



CANNINGTON  
CANADA DAY FESTIVAL  
AND  
CAR & TRUCK SHOW  
2023



JULY 1, 2023  
MACLEOD PARK

[WWW.CANNINGTONLIONSCLUB.CA](http://WWW.CANNINGTONLIONSCLUB.CA)

2023  
SPONSORSHIP PACKAGE



# 2023



# CANNINGTON CANADA DAY FESTIVAL

## WE'RE BACK!

The Cannington Canada Day Festival is back in MacLeod Park and so is the Classic Car & Truck Show! This year's event will be another fun-filled full day of entertainment, food, celebration, activities, and more with something to please everyone.

The Cannington Canada Day Festival and Classic and Custom Car & Truck Show attracts people from throughout Ontario! They all come to beautiful MacLeod Park in Cannington. The event boasts a day of entertainment, interactive activities, food and fun for all ages. It is an annual tradition which has grown stronger each year.

Help us celebrate our nation's birthday! Through special support of sponsors like you this year's event will again be completely FREE of charge for everyone (except food and beverage)

**We simply can't do it without the support of our sponsor partners such as yourself.**

## Highlights of The Day:

- Activity area with rides, inflatables, games, and activities
- Classic Car & Truck Show
- Citizen Of The Year Award presentation
- BBQ and concession areas
- Beer Tent
- Local non-profit organization displays
- Haunted Maze
- Fire Department displays and exhibits
- Best fireworks in the area
- And more!

## GET INVOLVED!

Our sponsorship program provides many ways for you to promote yourself and show your support for our community. Join us in the celebration and keep this Cannington tradition strong!

Depending on the level of sponsorship there are opportunities for recognition and involvement include the following:

- ⇒ Company name and logo on all promotional materials for event and all signage in park and car show area.
- ⇒ Event signage
- ⇒ Large signage with logo and name and Canada Day message displayed prominently in park.
- ⇒ Possible location of promotion or information booth in park
- ⇒ Advertisement in souvenir program distributed free prior to event and available for free to all attendees at event
- ⇒ Your company or organization's name listed prominently on event sponsorship board at event.



\* Some events are tentatively scheduled and will depend on supporting organization participation

# THE 2023 CANADA DAY FESTIVAL SPONSORSHIP AND ADVERTISING SCHEDULE

ALL AMOUNTS INCLUDE APPLICABLE HST @13% (HST NUMBER 125517185RT0001)

## **Activities Sponsor \$5,800.00 (SPECIAL \*\* Only 1 available \*\*)** (Please respond ASAP for promotional material)

- ◆ All events marked as “**Courtesy of Activity Sponsor <<SPONSOR NAME>>**” on all promotional materials, media announcements, fireworks signage, event program, and during on stage announcements
- ◆ Full and prominent signage at event
- ◆ All benefits of Gold Leaf Supporter included (see below)

## **Fireworks Sponsor \$3,000.00 (SPECIAL \*\* Only 1 available \*\*)** (Please respond ASAP for promotional material)

- ◆ Event fireworks are referred to as “<<SPONSOR NAME>> FIREWORKS DISPLAY” on all promotional materials, media announcements, fireworks signage, event program, and during on stage announcements
- ◆ All benefits of Gold Leaf Supporter included (see below)

## **Car Show Named Sponsor \$3,000.00 (SPECIAL \*\* Only 1 available \*\*)** (Please respond ASAP for promotional material)

- ◆ Named lead sponsor on all promotional materials, media announcements, fireworks signage, event program, and during on stage announcements
- ◆ All benefits of Gold Leaf Supporter included (see below) and benefits of Car Show Sponsorship (see back page)

## **Gold Leaf Supporter \$1,400.00 (Co-Sponsor Level)** (Please respond ASAP since this level will have name and logo on all promotional material)

- ◆ Prominently places name and logo on all promotional materials, advertisements, and park notices during the event as an official co-sponsor of Canada Day 2023
- ◆ Places your name and logo on front page of Canada Day Festival Program which will be distributed throughout the area and made available to everyone attending on Canada Day.
- ◆ Full page advertisement in Canada Day Program
- ◆ Provides you with complimentary signage with name and logo to be placed prominently in park (4'x4' size)
- ◆ Your company publicly thanked as a major supporter during the days events
- ◆ Logo and hyperlink on event website

## **Maple Leaf Supporter \$600.00** (Please respond ASAP at this level to ensure you are included on all promotional materials)

- ◆ Company name and logo included on all advertisements and promotional materials
- ◆ Company name included on schedule of proud supporters displayed throughout park on day of event
- ◆ Half page ad in Canada Day Program
- ◆ Logo and hyperlink on event website
- ◆ Honorable mention and thank you of your company as a supporter during the events of the day

## **Red Level Supporter \$200.00**

- ◆ Company or name included on schedule of proud supporters displayed throughout park on day of event
- ◆ Quarter page ad in Canada Day Program
- ◆ Logo and hyperlink on event website
- ◆ Honorable mention and thank you of your company as a supporter during the events of the day

## **White Level Supporter (minimum \$75.00)**

- ◆ Company or name included on schedule of proud supporters displayed throughout park on day of event
- ◆ Quarter page ad in Canada Day Program may be purchased for additional discounted price of \$85.00





## THE 2023 CANADA DAY FESTIVAL CLASSIC CAR & TRUCK SHOW

### Car Show Sponsorship and Advertising Schedule

ALL AMOUNTS INCLUDE APPLICABLE HST @13% (HST NUMBER 125517185RT0001)

#### Car Show Trophy Sponsorship \$ 129.00 (limited number available)

- # Business name will appear on trophy awarded to winning car or truck owner (business representative welcomed to present award)
- # Your business recognized as a supporting sponsor of The Cannington Canada Day Classic and Custom Car & Truck Show.
- # Name and logo will appear on car show promotional material at other events to market the July 1 event
- # Business name will appear in following year car show promotion materials to car clubs and other car shows
- # Recognition on Car Show sponsor signage at event
- # Recognition on event website

#### Car Show In-Kind Sponsorship

- # For sponsors who wish to contribute prizes or giveaway materials to attending car show participants recognition will be given on Car Show sponsorship signage at event
- # Recognition will be provided at event commensurate with value of support
- # Recognition on event website
- # Examples of In-Kind Sponsorship could be gift certificates, retail items, services, or other product gifts



#### **SPONSORSHIP INFORMATION:**

Walter Schummer, Treasurer

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