indicated above.

NAME: _____

DATE:

BUSINESS/ORGANIZATION:

PHONE: _____ **EMAIL:**

SIGNATURE: _____

Please make cheques payable to: **Historic Military Establishment of Upper Canada**

Thank you for taking the time to review our sponsorship package. If you should have any questions/concerns regarding this package presented here, or would like to setup a meeting or presentation, feel free to contact me anytime at the following numbers, e-mail or address:

Wasaga under Siege, 2010
c/o David J. Brunelle
23 Byrnes Crescent
Penetanguishene, Ontario
L9M 1W4

Cell - 705-716-7124
Email – davidbrunelle@rogers.com

Take Care & God Save the King!

David J. Brunelle Co-ordinator, Wasaga under Siege, 2010