



WALK TO CALVARY EXPERIENCE

2026

Strategic Sponsorship Media Kit

“Elevate Your Brand Through Faith, Culture, and Community in Bermuda”

An Experiential Marketing Opportunity Reaching Thousands Locally and Internationally.



WHY PARTNER WITH WALK TO CALVARY?

The Opportunity

The Walk to Calvary Resurrection Weekend in Bermuda is more than an event—it's **an experience**. Over **5 days**, we welcome thousands of attendees, local Bermudians, Bermuda residents, and international visitors.

Key Benefits for Sponsors:

- **Reach a Faith-Driven Audience:** Thousands of local, regional, and international attendees.
- **Cross-Industry Appeal:** Cultural, tourism, retail, hospitality, and faith-based markets combined.
- **Bermuda's Peak Travel Season:** April is Bermuda's prime time for visitors.
- **High Media Exposure:** Local and international media coverage, social media reach, website traffic, and digital influence.
- **Experiential Brand Activation:** Immersive opportunities like product booths, activations, and sales platforms at key events.

We have proudly partnered with the **Bermuda Tourism Authority (BTA)** to position Walk to Calvary as a premier cultural and faith-based tourism event. Sponsorship with us means access to:

- International tourism marketing campaigns.
- Co-branded promotions reaching overseas travelers.
- Increased exposure through BTA media channels.

Your partnership extends beyond an event—it supports Bermuda's tourism economy and attracts a faith-focused audience.

AUDIENCE DEMOGRAPHICS & REACH

Category	Data & Insights
Projected Attendance	2,500+ locally; 50+ international
Faith-Based Audience	Multi-denominational, faith-driven
Tourism Demographic	US, Caribbean, UK travelers, aged 25-65+

Why Sponsors Love Us:

- **Direct Engagement:** Booths, retailing, and activations.
 - **Brand Alignment:** Faith-based, family-oriented, cultural, and community-positive positioning.
 - **Measurable Impact:** Data tracking via website ads, social media analytics, and visitor attendance.
-



Event Overview

Walk to Calvary: Resurrection Weekend Experience

Experience the powerful story of Jesus Christ's final days brought to life through a moving reenactment, fellowship events, and Bermudian cultural traditions.

This **5-Day Experience** combines faith, local culture, and hospitality like nowhere else.

- **When:** April 1st - April 6th, 2026
- **Where:** Beautiful Bermuda – the perfect springtime destination
- **Who Will Attend:** Locals and Overseas guests who are- Individuals, couples, families, churches, and group leaders looking to celebrate Resurrection Weekend in a meaningful way.

Full Event Schedule

Transportation Included for All Walk to Calvary Package Holders!

Wednesday – Arrival Day

- Pick-Up at Bermuda Airport (VIP for WTC Package Guests)
- VIP Welcome Reception at Grotto Bay
- Traditional Bermuda Kite-Making (immediately after the Welcome Reception)

Thursday – Holy Thursday

- Reenactment Rehearsal & Costume Pickup (10:00 AM)
- Foot Washing Service (6:30 PM)
- Last Supper Dinner: Meet the Cast - Venue: TBD

Friday – Good Friday

- Pre-Experience Worship @ Ebenezer Methodist Church (9:45 AM)
- **Walk to Calvary Reenactment** (10:30 AM – 1:00/30 PM)
- Annual Good Friday Community Festival Caravan - Tour of Bermuda's Cultural Celebrations
- Return to Grotto Bay

Saturday – Fellowship Day

- Baptism Experience @ Grotto Bay Beach (8:00 AM)
- Explore Bermuda: **Island Tours** (11:00 AM)
- Lunch with the Cast (After Tours)

Sunday – Resurrection Sunday

- Sunrise Service @ Ordnance Island (6:15 AM) – Witness the final scene of the reenactment.
- Bermuda Codfish Breakfast @ St. Peter's Hall (8:00 AM)
- Pre-Arranged Transport to Local Church Services (Times Vary)
- Optional: Traditional Sunday Brunch (Assistance Provided)

Monday–

- Pre-Arranged Transport back to the Bermuda Airport



INNOVATIVE SPONSORSHIP OPPORTUNITIES

Sponsorships are open to any business sector, not just faith-based. We welcome sponsorship in the form of the following:

- Venue Space
- Sound Sponsors
- Taxi and Transport Sponsors
- Vendor, Kids/Family Fun and Retail Sponsors
- Food and Beverage Sponsors
- POI, Tourism Sponsors
- Tourism Products and Merchandise Sponsors
- Media and Technology Sponsors
- Photography & Videography Sponsors
- Celebration & Experience Sponsors

