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October 10th, 2023

Dear Community Member,

Greetings from Sidney Museum and Archives! My name is Michael Goodchild, Executive Director at the Museum, and I am writing to you today to humbly request your support of our Waterfront Signage Project.

For this project, we are undertaking a revitalization of 11 public interpretive signs that were installed in 2009, primarily along Sidney's scenic waterfront. As you may know, many of these signs are, in places, damaged and illegible due to years of weathering and require replacement. Furthermore, as part of the revitalization process, it is vital to update panel content to tell a more complete story of Saanich Peninsula, accounting for ecological history, previously underrepresented communities crucial to the story of Sidney, and including SENĆOŦEN language and cultural knowledge of the WSÁNEĆ People.

This project is being partially funded by the BC 150 Time Immemorial Grant Program, but Sidney Museum & Archives is seeking additional financial support to account for increased design and fabrication costs, as well as providing fair compensation to WSÁNEĆ Elders and Knowledge-keepers for their collaboration in this project.

Our goal is to ensure that the new interpretive signs will accurately reflect the richness and diversity of the ongoing story of Sidney and the Saanich Peninsula for the benefit of residents and visitors alike for years to come.

If this is a project that you feel passionate about being involved in, we would be grateful for your support!

We respectfully acknowledge that the Sidney Museum & Archives is located in Sidney/SET, TINES, on the traditional territory of the WSÁNEĆ People.

We offer a two-tiered sponsorship structure that confers the following benefits:

Tier 1

Contribution: \$500+

Receive: Full recognition of business/organization support, including business/organization's name and/or logo, on Sidney Museum & Archives' social media channels, website (a landing page discussing the project as a whole), press releases upon the project's completion, and on a physical interpretive panel relating to the project that will go on display inside the Museum.

Tier 2

Contribute: \$1,000+

Receive: All Tier 1 benefits, **PLUS** the opportunity to support a specific interpretive sign via the inclusion of business/organization's name and/or logo featured on distinct web pages unique to each panel topic, presented as a scannable QR code on each of the 13 panels, alongside a message of thanks for this generous support.

Please feel free to contact us by phone or email if you are interested in discussing this project and your potential involvement. On behalf of the Sidney Museum and Archives, we thank you for your generous consideration and your ongoing involvement in our community's interests!

Warmest regards,

Michael Goodchild
Executive Director, Sidney Museum and Archives

Waterfront Signage Project Sponsor Form

Thank you for your interest in our sponsorship program. Your help will enable the fabrication of new interpretive signage in the Town of Sidney. We request some further details from you about the nature of your generous interest in sponsoring the project.

Will this be an individual sponsorship or is it on behalf of your business? Please complete the contact information below based on the type of sponsorship (individual or business).

| | |
|-------------------------------|--|
| Name | |
| Business name (if applicable) | |
| Address | |
| Phone number | |
| E-mail address | |

Are you interested in a Tier 1 (\$500) or a Tier 2 (\$1,000) sponsorship?

Would you like to receive a charitable tax receipt for your donation?

Tier 2: Do you have a particular historical sign that you would like to sponsor? Please select the topic you wish to support:

| | | |
|---|---|--|
| <p>__ #1:Waterfront Industries (Saanich Canning Co., Sidney Sawmill, Rubber & Roofing, Brick & Tile)</p> | <p>__ #2:Traversing the Waters (Marine technology, trade, transportation)</p> | <p>__ #3:WSÁNEĆ Creation Stories (How the Peninsula & Gulf Islands came to be)</p> |
| <p>__ #4:Life on the Shoreline (Shoreline wildlife and sustainability)</p> | <p>__ #5:Sidney’s Chinatown (History of Sidney’s Chinatown and its presence from the late 1800s to mid 1930s.)</p> | <p>__ #6:Salish Sea Ecosystem (Marine wildlife in the Salish Sea)</p> |
| <p>__ #7:Cultivating the Peninsula (History of farming and agriculture)</p> | <p>__ #8:James Island (History from Indigenous to present-day use)</p> | <p>__ #9:WSÁNEĆ History (How the WSÁNEĆ People came to inhabit the Saanich Peninsula)</p> |
| <p>__ #10:Women in Sidney (Role of women in development of Sidney)</p> | <p>__ #11: Saanich Peninsula Rail History (V&S Railway, Canadian Northern Pacific, BC Electric)</p> | <p>__ #12:SS Iroquois Disaster (History of the ship and its 1911 sinking)</p> |
| <p>__ #13:WSÁNEĆ History (Networks of trade and communication between communities)</p> | <p>__ : I am happy to sponsor any sign!</p> | |

Additional comments:

We will be in touch with you shortly to make further arrangements. Again, thank you for supporting our community’s interests!