

# PROJECT JIBWA

The Elgin Military Museum  
Port Burwell, Ontario

The biggest media event  
ever to sail the Seaway!  
Sponsorship Opportunities

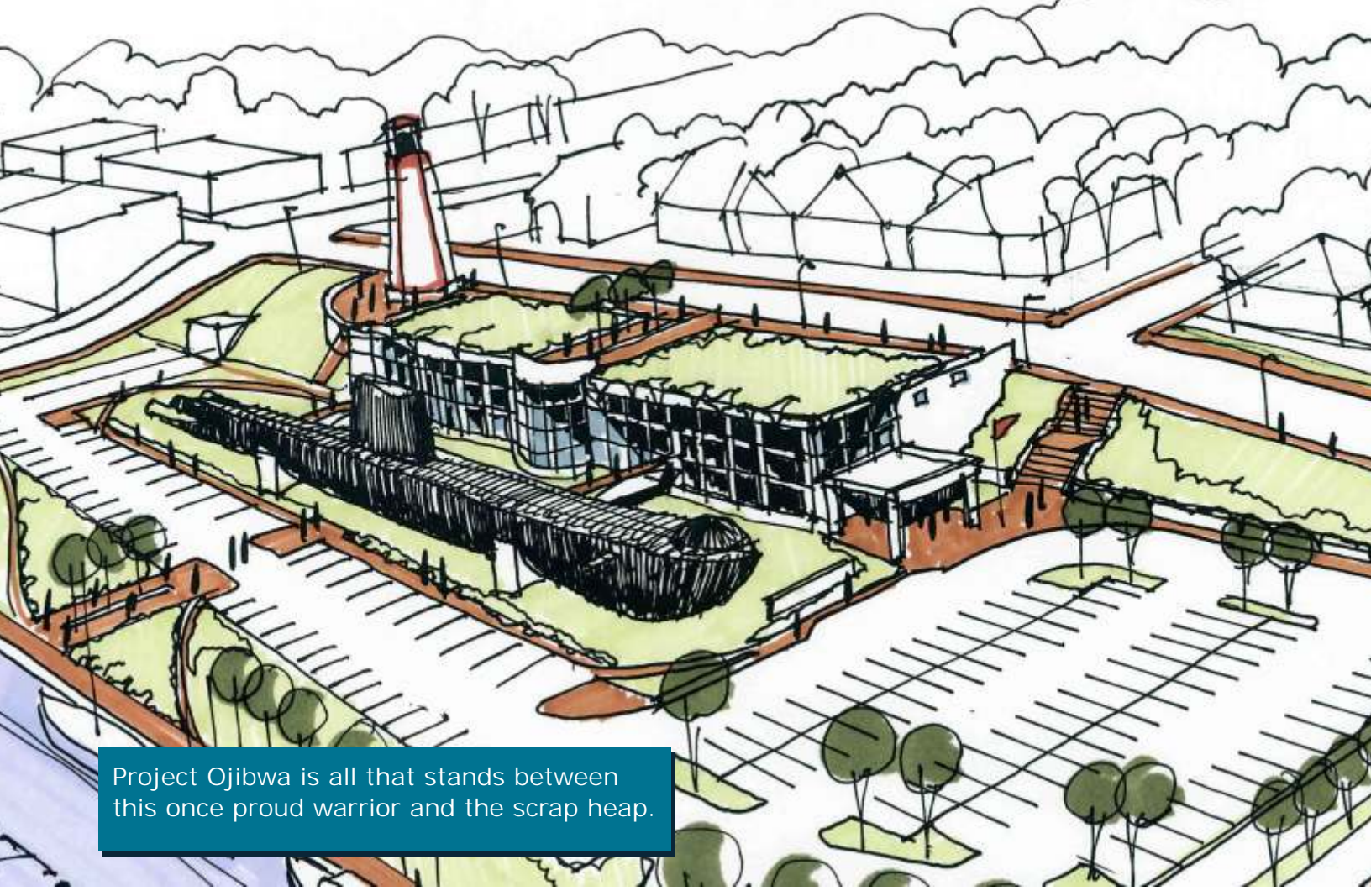
## The Elgin Military Museum

Based in St. Thomas, Ontario, the Elgin Military Museum was created in 1979 to collect, record, preserve, interpret and exhibit items of military history, with an emphasis on Elgin County and its citizens, and the role they have played in Canadian military history from the founding of the Talbot Settlement to today.

