

20th ANNUAL CANNINGTON CANADA DAY FESTIVAL AND CAR & TRUCK SHOW

**JULY 1, 2025
MACLEOD PARK**



WWW.CANNINGTONLIONSCLUB.CA

2025 SPONSORSHIP PACKAGE



2025

CANNINGTON CANADA DAY FESTIVAL



A SPECIAL YEAR!

The Cannington Canada Day Festival is back in MacLeod Park and so is the Classic Car & Truck Show! This year's event is special indeed. Not only is there a renewed sense of national pride but this is the 20th Canada Day Festival! The Cannington Lions Club is dedicated to making this 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.

An Expanded Event:

- L Activity area with inflatables, games, and activities
- L Live Music
- L Classic Car & Truck Show
- L Citizen Of The Year Award presentation
- L Improved BBQ and concession areas
- L Hot Wing Contest
- L Beer Tent
- L Local non-profit organization displays
- L Haunted Maze
- L Fire Department displays and exhibits
- L Best fireworks in the area
- L And So Much 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!

We've revamped our sponsorship program. 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 2025 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
- ◆ Prominent logo placement on front page of program and promotional material
- ◆ 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)

- ◆ Car show promoted as the <SPONSOR NAME> Car Show
- ◆ 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)

Stage Sponsor \$1,400.00 (SPECIAL ** Only 1 available **) (Please respond ASAP for promotional material)

- ◆ Banner at stage confirming you as “Stage Sponsor”
- ◆ Benefits of Gold Leaf Sponsor (excluding sign)
- ◆ Logo and hyperlink on website and social media

Gold Leaf Supporter \$1,000.00 (Co-Sponsor Level) (Please respond ASAP since this level will have name and logo on all promotional material)

- ◆ Name and logo on all promotional materials, advertisements, and park notices during the event as an official co-sponsor of Canada Day 2025
- ◆ 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 and social media

Maple Leaf Supporter \$500.00 (Please respond ASAP at this level to ensure you are included on all promotional materials)

- ◆ Company logo included on all advertisements
- ◆ 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 and social media
- ◆ Honorable mention and thank you of your company as a supporter during the events of the day

Red Level Supporter \$300.00

- ◆ 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 and social media
- ◆ Honorable mention and thank you of your company as a supporter during the events of the day

White Level Supporter (\$100.00)

- ◆ Company or name included on schedule of proud supporters displayed throughout park on day of event
- ◆ Social media and website promotion





THE 2025 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 \$ 150.00 (limited number available)

- L Business name will appear on trophy awarded to winning car or truck owner (business representative welcomed to present award)
- L Your business recognized as a supporting sponsor of The Cannington Canada Day Classic and Custom Car & Truck Show.
- L Recognition on Car Show sponsor signage at registration desk
- L Recognition on event website

Car Show In-Kind Sponsorship

- L 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
- L Recognition will be provided at event commensurate with value of support
- L Recognition on event website
- L Examples of In-Kind Sponsorship could be gift certificates, retail items, services, or other product gifts



SPONSORSHIP INFORMATION:

Walter Schummer, Treasurer

102 Peace Street

Box 458

Cannington, Ontario L0E 1E0

705-432-8464 866-334-3618

canadaday@canningtonlionsclub.ca

Cannington Canada Day Sponsorship Application

ALL AMOUNTS INCLUDE HST @ 13% (HST #125517185RT0001)



Company Name: _____

Contact Name: _____

Telephone (Day): _____ Telephone (Night): _____

Fax: _____ Email: _____

Website for Linking (optional): _____

Will you provide ad material for Canada Day program? YES NO

Level of Financial Support (details in Sponsorship Package):

- ☐ Activities Sponsor (\$5,800.00) - We will contact you regarding details
- ☐ Fireworks Sponsor (\$3,000.00) - We will contact you regarding details
- ☐ Car Show Named Sponsor (\$3,000.00) - We will contact you regarding details
- ☐ Stage Sponsor (\$1,400.00) - We will contact you regarding details
- ☐ Gold Leaf Support Co-Sponsor (\$1,000.00) - We will contact you regarding details
- ☐ Maple Leaf Support (\$500.00)
- ☐ Red Level Support (\$300.00)
- ☐ White Level Support (\$100.00)
- ☐ Car Show Trophy Sponsorship (\$150.00) (limited number available)

Cheque Enclosed: _____ Bill Me Later: _____

E-transfer: _____ (send to treasurer@canningtonlionsclub.ca)

Please make all payments by cheque and payable to **Cannington Lions Club - Canada Day**

Mail To: Cannington Lions Club - Canada Day
C/o Treasurer
PO Box 458
Cannington, ON L0E 1E0