

VICTORIA'S CANADA DAY



Rifflandia
entertainment
company



Producers

Rifflandia Entertainment Company is an international event producer headquartered in Victoria BC, within the unceded traditional territories of the ləkʷəŋən people, known today as the Songhees and Esquimalt Nations.

As a company, we specialize in creating and delivering high impact events with a depth of programming that aligns and unites the diverse communities that surround us.

Whether it be intimate custom gatherings or large-scale festivals, we value diversity, equity, and inclusion as both a through line and priority with every project we engage with.

Through collaborative creative development and on-the-ground logistical execution, our ability to lead projects to successful outcomes and legacies is something we take great pride in, every day.



This Year We're Reimagining Victoria's Canada Day.

We're here to establish a safe, inclusive and inviting environment where people of all ages and backgrounds can gather and engage with our event, our partners and one another.

Programming

Throughout the event, our Main Stage programming will reflect the true diversity of our community and nation by showcasing a wide spectrum of powerful live performances and beautiful, large format video content.

From grass roots artists and community groups, to cultural icons, leaders and disruptors, our Main Stage and screens will welcome, celebrate and respect everyone's unique message and viewpoint.





Location

Set against the backdrop of the provincial legislature and the bustling Inner Harbour, Victoria's Canada Day is an iconic meeting point, to take in our full day of programming.

Focal Points of the Day:

- Main Stage Programming (Legislature steps)
- Family Friendly Activations (Legislative precinct)
- The International Food Vendor Village (Bellville st.)
- Drone and Fireworks Show Finale (Inner Harbour)



IA FESTIVAL

Video Content

In conjunction with live performances, hosts, and presenters, there will be **large format side-stage video screens delivering beautiful and engaging hi-definition video content**, the likes of which Victoria has never seen.

These video segments will form an important part of the overall programming arc throughout the day, sparking real emotions, conversations, and engagement.





Engaging Socials

In addition to a real-time live stream, the individual video segments will be made available across social media platforms as they play out, allowing them to reach audiences across our country and well beyond our borders.

The topics and subjects will include cultural identities and new Canadians stories, well-being and mental health, the arts, environmental matters, and more.

With calls to listen or take action, cues to laugh, cry, or simply appreciate and celebrate, we will use cutting edge video and audio technology to create a truly unique, moving, and memorable day of programming.



Spectacles

For the first time in Victoria's Inner Harbour, a drone show will take to the skies as part of the Canada Day programming spectacle. The show will be curated and designed by celebrated artist and Indigenous leader, Rande Cook. This five minute show will take place before the fireworks and feature ultra high lumen drones, flying in custom formations — beautiful, mesmerizing, and modern.

And of course there will be fireworks.



How Many People Are We Talkin'?

Welcoming up to 70,000 attendees over the course of the day, Victoria's Canada Day is the largest single day event on Vancouver Island. Through our content strategy we project a social media reach upwards of a million impressions!

Who's at Canada Day?



NEW CANADIANS



YOUNG FAMILIES



**SOCIALLY CONSCIOUS
MILLENNIALS & ZENNIALS**

Go to Market/Content Strategy

Generate pre-event social buzz (April-June):

- Launch redesigned micro-site focused on a highly engaging and immersive website experience launching in mid-April for Canada Day.
- Generate anticipation with teasers, engagement posts, and attraction showcases on various platforms.

Canada Day event

- Provide live coverage, host on-site contests, and express gratitude through posts.
- Encourage attendee participation and social media sharing using event hashtags.

PRE-EVENT PROMO

CANADA DAY

POST REVIEW

2 Weeks before Canada Day:

- Conduct polls, feature partners, and share behind-the-scenes content.
- Ensure final countdown reminders and user-generated content collages.

Post-event follow-up:

- Recap event highlights through albums, videos, and recap posts.
- Conduct surveys and solicit reviews to learn and grow the 2025 Canada Day celebration.

Partnership Opportunities

*Not seeing what you're looking for? Pricing and products available for negotiation

Valued at:	Platinum \$50,000+	Gold \$25,000	Silver \$15,000	Bronze \$5,000– \$10,000	Event friend \$1,000
Spectacle naming rights	✓				
Category exclusivity	✓	✓			
Video content presentation	✓	✓			
Custom digital marketing content	✓	✓			
Side stage access	✓	✓			
Activation	✓	✓	✓		
LED video wall ads	✓	✓	✓		
Web ads	✓	✓	✓	✓	
Logo inclusion	✓	✓	✓	✓	✓

Fireworks

For over 30 years, spectators of Victoria's Canada Day have been dazzled by a full-scale fireworks display above the iconic Inner Harbour. One of the most talked about beloved aspects of the event, the fireworks display is referenced on all media platforms, across news agencies and in a plethora of editorial coverage of the event. **Your organization can take advantage of this overwhelming opportunity by becoming the title sponsor of this key event element and be recognized in all references to the Victoria's Canada Day Fireworks.**



Drone Show

As the first music festival in Western Canada to have a drone show this past September at Rifflandia, we are once again partnering with Pixel Sky Animations to bring an elaborate drone show to Victoria's Canada Day.

Working with West Coast Kwakwaka'wakw MFA artist Rande Cook, the drone show will feature Indigenous design elements and storytelling. Your organization can act as the official presenter of the first ever Victoria's Canada Day Drone Show.



Timeline

March

- Partnership discussions begin

June

- Content review and finalization
- Production schedule and operational document drafts completed
- Marketing & promotions 30 day push
- Event load-in

July - Onwards

- Campaign wind down
- Post event reporting

BEGIN

STRATEGY LAUNCH

FINAL REVIEW

CANADA DAY

POST

April/May

- Partners confirmed
- All programming confirmed
- Marketing & promotions strategy launch / website live
- All new brand assets ordered

July

- July 1st
Canada Day



Contact

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