As a registered charity, tax receipts can be issued for all eligible donations.



The Elgin Military Museum  
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[elginmilitarymuseum.ca](http://elginmilitarymuseum.ca)



Project Ojibwa is all that stands between this once proud warrior and the scrap heap.

## “A Project of Great National Significance” Government of Canada

### From cold war warrior to dynamic tourist attraction

*HMCS Ojibwa*, Canada's first Oberon Class submarine, will become the centerpiece of a new “green” museum to preserve this and other important pieces of Canadian military history. Tours of *Ojibwa* will start in 2012 with the museum scheduled to become operational in 2013. It is expected to attract some 80,000 to 100,000 visitors each year, creating new jobs and injecting an anticipated \$500,000 annual payroll to stimulate the local economy. It is more than a measured can-do attitude that drives this endeavour. It is the conviction that saving an important piece of Canadian heritage from the wrecker's ball is worthwhile.

### Stunning new state-of-the-art museum!

*HMCS Ojibwa* will be open to the public as a museum and education centre in Port Burwell, Ontario. In addition to guided tours, groups and visitors may “experience” the submariner's life during overnight stays in the crew and officers' quarters. The adjacent interpretive centre will house museum exhibit space, classroom and meeting facilities, a gift shop and a restaurant as well as lounge, shower and locker room facilities for guests. Specially developed programs will provide rare opportunities for the public to learn about the unique role these cold war submarines played in Canada and NATO's history.

### Lake Erie Sub Way - Port Burwell, Buffalo, Cleveland

Submarine museums in Buffalo and Cleveland are already excited about the prospect of a tour route around Lake Erie that will bring a great boost for tourism across the entire length of Elgin County and make all of Canada's sunny south coast a must see destination.

### Helping us will help others!

We are convinced that Project Ojibwa will be a tremendous success which will enable us to distribute a portion of the surplus accrued to charitable organizations benefitting veterans and their families.

*We can't do this on our own. Please read on to see how you can help.*



The signature lighthouse and the wind farms are visual reminders of both the past and the future in Port Burwell.

## Sponsoring Sub Station Ojibwa is Win Win Win!

### What will your sponsorship dollars accomplish?

Project Ojibwa will have a positive impact on the community, the region and even the nation. This project ticks a lot of boxes on the accomplishment scale ranging from the obvious ones of enhancing museums, culture, and historic preservation to the less obvious economic development, green technology, education, and aid to veterans families. Here are a few examples. We would be happy to discuss these and others with you.

**Economic development:** Once strongly based on the tobacco industry, the Municipality of Bayham is working hard to create a new economic foundation focused on tourism and the environment. Project Ojibwa will have a quantum impact on short and long-term job creation, both directly through creating more than 40 full, part time and seasonal jobs, and indirectly through spin-off jobs created by local businesses and entrepreneurs.

