

2018

SPONSORSHIP

BENEFITS



PRE & POST EVENT BENEFITS

Web link on Summerfest website header and sidebars	◆
Web link on Summerfest website sidebars	◆ ◆ ◆ ◆ ◆
Logo in event marketing materials	◆ ◆ ◆ ◆ ◆
Radio and Newspaper Ads	◆ ◆ ◆
Summerfest Social Media "Spotlight"	◆ ◆ ◆
Summerfest Social Media	◆ ◆ ◆ ◆ ◆
Thank you in Summerfest Program	◆ ◆ ◆ ◆ ◆ ◆ ◆

EVENT DAY BENEFITS

Signage (*event naming)	◆ ◆ ◆ ◆
Main Stage Banner Signage	◆ ◆ ◆ ◆ ◆
10' x 10' booth in vendor area	◆ ◆ ◆
Official on-stage welcome	◆ ◆
On-stage recognition by event emcee	◆ ◆ ◆ ◆
Opportunity to distribute info or on-site activities (subject to Committee approval)	◆ ◆ ◆

MORE BENEFITS

First right of refusal for the following year's event	◆ ◆ ◆ ◆
Employees have the opportunity to volunteer at event	◆ ◆ ◆ ◆ ◆
Right to use Event Name, Logo & Event branding on materials (subject to Committee approval)	◆ ◆ ◆
Recognition plaque from the Committee	◆ ◆ ◆ ◆

SPONSORSHIPS

PRESENTING	◆	\$10K
TITLE	◆	\$5K
GOLD	◆	\$2.5K
SILVER	◆	\$1K
BRONZE	◆	\$500
FRIEND	◆	BELOW \$500





*EVENT NAMING OPPORTUNITIES

Pelham Summerfest has several event naming options available to our Sponsors.

Please Note:

Naming opportunities are available to Silver, Gold, Title & Presenting Level monetary sponsorships only – In kind donations are not eligible

Events are assigned in order of paid requests received

New event naming suggestions are always welcome

EVENT NAMING OPTIONS:

Naming Recognition Includes:

- Your banner (provided by sponsor) posted at the location of the sponsored event
- Your company name and/or logo on Summerfest a-frame signage at the location of the sponsored event
- Your company name listed as event sponsor in Official Summerfest Program and on Summerfest website

Sample Options:

Main Stage – minimum Presenting Level suggested

Main Stage Entertainment – minimum Silver Level per act suggested

Kids Zone Entertainment – minimum Gold Level suggested

Beer & Wine Garden in Peace Park (Thursday) – minimum Gold Level suggested

Beer & Wine Pavillion Under the Arches (Friday & Saturday) – minimum Title Level suggested

Sunday Breakfast in the Park– minimum Gold Level or two at Silver Level suggested

Sunday Car Show – minimum Title Level plus individual awards at Bronze Level suggested

Sunday Family Fun Walk – minimum Silver Level suggested





PELHAM SUMMERFEST – SPONSORSHIP INFORMATION FORM

Company Name

Website

Phone Number

Social Media

Company Address

City

Province

Postal Code

President/Owner

Email

Phone Ext.

Alternate Contact Person

Email

Phone Ext.

Sponsorship Levels

- | | | |
|---|-------------------------------|--------------------------------|
| <input type="checkbox"/> Presenting Sponsor – Min. \$10,000 | <input type="checkbox"/> 1 YR | <input type="checkbox"/> 2 YRS |
| <input type="checkbox"/> Title Sponsor – Min. \$5,000 | <input type="checkbox"/> 1 YR | <input type="checkbox"/> 2 YRS |
| <input type="checkbox"/> Gold Sponsor – Min. \$2,500 | <input type="checkbox"/> 1 YR | <input type="checkbox"/> 2 YRS |
| <input type="checkbox"/> Silver Sponsor – Min. \$1,000 | <input type="checkbox"/> 1 YR | <input type="checkbox"/> 2 YRS |
| <input type="checkbox"/> Bronze Sponsor – Min. \$500 | <input type="checkbox"/> 1 YR | <input type="checkbox"/> 2 YRS |
| <input type="checkbox"/> Friend – Below \$500 | <input type="checkbox"/> 1 YR | <input type="checkbox"/> 2 YRS |

Please email the completed
Sponsorship form to:

Summerfest Committee

c/o Sally Jaeger, Special Events & Festivals Programmer – Town of Pelham

Email: summerfest@pelham.ca

Phone: 905 892-2607 ext. 352