

Cannington Canada Day Festival



2016



Classic and Custom Car & Truck Show

2016

SPONSORSHIP PACKAGE



WWW.CANNINGTONLIONSCLUB.CA



2016

CANNINGTON CANADA DAY FESTIVAL

AND

CLASSIC AND CUSTOM CAR & TRUCK SHOW



MORE THAN CANADA DAY!

The Cannington Canada Day Festival and Car & Truck Show is proudly going into its 12th year! The event is a fun-filled full day of entertainment, food, celebration, activities, classic and custom cars & trucks 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 149th birthday!

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

Highlights of The Day:

- **Free Admission**
- **Activity area with rides, inflatables, and games for everyone**
- **Canada Day Ball Hockey Tournament**
- **Custom and classic cars and trucks**
- **Motorcycle show n' shine**
- **Citizen Of The Year Award presentation**
- **BBO and concession areas**
- **Beer Tent**
- **Skateboarding exhibition***
- **Fire Department displays and exhibits**
- **Horseshoe tournament at The Legion***
- **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.

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**
- ✦ **Name and logo on thousands of flyers distributed to car shows prior to event.**
- ✦ **Your company or organization's name listed prominently on event sponsorship board at event.**
- ✦ **Opportunity for presentation of awards named for your company or organization**



* Some events are tentative and subject to change based on supporting organization participation

THE 2016 CANADA DAY FESTIVAL SPONSORSHIP AND ADVERTISING SCHEDULE

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

Fireworks Sponsor \$2,825.00 (SPECIAL ** Only 1 available **)

- * 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
- * Car show “People’s Choice” trophy awarded in name of your company or organization (“<<SPONSOR NAME>> PEOPLE’S CHOICE AWARD”)
- * All benefits of Gold Leaf Supporter included (see below) AND benefits of Car Show Sponsorship (see back)

Gold Leaf Supporter \$1,130.00 (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 2016
- * 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)
- * Provides automatic sponsorship of Car Show (see back page)
- * Your company publicly thanked as a major supporter during the days events
- * Logo and hyperlink on event website

Maple Leaf Supporter \$565.00 (Please respond ASAP at this level to ensure you are included on all promotional materials)

- * Provides you with signage (at no extra cost) in the park indicating you are a “Proud Supporter of Cannington Canada Day”. Signage will be approximately 4’X4’ and will have your company name, logo, etc placed on it.
- * 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
- * Thank You plaque from Cannington Lions Club indicating your support for Canada Day 2016

Red Level Supporter \$169.50

- * 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 \$56.50)

- * 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 discounted price of \$75.00





THE 2016 CANADA DAY FESTIVAL CLASSIC AND CUSTOM CAR & TRUCK SHOW

CAR SHOW SPONSORSHIP AND ADVERTISING SCHEDULE

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

Best in Class Trophy Sponsorship \$100 (only 2 available)

- ✦ Recognition as sponsor of "Best in Class" awards on either car or truck classes. Business name will appear on trophy awarded to winning entry (business representative welcomed to present award)
- ✦ Your business recognized as a supporting sponsor of The Cannington Canada Day Classic and Custom Car & Truck Show through signage and in Canada Day program
- ✦ Business name will appear in car show promotion materials to car clubs and other car show events
- ✦ Recognition on Canada Day Car Show event website

Car Show Class Trophy Sponsorship \$75.00 (limited number available)

- ✦ Business name will appear on trophy awarded to winning car show class entry (business representative welcomed to present award)
- ✦ Your business recognized as a supporting sponsor of The Cannington Canada Day Classic and Custom Car & Truck Show.
- ✦ Business name will appear in Canada Day program
- ✦ Business name will appear in following 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
- ✦ Depending on value of in-kind donations additional recognition will be provided at event and in all promotional materials
- ✦ Recognition on event website
- ✦ Examples of In-Kind Sponsorship could be gift certificates, retail items, services, or other product gifts



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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?

Level of Financial Support (details in Sponsorship Package):

Fireworks Sponsor (\$2,825.00) - We will contact you regarding details

Gold Leaf Support Co-Sponsor (\$1,130.00) - We will contact you regarding details

Maple Leaf Support (\$565.00)

✱ Do you have your own banner to include with your provided signage? Y N

✱ Indicate preferred heading on complimentary signage:

"Proud Supporter of Cannington Canada Day ..."

"Proud To Bring Canada Day Fun To You ..."

"Supporting Canada Day For Everyone ..."

"Happy Canada Day From Your Friends At ..."

✱ Will you have prepared text and logo for your complimentary signage? Y N

✱ Do you have preferred text/logo to appear on advertising material? Y N

Red Level Support (\$169.50)

White Level Support (minimum \$56.50)

CAR SHOW SPONSORSHIP (details in Sponsorship Package)

Car Show Best in Class Sponsorship \$100

Car Show Class Trophy Sponsorship of \$75.00

Car Show in-kind sponsorship

Cheque Enclosed: _____

Bill Me Later: _____

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