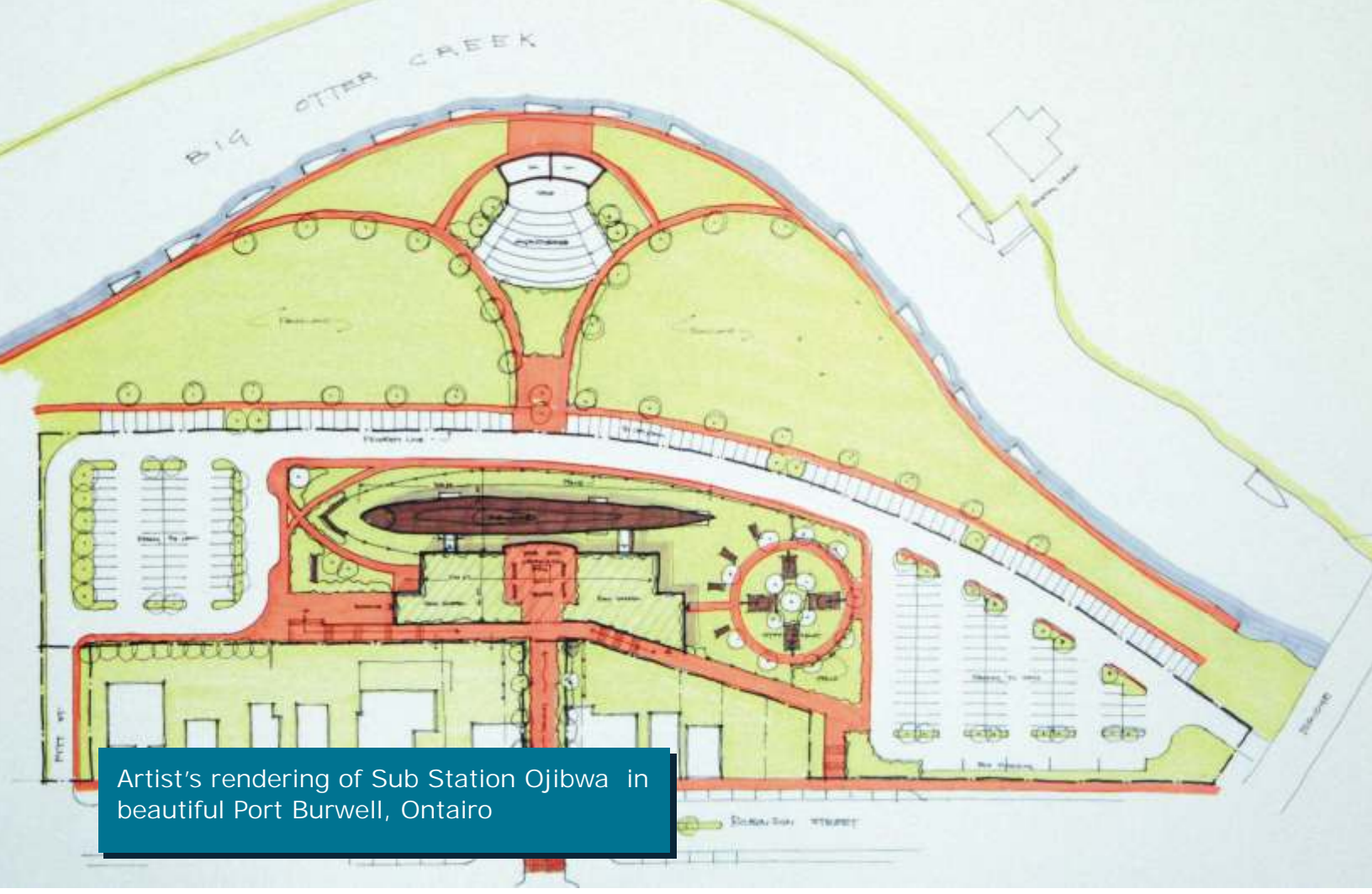
**Tourism:** Through extensive marketing programs and by forming strategic partnerships, we expect to attract up to 100,000 people each year. Already the groundwork is laid for the "Great Lakes Sub Way" tour partnering with submarine museums in Cleveland and Buffalo to inject new life into communities all along the route.

**Education:** Submarines have a mystique that piques the interest of people of all ages, whether they be individuals, school groups, scout troops or cadet corps. Opportunities range from public school to university level touching topics as diverse as science, engineering, communications, sociology and medicine.

**Green technology:** Like the community they will call home, Sub Station Ojibwa will showcase leading-edge green technologies and environmental responsibility.

**Benefitting veterans and their families:** We need your support to obtain the submarine and build the facilities, but we are confident that once in operation, it will be a great success. We will donate a portion of the surplus from the on-going operation to charitable organizations benefitting veterans and their families.

For more information, contact the Project Team at 1-519-633-7641 or by email at [info@projectojibwa.ca](mailto:info@projectojibwa.ca).



Artist's rendering of Sub Station Ojibwa in beautiful Port Burwell, Ontario

## What's In It For You?

### **The advantages of being a corporate sponsor**

Project Ojibwa is a huge undertaking that will require the financial support of a number of companies, organizations and individuals to make it a success. The Museum has developed an exciting sponsorship program that presents opportunities for a range of donations from \$5,000 to \$1,000,000 or more! Our project team will be happy to discuss these unique opportunities with you to develop a package to suit your needs.

### **What could be more visible than having her wear your logo throughout the move?**

Our sponsorship recognition package presents a number of truly unique opportunities for local, national and international recognition. Top of the heap is the chance to have your logo displayed on Ojibwa as she navigates her way from Halifax to Port Burwell placing your message within view of more than half the Canadian population. The move will garner intense media attention on both sides of the border. Picture your logo front and centre on the nightly news!