1. Digital Marketing Sponsorships

- **Website Banner Ads:** Prime ad placement on the Walk to Calvary website (homepage and key pages). Packages available:
 - 2-3 Month Run: **\$1,500** set fee
 - Capture our visitors and local guests **BEFORE** they arrive on island and to events! Perfect for local tourism sponsors (restaurant, hotels, etc.)
- **Website Deals & Event Online Activation**
 - With our high website traffic for people seeking to come to Bermuda, through BTA partnerships, plus local ticket purchases and others, we will launch a new 'Deals & Events' page and feature local POI deals, events, packages and other offerings locals and visitors are seeking.
 - 2-3 Month Run: **\$500** set fee
 - Send us your deals and fliers to post on our website
 - Capture our visitors and local guests **BEFORE** they arrive on island and to events! Perfect for local tourism sponsors (restaurant, hotels, etc.)
- **Social Media Takeovers:** Sponsor branded content campaigns for Instagram & Facebook.
 - Per Post: **\$100**
 - Tag us as collaborators in your social media content or send us the graphics/videos to post. Must be faith based or tourism based content, upon approval. If you need us to create, we can offer that service as well.
 - Capture our visitors and local guests **BEFORE** they arrive on island and to events! Perfect for local tourism sponsors (restaurant, hotels, etc.)

2. Experiential Activation Opportunities

- **Vendor Village Booths** (*Opportunity to have a vendor/sales/activation booth at either our Walk to Calvary Resurrection experience and/or Good Friday Festival @ St. George's Preparatory School*):
 1. **Product Sales & Sampling:** Sell products, offer samples, or showcase services.
 2. **Interactive Brand Activations:** Engage attendees with contests, games, or giveaways.
 3. **Cost:** **\$250** per 10x10 space



3. Premier Corporate Branded Partnerships

- **VIP Hospitality Partner** (*Tourism attractions, Hotels, Airbnb's/Guest Homes, Restaurants, etc.*):
 - Offer discounts and packages to our guests (Featured on our website, social media and branding at all events)
 - Sponsor packages for international visitors: accommodations, meals, tours.
 - Recognition on website, event signage, and concierge materials.
 - Option to have branded merchandise giveaways or for sale at event activation booths, we are open for your marketing and sales ideas as well!
 - Fill the breaks in our event schedule with events and suggestions to our guests for your business!
 - Investment: Starting at **\$2,500 Gold | 5,000 Premier**
- **Inclusion in Walk to Calvary Swag Bags and Promotions**
 - **\$500** Include your business coupons, fliers, business cards or branded merchandise in our official WTC swag bags that are for our international visitor and local packages, items can also be used as giveaways at events or for media opportunities, suggest preparing at least 200 to 1,500 items.
- **General Corporate Giving Tiers**

MAJOR GENERAL GIVING SPONSORSHIP TIERS

Benefit / Sponsorship Tier	Title Sponsor (\$25,000)	Platinum Partner (\$20,000)	Gold Partner (\$15,000)	Silver Partner (\$7,500)	Community Partner (\$3,000)	Digital Partner (\$1,500)
Exclusive Title Sponsor Recognition	✓	✗	✗	✗	✗	✗
Premium Logo Placement on All Marketing Materials	✓	✓	✓	✓	✗	✗
Logo on Website	✓	✓	✓	✓	✓	✓
Website Banner Ad	✓	✓	✓	✓	✗	✗
Dedicated Digital/Social Media Ads	✓ (Ongoing & Featured)	✓ (5 Posts)	✓ (4 Posts)	✓ (3 Posts)	✓ (1 Post)	✓ (3 Posts)
Event Booth Space	✓ (Premium)	✓ (Premium)	✓ (Standard)	✓ (Standard)	✓ (Limited)	✗
Branded Activation Opportunity	✓	✓	✓	✗	✗	✗
Verbal Recognition at Key Events	✓	✓	✓	✗	✗	✗



Benefit / Sponsorship Tier	Title Sponsor (\$25,000)	Platinum Partner (\$20,000)	Gold Partner (\$15,000)	Silver Partner (\$7,500)	Community Partner (\$3,000)	Digital Partner (\$1,500)
Email Newsletter Mention	✓	✓	✓	✗	✗	✗
Co-Branded Merchandise Giveaway/Sales Opportunity	✓	✓	✗	✗	✗	✗
Custom Promotional Ideas	✓ (Tailored to Your Goals)	✓ (Tailored to Your Goals)	✗	✗	✗	✗

****Sponsors must provide us their branded marketing materials: logo, banners, social media posts, swag bag items, etc. We can create them for you with our inhouse marketing agency for an extra fee, speak with the sales rep if interested.**

JOIN OUR OTHER SPONSORS



BERMUDAIR

Partner with Us Today!

Choose one of these or let's create a sponsorship package tailored to your business goals.

Contact Us: Mickai Wainwright- Sponsorship Sales Rep (Marketing Specialist)

Visit Our Website to Learn More: <https://walktoalvary.bm/>

Call Us: 441-704-9824

Email: info@walktoalvary.bm

Secure your spot and align your brand with this transformative faith-based and cultural experience!