

Island Good Sponsorship Opportunity



Grow Local. Strengthen Community.

Island Good is scaling in 2026 with a refreshed digital platform, expanded membership tiers, and two major media campaigns. The 2026 Presenting Sponsor position offers unmatched visibility across Vancouver Island's most recognized place-based brand. Annual investment: \$25,000 (negotiable to \$20,000).

2026 PRIORITY ACTIVATIONS

- Two Island-wide media campaigns with [Pattison Outdoor](#) and [CHEK Media](#), amplifying reach across digital, outdoor, and broadcast channels.
- Launch of a new Island Good website featuring an expanded directory, improved UX, and integrated analytics visibility for sponsors.
- Membership expansion including the new Supporter Tier to grow the wider Island Good community and market reach.
- Increased storytelling, B2B engagement, producer features, and content that showcases Island-based businesses across sectors.

SPONSORSHIP OBJECTIVES

- Strengthen alignment with regional economic resilience and local identity.
- Maximize brand visibility across multiple channels and public touchpoints.
- Provide measurable, year-round engagement through media impressions, digital placement, and activations.
- Support the growth of a social enterprise advancing market access for Island-made goods and services.

PRESENTING SPONSOR (\$25,000)

- Category-exclusive Presenting Sponsor recognition across all 2026 Island Good campaigns and communications.
- Prominent brand inclusion in Pattison and CHEK campaigns including on-air mentions, on-screen graphics, and outdoor digital rotations.
- Premium homepage placement on the new Island Good website with direct click-through.
- Co-branded content opportunities such as editorial features, partner stories, and business spotlights.
- Dedicated sponsor highlight posts across Island Good social channels.
- Ability to address attendees at VIEA Mix & Mingles and select VIEA-hosted events.
- Two complimentary passes to the 2026 State of the Island Economic Summit.
- Opportunity to speak about Island Good at the Summit within the event program, aligned with VIEA content.

KEY VALUE PROPOSITION

The Presenting Sponsor gains Island-wide visibility, year-round brand alignment, media integration, speaking opportunities, and a leadership role in supporting a growing Island economic movement.

Brought to you by:



Contact: Julie Sperber | 250-668-5389 | julie@viea.ca