



EVENT SPONSORSHIP CANADA DAY 2024

Fort Saskatchewan Canada Day Celebration

An event that has grown significantly over the past two decades. As a partner, you will gain access to thousands of people who partake in a number of events and activities throughout the day. From the pancake breakfast kickoff, through the parade, to the afternoon and evening mainstage entertainment and all the way to the fireworks finale, you will take part in the best day of the year.

12,000 +

People Taking in
the Main Stage
Entertainment at
Legacy Park

7,500 +

Parade Spectators
and Participants

4,500 +

Fireworks
Revelers

2,500 +

Breakfast
Brunchers

**Countless
Others**

Exposed to Our
Various Marketing
and Promotional
Vehicles

PACKAGES

Platinum \$5,000+



- **The opportunity to speak on stage** prior to sponsored program
- **Company logo featured on the main page** of the Fort Saskatchewan Canada Day website, including a link to your company's website
- **Company logo printed onto on-site signage** recognizing your significant contribution
- **Company logo included in all advertising** promoting the event
- **Company logo included in marketing materials** for the Canada Day celebration
- **Company banner prominently displayed on-site** (if supplied)
- **Company logo will receive prominent placement in a thank-you ad** within the local paper following the event
- **Verbal recognition from the main stage** at a minimum of three times

We welcome company volunteers. Contact us to discuss.

PACKAGES



Gold
\$2,500-\$4,999

- **Company logo included**
on the Fort Saskatchewan Canada Day website, including link to your company's website
- **Company logo printed onto on-site signage**
- **Company logo included in all advertising**
promoting the event
- **Company logo included in marketing materials**
for the Canada Day celebration
- **Company banner prominently displayed on-site**
(if supplied)
- **Company logo will receive prominent placement in a thank-you ad** in local paper following the event
- **Verbal recognition from the main stage**
at a minimum of two times



Gold
\$4,000

2024 Special Activation: Dr. Von Houligan's Family Extravaganza.

Traveling variety act with exciting performances of juggling, balancing, magic and more!

- **Your company's logo included**
on the Activity webpage on the Fort Saskatchewan Canada Day website
- **Your Company's name included**
in all news releases referencing the feature activation
- **Your company's logo included**
on signage at the activity location

Opportunity for sponsor to volunteer for the activity and participate

We welcome company volunteers. Contact us to discuss.

PACKAGES



Silver \$1,000-\$2,499

- **Company logo promoted** on the Fort Saskatchewan Canada Day website
- **Company logo printed onto on-site signage** recognizing your significant contribution
- **Company logo included in marketing material** for the Canada Day celebration
- **Company logo included in a thank-you ad** in the local paper following the event
- **Verbal recognition from the main stage**



Bronze \$500-\$999

- **Company name listed** on the Fort Saskatchewan Canada Day website
- **Company name printed onto on-site signage** recognizing your significant contribution
- **Company name included in marketing material** for the Canada Day celebration
- **Company name included in a thank-you ad** in the local paper following the event
- **Verbal recognition from the main stage**



Friend up to \$499

- **Company name listed** on the Fort Saskatchewan Canada Day website
- **Company name printed onto on-site signage** recognizing your significant contribution
- **Company name included in a thank-you ad** in the local paper following the event

We also welcome in-kind partnerships. Contact us to discuss.

OPPORTUNITIES



Pancake Breakfast (SOLD)

\$9,000

- **Platinum Partner Package**
- **Your company's logo** included on Pancake Breakfast webpage on the Fort Saskatchewan Canada Day website
- **Your company's name included** in all news releases referencing the breakfast



Fireworks

\$7,500

- **Platinum Partner Package**
- **Your company's logo** included on the Fireworks webpage on the Fort Saskatchewan Canada Day website
- **Your company's name included** in all news releases referencing the fireworks display



Main Stage – Evening

\$7,500

- **Platinum Partner Package**
- **Your company's logo** included in all news releases referencing the headliner
- **Your banner** (must be provided) displayed on stage during the Headliner's performance

**Evening entertainment includes a headliner performance*



Transit Sponsor

\$5,000

- **Platinum Partner Package**
- **Your company's logo included** on the Transit webpage on the Fort Saskatchewan Canada Day website
- **Your company's name included** in news releases referencing free transit
- **Company logo** (provided by sponsor) displayed on transit buses



Parade

\$3,500

- **Gold Partner Package**
- **Your company's logo included** on Parade webpage on the Fort Saskatchewan Canada Day website
- **Your company's name included** in all news releases referencing the parade
- **Your company logo included** on the parade application
- **Prime position within the order of march** (immediately following dignitaries and invited guests)

OPPORTUNITIES



Main Stage – Afternoon

\$2,000

- **Silver Partner Package**
- **Your company's logo included** on the Entertainment webpage on the Fort Saskatchewan Canada Day website
- **Your company's name included** in all news releases referencing the entertainment



Caricature Artists

\$1,500

- **Silver Partner Package**
- **Signage at the Caricature Artist station with your logo on it**
- **Your company's name included** in all news releases referencing the Caricature Artist station



Petting Zoo

\$2,000

- **Silver Partner Package**
- **Volunteers in company logo clothing** (provided by sponsor) to help serve items
- **Your company's name included** in all news releases referencing the Petting Zoo



Inflatables

\$2,500

- **Silver Partner Package**
- **Signage at the inflatables with your logo on it**
- **Company's name included** in all news releases referencing the inflatables



Face Painting

\$2,500

- **Silver Partner Package**
- **Signage at the Face Painting tent with your logo on it**
- **Company's name included** in all news releases referencing the Face Painting

**Interested in sponsoring activities and entertainment at the Fort Heritage Precinct?
Contact us to discuss.**

GETTING INVOLVED

2024 Canada Day Celebration Partnership

Please contact specialevents@fortsask.ca to book one of our partnerships.

Book by: May 17, 2024.

Company Name: _____

Address: _____

Contact Name: _____

E-mail: _____

Phone: _____

Partnership level selected (from previous pages): _____

Only cash or cheque accepted. Call **780.912.2157** or e-mail specialevents@fortsask.ca to discuss cheque information and details.

We welcome in-kind partnerships. Contact us to discuss.

Please send a digital version of your company logo to:
specialevents@fortsask.ca. (.pdf, .eps or .ai version is preferable)

Thank you for your support and we will see you on July 1, 2024!

We welcome in-kind partnerships. Contact us to discuss.