

# MILL WOODS CANADA DAY CELEBRATION



**NEW  
FOR 2019  
SPONSORSHIP  
PACKAGES**

## SPONSORSHIP 2019

# WHO WE ARE

Since 1983 the Mill Woods Presidents' Council has served as southeast Edmonton's area council, striving to realize a safe, supportive and thriving community to live, work and play.

In addition to a rich history of community improvement and the Mill Woods Canada Day Celebration, the Council works with partners to deliver various beneficial programs, including a youth empowerment and drop-in programs at the Mill Woods Public Library.

Delivering the Mill Woods Canada Day Celebration Since 1988

12 Live Multicultural Performances

50,000+ Attendees • 200+ Volunteers • 10 Committee Directors

Family Friendly with Activities for all Ages

Primary Audience comes from Mill Woods & Southeast Edmonton

Free Community Event

Largest Grassroots Canada Day Celebration in the West

A Community Tradition 35 Years in the Making!



## EVENT MISSION

To celebrate both our rich Canadian history and the diversity of the community with a free and inclusive event featuring multicultural performances, dance, music, fun and fireworks that is open to everyone.

# TITLE SPONSORS



## MAIN STAGE SPONSOR

All eyes fall to the main stage, and when they do, it'll be your corporate name and logo they'll see crowning the entertainment and ceremonies.

\$10,000



## FUN ZONE SPONSOR

It's fun and games for kids of all ages in the fun zone! See your corporate name and logo at the various activities that include a bouncy castle, face painting, carnival games and more!

\$6,500



## VOLUNTEER SPONSOR

It takes about 200 volunteers to deliver this event and everyone will be wearing your logo emblazoned on their backs.

\$6,000



## PETTING ZOO SPONSOR

Penning in gleeful children and happy parents with their furry hosts will be your corporate name and logo, prominently displayed for all to see.

\$5,000



## HAY RIDE SPONSOR

Horse drawn carts hauling joyful families atop of golden hay is a timeless Canadian tradition. Skirting the cart is your corporate name and logo pulled by mighty steeds.

\$5,000

## ADDITIONAL TITLE SPONSOR BENEFITS

- Title sponsors receive prominent exposure in their selected venue through banners, flags or signs provided by us.
- Receive all the benefits of a Platinum sponsor minus mic flags.



# SPONSOR OPTIONS

	Title	Platinum	Gold	Silver	Bronze	Copper	Friend
Exclusive Sponsor	●						
Flags, Signs or Banners	●						
Mic Flag		●					
Online Poster	●	●					
Stage Shout Out	●	●	●				
Event Program	●	●	●	●			
Social Media Blast	●	●	●	●	●		
Sponsor Wall	XL Logo	XL Logo	L Logo	M Logo	S Logo		
Webpage Exposure	_____		Logo with Backlink		_____		Name & Backlink Name Only
Webpage Priority	1 <sup>st</sup>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>
Supporter Decal	●	●	●	●	●	●	●
	\$5,000 - \$10,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500	\$50 - \$499

*CASH OR IN-KIND*

Optional Onsite Tent/Display Space \$250

*non-food sales permitted*

*(tent not included, Friend sponsors ineligible)*

**For Sponsorship & Information**

**Contact**

**780-652-0949**

**sponsor@seedmonton.ca**

**www.seedmonton.ca**

# SPONSORS BENEFITS

## MIC FLAG

Mic flags give your company stage presence with your logo prominently displayed for the audience to see. They also look great in social media blast pictures.

## ONLINE POSTER

Online and print promotional posters proudly feature the logos of Title and Platinum sponsors.

## EVENT PROGRAM

5,000 commemorative programs recognize our Silver, Gold, Platinum and Title sponsors with logos and a big thanks.

## STAGE SHOUT OUT

The event MC will be sure to acknowledge our Silver, Gold, Platinum and Title sponsors throughout the event.

## SPONSOR WALL

Large 60 sq. ft banners feature a word cloud of logos of varying size depending on sponsorship level.  
Bronze 1:1, Silver 2:1, Gold 3:1, Platinum & Title 4:1

## SOCIAL MEDIA BLAST

Online social media exposure that keeps on giving before, during and after the event for Bronze through Title sponsors

## WEBPAGE EXPOSURE

All sponsors receive acknowledgment and exposure on the event webpage for at least a year. Backlinks are provided to all metal and Title sponsors, logos to Bronze and better.

## WEBPAGE EXPOSURE PRIORITY

All sponsors are listed on the event webpage by category in descending order from Title sponsor through Friend of the event.

## SUPPORTER DECAL

All sponsors receive a 2019 Mill Woods Canada Day Celebration decal that can be proudly displayed as an event and community supporter.

# IN-KIND OPPORTUNITIES

Supporting the event with in-kind contributions of services or goods helps us keep costs low and your brand exposure high!

In-kind and contra sponsorship is managed on a case-by-case basis and is always welcome. Benefits are the same as those offered to cash sponsors.

## PICK-UP TRUCKS

2 open box pick-up trucks are needed to setup, run and tear down the event. Approximately 2.5 days.

## BOX VAN

Like the pick-up trucks a box van is needed before, during and after the event. Approximately 2.5 days.

## UTILITY VEHICLES

Six (6+) boxed utility terrain vehicles are needed throughout the event, including setup and tear down.

## GENERATORS

Various generators are required throughout the event, including: 60-65 kVA + (x12) 3000-5000 Watt generators.

## LIGHT TOWERS & EVENT LIGHTING

Large area light towers and other event lighting are needed through out the event. Inquire for details.

## TENTS

Several pop-up tents of various sizes are needed for the volunteer station, lost kids tent, information and more. Inquire for details.

## FOOD & BEVERAGES

An event like this take up to 200 volunteers, all of which need to be fed and hydrated. Usually it take several in-kind sponsors to satisfy this need. Inquire for details.

## FUN ZONE ACTIVITY

Help keep lines low and your exposure high by providing activities for children to youth.