

# Celebrate Canada Day!

**Sponsorship Opportunities**



# Join us!

## **Event details**

Bronte Heritage Waterfront Park

July 1 from 6 to 10 p.m.

### **Enjoy evening events and free family fun!**

Live entertainment, family activities and food trucks open at 6 p.m. with fireworks at 10 p.m. (weather permitting).

Bring a blanket or lawn chair and get to the park early for the best view of the fireworks.

Avoid traffic by taking the free Oakville Transit shuttle from Bronte GO Station.

**Visit [oakville.ca](http://oakville.ca) for event details.**

To enhance our current programs and services, the Town of Oakville offers a variety of sponsorship opportunities to help businesses maximize visibility and impact in the community.

The opportunities listed in this package are designed to fit various budgets and desired sponsorship goals.

## **Canada Day Programming**

- Main stage and various performance areas featuring family-friendly local talent.
- Food truck area.
- Kid-friendly interactive activities featuring hands-on programming.
- Local organizations offering try-it events and more.
- Free Oakville Transit shuttle service.
- Fireworks display over Lake Ontario.

## **About our audience**

Our Canada Day event attracts a wide cosmopolitan audience of well-educated and well-travelled consumers.

- 25,000+ visitors in 2022
- 61% married, 65% post-secondary educated.
- Actively seeking family-friendly, convenient, and innovative programs and services.



**This year's  
anticipated  
attendance is  
25,000  
visitors.**

# Sponsor benefits

Benefits	Presenting	Festival Partner	Community Builder	Corporate
Sponsorship Level	\$10,000	\$5,000	\$3000	\$1000
Category exclusive	Yes	No	No	No
Opportunities available	2	N/A	N/A	N/A
Social Media mention and engagement	X	X	X	X
Certificate of Appreciation	X	X	X	X
Social Media Toolkit	X	X	X	X
Logo on site signage	X	X	X	X
Logo on website	X	X	X	X
Web link on website	X	X	X	
On-site presence/activation	X	X		
Signage on stage	X			
Mentions in festival media interviews	X			
Quote from company rep on official news release	X			
Digital signboard exposure on over 20 screens in town facilities	X	X	X	

**Sponsorship contact:**  
[events@oakville.ca](mailto:events@oakville.ca)