### **On-going visibility on-site and opportunities for involvement**

Our on-going recognition includes your logo on exterior signage during construction, website, print materials, recognition wall, permanent Ojibwa exhibit, opportunities to name rooms or exhibits, invitations to the opening ceremonies, special tours and access to facilities.

### **Picture our submarine in your commercial!**

Think about it. What better way to get attention? Whether you prefer to shoot her moving from Halifax to Port Burwell, or to use her as a photo shoot/commercial location in Port Burwell, the opportunities are limited only by the imagination of your advertising agency. Let's talk about the possibilities and discounts that could be available to major donors.

*Tax receipts will be available for eligible portion of donations. For more information on our complete recognition package, contact the Project Team at 1-519-633-7641 or by email at [info@projectojibwa.ca](mailto:info@projectojibwa.ca).*



What is just an empty field now will become the home to a museum and submarine.

## Highlights of our Major Sponsorship Opportunities

Levels	Value	Recognition Highlights
Diamond	Over \$1,000,000	<ul style="list-style-type: none"> <li>- Largest sponsor logo on both sides of submarine (bridge level) during move (6' X 6' minimum)</li> <li>- Name on exterior of the Sub Station building, recognition wall and temporary exterior fencing</li> <li>- Full page in sponsorship section of the website for 2 years</li> <li>- Full page message/ad in Official Opening Ceremonies Program</li> <li>- Premier logo positioning in printed and electronic promotional releases</li> </ul>
Platinum	\$500,000 - \$999,999	<ul style="list-style-type: none"> <li>- Large logo on both sides of submarine (bridge level) during move (4' X 4' minimum)</li> <li>- Logo permanently displayed in museum building and on temporary fencing</li> <li>- Opportunity to name a room in the Sub Station or on Ojibwa</li> <li>- Half page in sponsor section of website for 2 years; half page ad in Opening Ceremonies Program</li> <li>- Preferred logo positioning in printed and electronic promotional releases</li> </ul>
Gold	\$100,000 – \$499,999	<ul style="list-style-type: none"> <li>- Medium logo on side of submarine (bridge level) during move (3' X 3' minimum)</li> <li>- Logo permanently displayed in museum building and on temporary fencing</li> <li>- Opportunity to name an area on Ojibwa</li> <li>- 1/4 page in sponsor section of website for 2 years; 1/4 page ad in Opening Ceremonies Program</li> <li>- Prominent logo positioning in printed and electronic promotional releases</li> </ul>
Silver	\$25,000 - \$99,999	<ul style="list-style-type: none"> <li>- Logo on side of submarine (deck level) during move (2' X 3' minimum)</li> <li>- Logo permanently displayed in museum building and on temporary fencing</li> <li>- Opportunity to name an exhibit in the Sub Station or on Ojibwa</li> <li>- 1/8 page in sponsor section of website for 2 years; 1/8 page ad in Opening Ceremonies Program</li> </ul>
Bronze	\$5,000 - \$25,000	<ul style="list-style-type: none"> <li>- Opportunity to name a piece of equipment on Ojibwa</li> <li>- Logo permanently displayed in museum building and on temporary fencing</li> <li>- Logo in Official Opening Ceremonies Program; Logo/link on website list of sponsors</li> </ul>



Materials and lots of volunteer time are what will make her ship shape and ready for action.

## A Gift in Kind Saves Dollars and Time

It takes a lot of stuff to turn a submarine into a museum

Whether it be the fuel to power the tugs or the paint to revitalize her hull, Project Ojibwa will need a lot of materials. The Museum welcomes donations of these needed items and will be happy to discuss options for tax receipts. Recognition for donated goods and services will be done in accordance with sponsorship recognition.

The list of potential items is almost unlimited

We have included a list of some of the things that we will need, but don't let it limit your imagination. Our representatives will be more than happy to discuss options that best suit your business. Items include, but are not limited to:

### Goods

- audio visual equipment
- building materials
- cameras/equipment
- cleaning supplies
- computers/supplies
- computer programs
- concrete
- display materials
- electrical supplies
- flooring
- fuel – diesel and gas
- furniture
- heavy equipment
- HVAC equipment

### Goods con't.

- landscape equipment/supplies
- lighting - internal and external
- office equipment/supplies
- paint - interior and exterior
- paving materials
- plumbing supplies
- rust proofing
- security cameras/equipment
- signage
- small appliances
- storage units
- theatrical staging
- TV's - HD
- vehicles

### Services

- accounting/bookkeeping
- advertising space /PSA's
- cabinet making
- electrical services
- fundraising
- graphic design
- green technologies
- IT services
- landscaping services
- model making
- photography
- plumbing
- printing services
- security services

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Started by local veterans, the museum is a model for good fiscal management.

## Imagination & Good Management Make Powerful Partners

### The Elgin Military Museum - history of sound financial management

The Elgin Military Museum was created to collect, record, preserve, interpret and exhibit items of military history, with an emphasis on Elgin County and its citizens and the role they have played in Canadian military history. The Museum was founded in 1979 by ordinary citizens to recognize the contribution of other ordinary citizens who were, like themselves, called upon to meet the extra ordinary circumstances of war.

### Good fiscal management and controlled growth

Since opening in 1982, the Museum has operated on the foundation of solid financial management, hard work and careful planning. Through expansions in 1996 and 2007, we have doubled in size, always paying our own way. As a result, we have become the museum of choice for those looking for permanent homes for exceptional collections including a collection of some 600 UN and NATO badges, described by one appraiser as "the best collection I have seen outside of the UN in New York", and a 3,000+ piece collection of items related to the Royal Canadian Engineers.

### When opportunity knocks

Our latest endeavour, to convert Canada's first Oberon Class submarine *HMCS Ojibwa* into a museum facility represents the exception to our general rule. By its mere scale, Project Ojibwa has required the Museum to apply for larger grants and sponsorships as the scope of this project is beyond our means in the limited time available to save this vessel from the wrecker's yard. It nonetheless reflects the original attitude and focus of the Museum set by the founders that the Museum will grow and prosper by our hard work and effort and will be an asset rather than a burden to our community. The Museum Board and membership see Project Ojibwa as a natural progression of this philosophy. We believe that the project will be a great addition to our community and an asset for many years to come, creating a wonderful attraction, an economic asset in a very depressed area and a fitting tribute to all who have served in our naval forces, a branch of the forces very rarely seen in the middle of Canada.

For more information on our complete sponsorship package, contact the Project Team at 1-519-633-7641 or by email at [info@projectojibwa.ca](mailto:info@projectojibwa.ca).



## Our Unparalleled Team of Experts

We realized from the start that moving a submarine from Halifax to Port Burwell would not be a simple task. To succeed, we need to bring in the best and that is exactly what we have done. The Museum is proud to have created a team of world class companies. Hearing about Ojibwa was all it took bring them on board!

### Engineering project managers - BMT Fleet Technology Ltd

BMT Fleet Technology is a member of the BMT Group, the world's largest marine consultancy. They will manage the evaluation, move and mounting of HMCS Ojibwa. For more information, visit [www.fleetch.com](http://www.fleetch.com).

### Marine move - Heddle Marine Services Inc.

Based in the Port of Hamilton, Heddle Marine Service Inc. is the only marine repair firm that operates floating drydocks on the Canadian side of the Great Lakes. Heddle will conduct the complex move from Halifax to Port Burwell using tugs, a floating drydock and a barge. For more information, visit [www.heddlemarine.com](http://www.heddlemarine.com)

### On-shore heavy lift - Mammoet

The internationally known firm Mammoet is a leading expert in heavy lifting. Their expertise will be used during the off loading of the vessel and the transport to its final location using their well-tested SPMT (self propelled mobile transporter) technology. For more information, visit [www.mammoet.com](http://www.mammoet.com).

### Environmental assessment - Conestoga - Rovers & Associates Ltd.

Known for their project management of the assessment and remediation of the Love Canal, this international firm has been at the forefront of environmental consulting services for over three decades. Their Waterloo, Ontario office has conducted full environmental impact assessments of the Port Burwell site and the route from Halifax. For more information, visit [www.craworld.com](http://www.craworld.com).

### Oberon experience and expertise - former crew members

The museum is harnessing the energy and expertise of former Oberon submariners to assist with the care and restoration of the boat. They will get it ship shape and keep it real.