



*The Spirit of Griz Days*  
*Embracing our Winter Heritage*  
March 6<sup>th</sup> - 8<sup>th</sup>, 2020



**Regional District of the East Kootenay**  
**Attention: Tina Hlushak**

**March 15, 2020**

**2020 GRIZ DAYS SPONSORSHIP REPORT**

The Fernie Chamber of Commerce & Griz Days Committee thank you for being one of our AXE LEVEL sponsors for Griz Days 2020. The RDEK's financial support helped make this year's Griz Days a huge success! Your contribution to our community event helped subsidize the cost of event infrastructure and equipment, set up, music, sound, entertainment & more!

Over the course of the festival more than 5,000 people watched or participated in more than 35 different events and activities. We are very thankful that the community embraced Griz Days to this extent and acknowledge the contributions of all our sponsors, all our partner organizations and of course, the almost 70 volunteers who helped launch the festival.

Joining the RDEK were more than 25 other businesses who financially supported 2020 Griz Days, either through cash donations or in-kind support. This support helped us bring new events to this year's festival including snow carving and the Grizzly Gruel competition as well as bringing back old favourites like the main street bed races and smooch skiing. We are very pleased that all our events were warmly received.

Please let us know if you have any feedback about the events or any aspect of your sponsorship. Attached is a Sponsorship Report, which outlines the related print, broadcast and social media coverage the RDEK received being one of our main sponsors.

Again thank you so much for being a great partner in the 2020 Griz Days celebration.

*Lori Bradish, 2020 Griz Days Coordinator*  
*Kalina Whitelaw, Fernie Chamber Membership Services*  
*Brad Parsell, Fernie Chamber of Commerce Manager*