

Festivals

and Special Events Office

Sponsor Opportunities

Celebrate
Canada Day
Brampton



BRAMPTON
Flower City



Wednesday, July 1, 2015

11 am to 10 pm

Donald M. Gordon Chinguacousy Park

9050 Bramalea Road

BRAMPTON

- **Celebrate Canada Day Brampton. The third largest Canada Day celebration in Canada!**
- **More than 100,000 attendance**
- **Internationally recognized entertainment**
- **Community stage with local entertainment**
- **Fun activities for the whole family**
- **Swearing In Ceremony of NEW Canadians hosted by Citizenship Canada**
- **Spectacular fireworks!**

SPONSOR OPPORTUNITIES

Sponsorship of \$6,000 and above receive prominent logo placement with potential impressions of:

6.4 Million

Brampton Transit Advertising – bus shelters (10 locations)

43.5 Million

City of Brampton owned media placements (websites, facilities, parking garages, etc.)

1.6 Million

Shopping Centre Advertising at Bramalea City Centre (six locations) and Shoppers World (four locations)

650,000

Print advertising in local newspapers

1 Million

Social Media campaign



Celebrate Canada Day Brampton

Main Stage Sponsor

Exclusive Opportunity

\$15,000

- Features three hours of local and nationally recognized artists
- Crowd forms in the early morning to get the best spot
- Main Stage entertainment attracts more than 80,000 attendees

Celebrate Canada Day Brampton has featured internationally recognized talent including:

- o 2014 – Kim Mitchell
- o 2012 – April Wine
- o 2013 – Hedley
- o 2011 – Jann Arden

Sponsor On-site Recognition:

- Main Stage naming rights
- Speaking opportunity on Main Stage
- Banner placement availability in Main Stage area
- Mentions in the scripted MC notes of your sponsorship role
- Logo on stage schedule placed beside the stage
- 20 x 20 foot prime booth space

Sponsor Privileges/Perks:

- Ten VIP event passes
- Five VIP parking passes
- Access to Sponsors' Lounge

Fireworks Sponsor

Exclusive Opportunity

\$12,500

- A ten minute musical fireworks display
- Viewed across 100 acres
- Over 100,000 people view the display

Sponsor On-site Recognition:

- Naming rights of the Fireworks
- On stage speaking opportunity on Main Stage
- Banner placement as per your choice in Main Stage or Fireworks area, your choice
- Mentions in the scripted MC notes of your sponsorship role
- 20 x 20 foot prime booth space

Sponsor Privileges/Perks:

- Ten VIP event passes
- Five VIP parking passes
- Access to Sponsors' Lounge

Canadian Culture Sponsor

Exclusive Opportunity

\$10,000

- Includes two information booths and five multicultural entertainment platforms
- High traffic paths and entry areas along the 100 acre park
- More than 50,000 attendees

Sponsor On-site Recognition:

- Area naming rights (five areas)
- Logo on signage placed at each of the five areas
- Two - 20 x 20 foot prime booth spaces located beside each information booth at event entrances

Sponsor Privileges/Perks:

- Ten VIP event passes
- Five VIP parking passes
- Access to Sponsors' Lounge

Celebrate Canada Day Brampton

Community Stage Partner

Exclusive Opportunity

\$7,500

- Eight hours of entertainment
- Popular children's performances (from Tree House or Disney, etc.)
- Local community performers
- More than 30,000 attendees

Sponsor On-site Recognition:

- Community Stage naming rights
- Banner placement availability in Community Stage area
- Speaking opportunity on Community Stage
- Logo on stage schedule placed beside the stage
- 20 x 20 foot prime booth space

Sponsor Privileges/Perks:

- Six VIP event passes
- Three VIP parking passes
- Access to Sponsors' Lounge

Kids Zone Sponsor

Exclusive Opportunity

\$6,000

- Features splash pad,
- Petting zoo,
- Sky dancers,
- Street performers,
- Face painters and more...
- Attracts more than 20,000 family members

SOLD

Sponsor On-site Recognition:

- Naming rights of the Kids Zone Area
- Banner placement availability in Kids Zone Area
- 20 x 20 foot prime booth space in prime location

Sponsor Privileges/Perks:

- Four VIP event passes
- Two VIP parking passes
- Access to Sponsors' Lounge

Event Sponsor

\$5,000

- High traffic area placement of your choice
- Exposure to a minimum of 10,000 attendees
- Logo placement, based on availability

Sponsor On-site Recognition:

- 15 x 15 foot prime booth space

Sponsorship Privileges/Perks:

- Four VIP event passes
- Two VIP parking passes
- Access to Sponsors' Lounge



Celebrate Canada Day Brampton

Sponsorship Contact:

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Supervisor

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City of Brampton

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Additional sponsorship opportunities are also available for a variety of exciting City of Brampton events throughout the year:

CeleBRAMPTON

June 13

Brampton Farmers' Market

June 20 – October 10

Arts Walk of Fame

September 20

Doors Open Brampton

September 26

The Great Pumpkin Party

November 1

Christmas Tree Lighting

November 20