

OWEN SOUND CANADA DAY SPONSORSHIP 2018



**owen
sound**
where you *want* to live

SCENIC CITY CELEBRATIONS

The largest urban community in Grey and Bruce, Owen Sound features an expansive harbour and bay that comes alive on Canada Day.

Each year on Canada Day, thousands of residents and guests of the area gather for activities throughout the day at Kelso Beach and line the city's waterfront for dazzling fireworks in the evening.

This year we invite you to support this annual community event to continue to offer a day of fun and excitement to all of Owen Sound and beyond.

SPONSORSHIP OPPORTUNITIES

Owen Sound's Canada Day Celebrations provide opportunities for all residents, groups and community partners to unite in celebration. It is also an opportunity for local businesses to show their appreciation for a colourful community and their proud Canadian character.

Sponsorship ensures that this event can remain free and accessible to all, with activities and entertainment that appeal to a wide variety of audiences.

Each sponsorship package may be tailored to best align with your business' specific budgets, branding and interests.

OWEN SOUND CANADA DAY SPONSORSHIP 2018

SHOW YOUR PRIDE IN YOUR COMMUNITY & YOUR COUNTRY
BY SPONSORING AN OPEN & ACTIVE EVENT FOR ALL!

CANADA DAY PRESENTING PARTNER - \$2,500 (only one available)

- Official title & recognition as Presenting Partner on all promotional activity
- Opportunity to provide on-stage remarks at Owen Sound's Canada Day Celebrations
- Opportunity to set up on-site booth & provide product or promotional activities at Owen Sound's Canada Day Celebrations
- Logo with premiere positioning in the Sun Times 'Canada Day Flag' full page spadia cover
- Logo with premiere positioning on Owen Sound's Canada Day website, linked to your site
- Logo with premiere positioning on all on-site signage
- Logo with premiere positioning on social media & online advertisements
- Logo with premiere positioning on digital information signs at City facilities, including a road-side digital screen seen by thousands every day, outside the Julie McArthur Regional Rec Centre
- Recognition as Presenting Partner in all radio advertisements & live mentions
- Recognition as Presenting Partner in media releases & interviews
- Recognition as Presenting Partner in Owen Sound's Canada Day printed program

CANADA DAY MAIN STAGE SPONSOR - \$1,500 (only one available)

- Official title & recognition as Stage Sponsor from Main Stage (Kelso Beach Amphitheatre)
- Opportunity to provide on-stage remarks at Owen Sound's Canada Day Celebrations
- Opportunity to set up on-site booth & provide product or promotional activities at Owen Sound's Canada Day Celebrations
- Opportunity to hang business banner or flags on Main Stage
- Logo with Stage Sponsor title in the Sun Times 'Canada Day Flag' full page spadia cover
- Logo with Stage Sponsor title on Owen Sound's Canada Day website, linked to your site
- Logo with Stage Sponsor title on all on-site signage
- Recognition as Stage Sponsor on social media posts regarding entertainment
- Recognition as Stage Sponsor on digital information signs at City facilities, including a road-side digital screen seen by thousands every day, outside the Julie McArthur Regional Rec Centre
- Recognition as Stage Sponsor in media releases & interviews
- Recognition as Stage Sponsor in Owen Sound's Canada Day printed program

CANADA DAY ACTIVITY SPONSOR - \$1,000

- Official title & recognition as Activity Sponsor from Main Stage (Kelso Beach Amphitheatre)
- Opportunity to set up on-site booth & provide product or promotional activities at Owen Sound's Canada Day Celebrations
- Logo with Activity Sponsor title in the Sun Times 'Canada Day Flag' full page spadia cover
- Logo with Activity Sponsor title on Owen Sound's Canada Day website, linked to your site
- Logo with Activity Sponsor title on Activity Area signage
- Recognition as Activity Sponsor on social media posts regarding children's day-of activities
- Recognition as Activity Sponsor in media releases & interviews
- Recognition as Activity Sponsor in Owen Sound's Canada Day printed program

CANADA DAY SUPPORTER - \$200

- Business name listed in the Sun Times 'Canada Day Flag' full page spadia cover
- Business name listed on Owen Sound's Canada Day website
- Business name listed in Owen Sound's Canada Day printed program



OWEN SOUND CANADA DAY SPONSORSHIP AGREEMENT

AGREEMENT

I agree to be an Owen Sound Canada Day Sponsor. I will provide the following fee in return for the benefits outlined on the previous page.

- \$2,500 - Canada Day Presenting Partner
- \$1,500 - Canada Day Main Stage Sponsor
- \$1,000 - Canada Day Activity Sponsor
- \$200 - Canada Day Supporter

Business Name: _____

Address: _____

Contact Name: _____ Phone: _____

Email: _____

Sponsor's Signature: _____ Date: _____

Please sign this agreement, keep a copy for your records and return a signed copy to the address below with a cheque payable to City of Owen Sound. Payment may be made by Visa or Mastercard as well. Invoice available upon request.

Name on Credit Card: _____

Credit Card Number: _____ Expiry Date: _____

Carly McArthur, Events Facilitator, City of Owen Sound

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In Person (temporary location): 945 3rd Ave. E, Owen Sound - Suite 230

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