

# MACKIE LAKE HOUSE

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2026 Sponsorship Opportunities





# ABOUT US

Mackie Lake House was built in 1910 on the shores of Kal Lake in Coldstream.

Today, Mackie Lake House is a registered heritage site and is operated by a non-profit foundation. We host events, offer facility rentals, deliver tours, facilitate elementary school field trips, and care for and preserve thousands of artifacts.

Mackie Lake House was inhabited by three local families - each contributing to the incredible stories and objects we share. The home's history spans 116 years, but items in our collection date as far back as the 1600s.

At Mackie Lake House, we don't just keep artifacts in good condition. We're preserving Peter's rabbit, Hugh's maps, Grace's teapots, and Paddy's flute. Our objects hold an important social history, and you can help us share those stories for years to come.

# BECOME AN ARTS CHAMPION



Sponsoring Mackie Lake House is a great way to expand your reach in our community, both in-person and online.

Sponsoring allows you to drive brand visibility. You'll reach new customer segments, and you'll have the opportunity to network with community leaders, arts and culture representatives, and other industry insiders.

We welcomed more than 2300 guests in 2025, and we're planning to reach even more in 2026. Mackie Lake House is a great place to meet your newest customers.

Our combined social media channels have more than 3800 followers, with an average of 15k monthly impressions on Instagram and 13k monthly impressions on Facebook. More than 80% of our followers reside right here in the Okanagan. We also have a mailing list with more than 900 members and consistently see a 60% open rate.

The best part? We see high digital engagement when we post about community collaboration. We'd love to tell our followers about your support!



## TEA TITLE SPONSOR

**\$7000**

Anytime we talk about tea at Mackie Lake House, we'll be thanking you for your support.

You'll be the title sponsor of our 2026 tea season, including: Mother's Day Tea, the Spring Garden Party, Teddy Bear Tea, Harvest Tea, and Christmas Tea. Help us welcome hundreds of visitors to Mackie Lake House for an historical experience they won't forget.

### **Title Tea Sponsor | \$7000**

4 tickets to each tea (including the exclusive Mother's Day Tea)

Private event booking for up to 30 people

Your logo on all posters and ticket listings

Your name in media release and option to provide quote

Thank you in our newsletter

Your logo on our website

3 social media mentions

Marketing presence at events

# INVEST IN HERITAGE

# \$7000



If you'd like to join us here in the forever business, choose to invest in heritage! Together we can preserve the irreplaceable stories and objects that connect us to our past. The Heritage Sponsor will fund museum-quality storage products and will enable us to develop new exhibitions for our visitors to enjoy.

## **Heritage Sponsor | \$7000**

Private tour of the house and collection for up to 8 guests

Private half-day booking of the Veranda for meeting space, seats up to 15

Your logo on exhibition introduction signs

Your logo on our website

3 social media mentions

Your name mentioned in exhibition media release and option to provide quote

Thank you in our newsletter

# MUSIC AT MACKIE

Our Summer Concert series is an annual celebration of great Canadian musical talent, live on the shores of Kal Lake.

We will hold two concerts during the summer of 2026, featuring BC-based artists.

Music at Mackie is a unique way for visitors to experience the Mackie Lake House Registered Heritage Site, and it serves as an annual fundraiser with all proceeds channeled towards our mission of preserving and presenting Mackie Lake House and its collections.

Your sponsorship will allow us to bring in an excellent caliber of musicians, and you'll get a chance to bring brand awareness to hundreds of visitors.

## **\$1500 Sponsorship**

4 tickets to each concert, your logo on our event posters and website, 1 social media mention

## **\$3000 Sponsorship**

6 tickets to each concert, your logo on our posters and website, 2 social media mentions, your marketing material at our concerts

## **\$5000 Sponsorship**

10 tickets to each event, your logo on our event posters and website, 3 social media mentions, your name in our media release and a thank you in our newsletter, opportunity to speak at the concerts or have a promotional presence

# ARTIST IN RESIDENCE

# \$2500

This annual program is directly inspired by Paddy Mackie and the incredible local artists who helped shape the visual arts scene in our community. One chosen artist will spend three weeks living at Mackie Lake House and undergoing an intensive image-making process that is inspired by the power of place. Their works will go on view in a solo exhibition at the Vernon Public Art Gallery during the fall season.



## Artist in Residence Sponsor | \$2500

- Private artist talk & wine and cheese night for up to 10 guests
- Your logo on our website
- 1 social media mention
- Invitation to exhibition opening at Vernon Public Art Gallery



## **PROGRAMMING FOR CHILDREN AND FAMILIES**

### **\$2000**

History is fun for everyone!

We love giving kids and their grownups a reason to visit Mackie Lake House. Even more, we love to make it accessible for families of all economic backgrounds. We offer free Field Trips to students in School District 22 and hope to ignite an early passion for subjects like Earth Science and History.

One of our favorite annual events is Teddy Bear Tea, and we get to invite dozens of kids to bring along a stuffie and play tea party with us. As the sponsor of these family-friendly programs, you'll provide a meaningful opportunity for local kids to learn through play.

#### **Programming Sponsor | \$2000**

Your logo on our website

2 social media mentions

Your name mentioned in event media release and thank you in our newsletter

Physical brand presence at family event(s)



*Mackie*  
**Lake House**

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