



## **Shine Bright – The Point Clark Lighthouse Revitalization Fundraising Campaign is now underway!**

We have set a fundraising goal of \$200,000 to create new and innovative exhibits at the Point Clark Lighthouse Museum.

The Point Clark Lighthouse story spans almost 170 years and we want to preserve and celebrate our history with the fabrication and installation of new exhibits in 5 rooms: The Lives of Lightkeepers; Lighthouses, Lamps and Lenses; Tales of Ships Lost and Ancient Pathways; a Community Gallery and a Reading and Activity room. The newly hired Heritage Coordinator (4-month contract, beginning May 2) will be taking the lead on the research and development of these exhibits.

Communications began with a 2-page spread announcing the campaign in the Huron-Kinloss Discovery Guide, mailed to all residents and will be available at tourist information centres.

Staff have created a tab on the Point Clark Lighthouse page, on our corporate website, outlining the details of the campaign, including a "Donate now" button with instructions for people to donate securely to the campaign (cash, cheque or e-transfer).

We are working on the design and fabrication of a fundraising tracker to be installed at the Lighthouse, allowing the public to see how our fundraising is progressing and encourage them to donate.

A detailed communications plan and marketing strategy for this campaign is planned for later in May.

### **Sponsorship levels include:**

Friends of the Lighthouse - \$50 annual contribution

Guide - \$50 - \$499

Beacon - \$500 - \$4,999

Caretaker - \$5,000 - \$9,999

Guardian (Exhibit sponsorship) - \$10,000 - \$24,999

Keeper of the Lighthouse (Room sponsorship) - \$25,000+

Recognition options for each level of sponsorship are being finalized internally.