

2009 Barrhaven Canada Day Multicultural Festival & Fireworks Celebration, presented by Mattamy Homes

July 1, 2009, 11 a.m. – 10 p.m., Clarke Fields

barrhaven
business improvement area



Sponsorship Programs

The Barrhaven community is a fast growing neighbourhood with a projected population of almost 67,000 by next year. With the anticipation of 30,000 spectators, your contribution will realize significant advertising value.

Sponsorship packages for the 2009 Barrhaven Canada Day Multicultural Festival & Fireworks Celebration have been designed to provide maximum sponsor recognition and exposure to community leaders as well as the general public.

Publicity for the event will be generated through local newspapers, posters throughout Barrhaven recreational facilities, businesses, schools, library and community centres, Web site links. Sponsors will also be recognized with on-site signage. The profile for the event will build through articles and advertisements in the community newspapers, Web site and through the attendance of media from local papers and television stations at the event.

Title Sponsor - Investment of \$15,000 -Mattamy Homes

- Title of the Canada Day Event
- Preferred position for logo on all print advertising, promotional material, web communications with link to your web site and event banners
- Logo on podium poster
- Logo included on a 36" x 66" "thank you to our sponsors" poster situated on site which is expected to receive 30,000 spectators.
- Company banner posted at site
- Booth Space day of event on site
- Special mention and logo included on media advisory and press release
- Special mention and logo in thank you letters
- Special mention during opening and closing remarks
- Speaking opportunity during speeches to address community

Entertainment sponsors - Investment of \$2,000 (Minto Homes + 1 available)

- Recognition as Entertainment sponsor on all promotional material and *company logo and link* on Jan Harder's Web site and www.DiscoverBarrhaven.com
- Logo included on a 36" x 66" "thank you to our sponsors" poster situated on site which is expected to receive 30,000 spectators.
- Entertainment sponsor banner situated at stage

- Special mention included in media advisory and press release
- Special mention in thank you letters
- Special mention during opening and closing remarks

Main Stage sponsor - Investment of \$3,000 -Chapman Mills Dental

- Recognition as Stage sponsor, on all promotional material and *company logo and link* on Jan Harder's Web site and www.DiscoverBarrhaven.com site
- Logo included on a 36" x 66" "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.
- Special mention in thank you letters
- Special mention during opening remarks

Gold Sponsors - Investment of \$1,500 (1 of 3 available)

- Logo included on a 36" x 66" "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.
- *Logo and link* to your Web site included on Jan Harder's Web site and www.DiscoverBarrhaven.com
- Special mention in thank you letters
- Special mention during opening remarks

Silver Sponsors - Investment of \$1000 (2 of 4 available)

- Company name *and link* to your Web site included on Jan Harder's Web site and www.DiscoverBarrhaven.com .
- Company name on all promotional materials
- