

PROJECT OJIBWA

Sponsorship Opportunities

HMCS Ojibwa The *new* Elgin Military Museum of Naval History

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.



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elginmilitarymuseum.ca



Peter Mansbridge was quick to agree to chair the Honourary Board of Project Ojibwa.

“A project of great national significance” Government of Canada

From cold war warrior to dynamic tourist attraction

HMCS Ojibwa, Canada's first, and now last Oberon Class submarine, is set to become the centrepiece of the Elgin Military Museum's outstanding new museum of naval history in Port Burwell, Ontario. *Ojibwa* will begin her last journey from Halifax in May of 2012. After a stop-off in Hamilton for transfer to a smaller barge and fitting of permanent cradles, she is set to arrive in Port Burwell for a spectacular Landing Day on September 8th. Intense media and public attention are expected for the dramatic heavy-lift when Mammoet will off-load the 300 foot long, 5-story high submarine using huge Self-Propelled Mobile Transporters, move her over land and mount her on a permanent foundation.

Stunning new state-of-the-art museum!

HMCS Ojibwa will open to the public in 2013/14 and is expected to attract 100,000 visitors each year, creating new jobs and injecting an anticipated \$500,000 annual payroll into a community hard hit by the recession. During the guided tours, groups and visitors will “experience” the submariner's life in the confined spaces of the crew and officers' quarters. The adjacent interpretive centre will house exhibit space, classroom and meeting facilities and a gift shop as well as lounge, kitchen and locker facilities. The building will showcase “green” technology for museums and feature oversized grade-level doors with concrete floors reinforced to hold heavy military equipment. Special security measures will be in place to meet all controlled goods requirements.

Outstanding Project Team

The museum has put together an exceptionally strong team to lead Project Ojibwa. Peter Mansbridge, Canada's pre-eminent journalist and long-time museum member unhesitatingly agreed to Chair the project's Honourary Board. He is joined by such notables as Steve Peters, former Speaker of the Legislature of Ontario and Ted Barris, journalist and author of many important books on Canadian military history. Project Manager, Rear-Admiral Dan McNeil (retired) served in the Canadian Navy for 36 years becoming the first Commander Joint Task Force Atlantic prior to his retirement in 2006. Ian Raven, Executive Director and force behind Project Ojibwa, has been with the Museum for twenty-six years. He is a recognised expert in museum management and Fire Arms Recognition.

Ojibwa was Canada's first Oberon submarine and will now be the last to leave Halifax where she has been since her decommissioning in 1998.



Google earth
Eye alt 1347.92 mi

What's In It For You?

Corporate sponsorship has its advantages

Our sponsorship packages present a number of truly unique opportunities for local, national and international recognition as well as special access to the sub itself. Whether you are considering a donation of \$5,000 or \$500,000, our project team will be happy to help you develop a package to suit your needs.

What could be more visible than having her wear your logo?

Top of the visibility heap is the chance to have your logo displayed on *Ojibwa* as she navigates her way from Halifax to Port Burwell. The off-loading at Port Burwell is expected to attract significant media and public attention as the delicate and dangerous task of removing the 300-foot sub from the barge, transiting overland on giant self-propelled bogies and placing her on the permanent cradles keeps the public spellbound.

Opportunities for special access

The exhibit space in the museum building will include a high-ceilinged, multi-purpose open exhibit area approximately 40' X 175' in size with grade-level floors reinforced to accommodate large pieces of heavy military equipment. In addition, the museum will offer fully equipped meeting space, kitchen facilities, lounge and locker rooms. This unique space will be available for receptions, conferences, special events, new product roll-outs, and filming/photo opportunities, with corporate sponsors receiving priority booking and special pricing for the first two years. These events can be made truly unique by incorporating personalized tours of the submarine. Early sponsors will be invited to have input in the design process, suggesting ways their special needs could be met.

Picture our submarine in your ads!

Requests have already been received from companies wanting to use *Ojibwa* as a location for tv and film. Think about it. What better way to get a little attention than to use a submarine in your ads? 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.



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 tremendous 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.

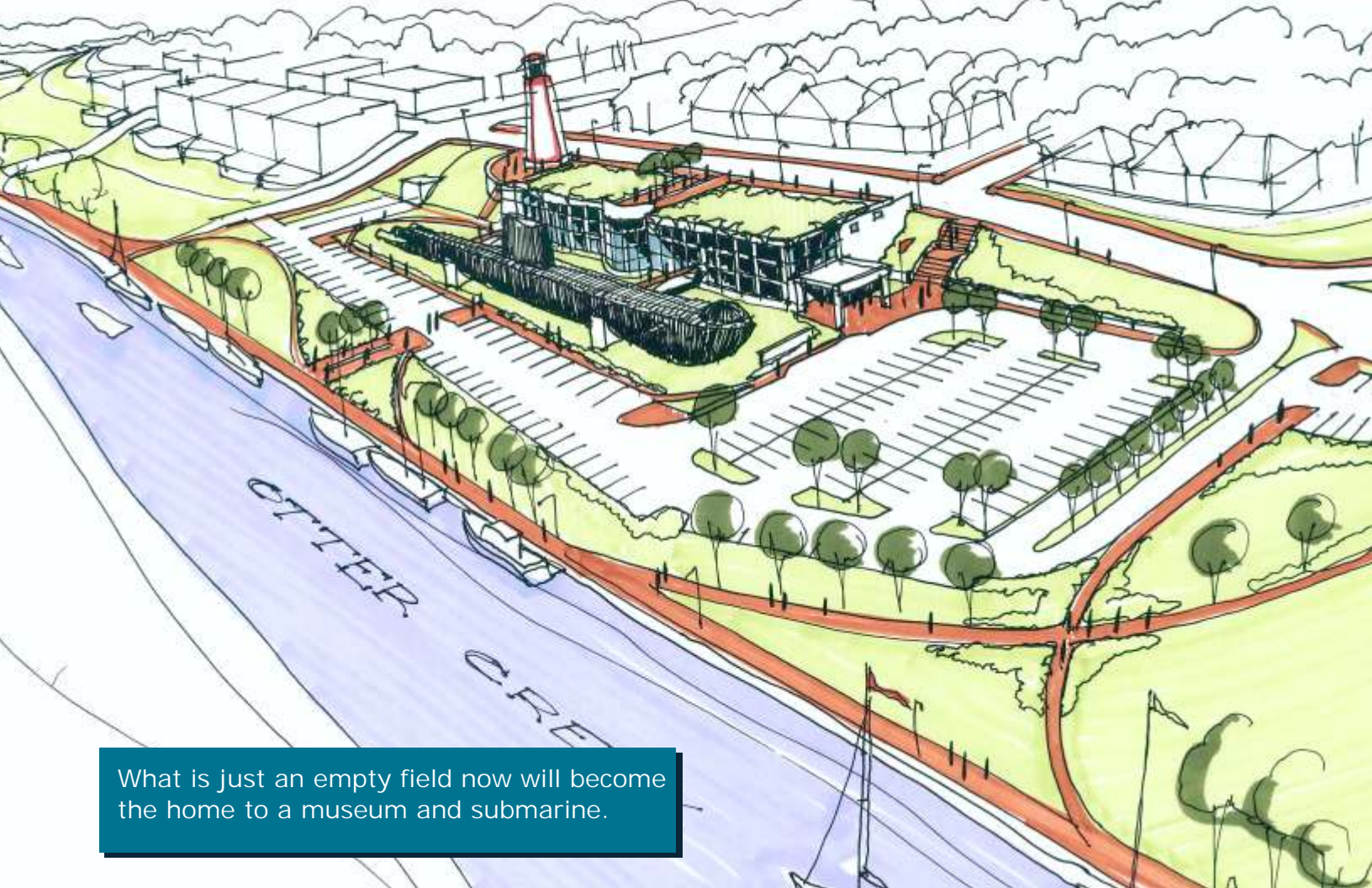
Economic development: The Municipality of Bayham and village of Port Burwell are working hard to create a new economic foundation focused on tourism and the environment. Project Ojibwa will have a quantum impact on short and long-term job creation by directly creating more than 40 full, part time and seasonal jobs in addition to the spin-off jobs created by local businesses and entrepreneurs. A land use study conducted for the Municipality of Bayham by the IBI Group confirmed Museum projections when they found that some \$14.4M would be injected into the region annually as a result of this project.

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

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

Green technology: Sub Station Ojibwa will showcase leading-edge green technologies and environmental responsibility making it a world leader in applying green technology to museum facilities.

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 create scholarships, subsidize school tours and support charitable organizations including local museums and charities benefitting veterans and their families.



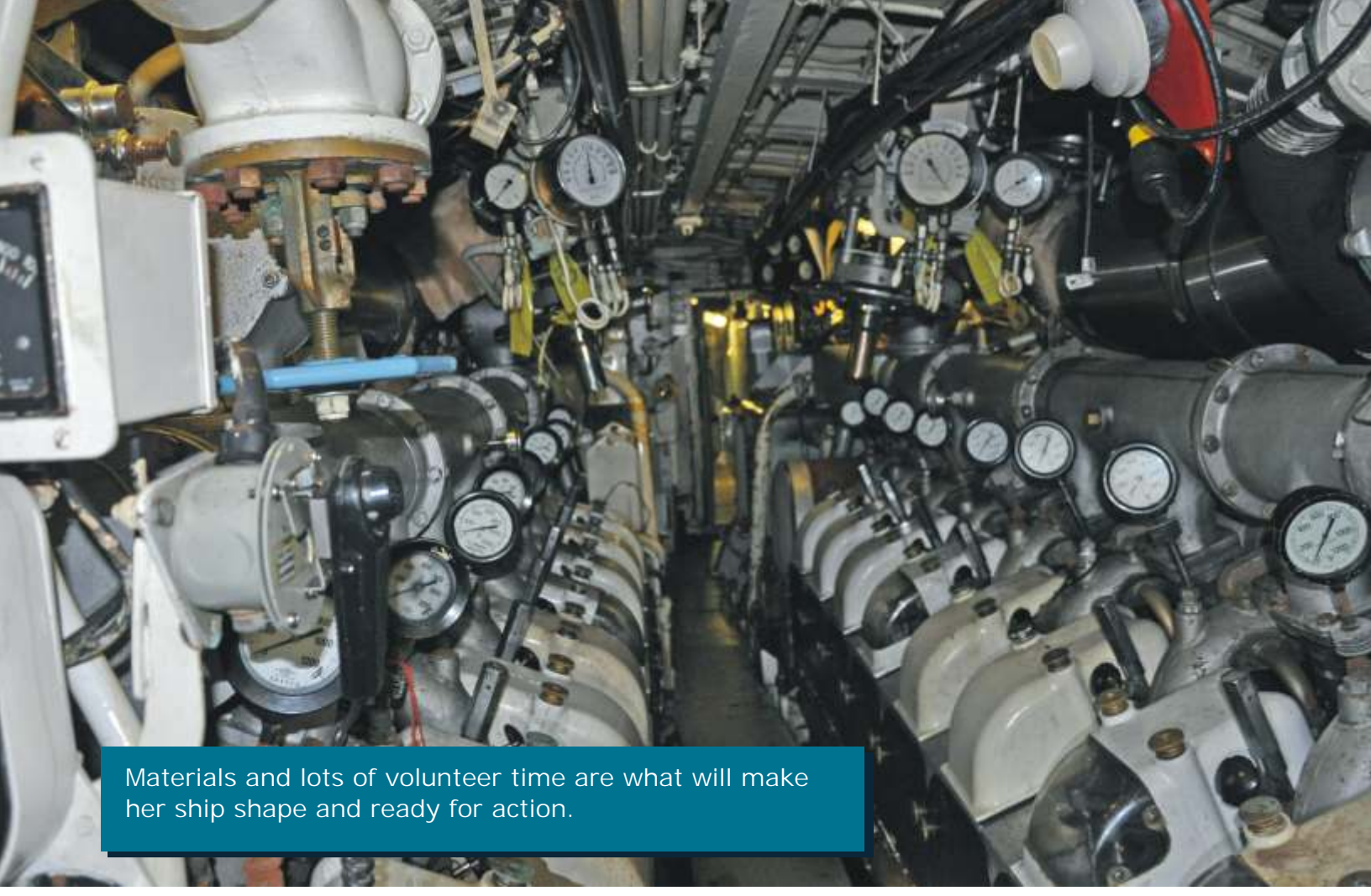
What is just an empty field now will become the home to a museum and submarine.

Major Sponsorship Opportunities

High Sponsor Visibility On-Site and On-Line

Our Sponsor Recognition Package has been designed to provide maximum visibility, impact and access. All sponsorship levels will receive a unique commemorative gift suitable for display; listing on our press release template; prominent visibility in the opening ceremony, visitor orientation video, and a permanent exhibit on the move; links and ads on our web site; priority use of facilities; VIP passes and much more.

Levels	Value	Major Gift Recognition Highlights
Diamond	\$500,000 or above	<ul style="list-style-type: none"> - Name on exterior of the museum building - Largest sponsor logo on <i>Ojibwa</i> during move - Full page in sponsorship section of the website for 2 years - Logo and full page message/ad in Official Opening Ceremonies Program
Platinum	\$100,000 – \$499,999	<ul style="list-style-type: none"> - Opportunity to name a room or area on the site - Large logo on <i>Ojibwa</i> during move - Half page message/ad in Official Opening Ceremonies Program and web site
Gold	\$25,000 - \$99,999	<ul style="list-style-type: none"> - Opportunity to name an area on <i>Ojibwa</i> - Medium logo on <i>Ojibwa</i> during move - Quarter page message/ad in Official Opening Ceremonies Program and web site
Silver	\$5,000 - \$25,000	<ul style="list-style-type: none"> - Opportunity to name an exhibit in the museum building or on <i>Ojibwa</i> - Small logo on sides of <i>Ojibwa</i> during move - Eighth page message/ad in Official Opening Ceremonies Program and web site
Bronze	\$1,000 - \$4,999	<ul style="list-style-type: none"> - Opportunity to name a piece of equipment on <i>Ojibwa</i> - Eighth page message/ad in Official Opening Ceremonies Program and web site



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 levels in the corporate 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

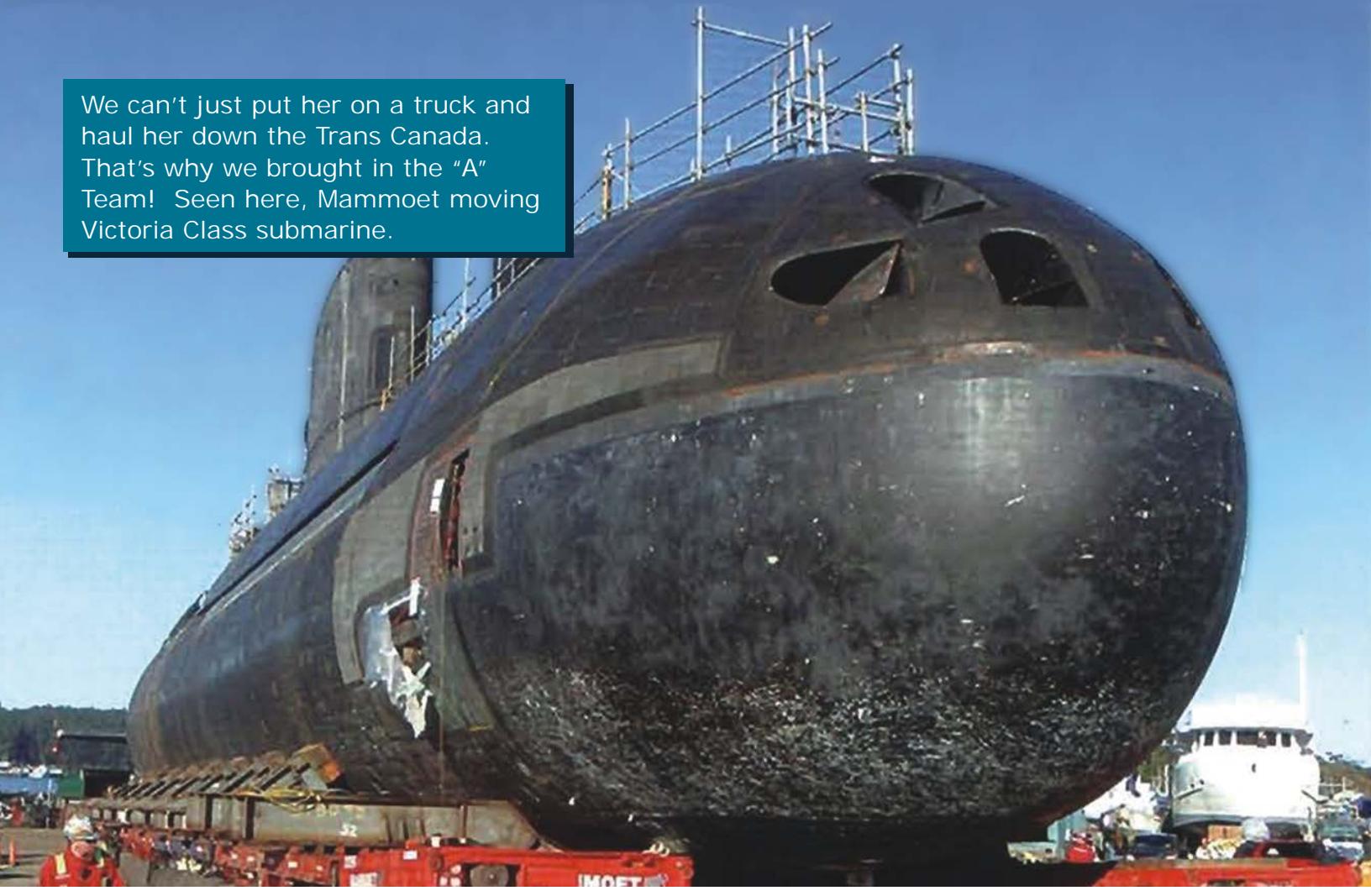
Goods con't.

- 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

We can't just put her on a truck and haul her down the Trans Canada. That's why we brought in the "A" Team! Seen here, Mammoet moving Victoria Class submarine.



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.fleetech.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 dry-docks 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

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.

Environmental assessment - Conestoga - Rovers & Associates Ltd.

This international firm has been at the forefront of environmental consulting services for over three decades. Their Waterloo, Ontario office conducted full environmental impact assessments of the Port Burwell site and the route from Halifax. For more information, visit www.craworld.com.

Dredging Consultant - Riggs Engineering Ltd.

Riggs Engineering, a heavy civil engineering and marine specialist firm in London, Ontario provide solutions for dredging, commercial harbour facilities, ferry terminals, water resources and construction support services. For more information, visit www.riggsengineering.com.



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. The opportunity to develop a major tourist attraction that brings our nations naval history to the heart of central Canada is a tremendous opportunity and one that will have a huge economic impact on the region.

For more information, contact the Project Team at 1-519-633-7641 or by email at info@projectojibwa.ca.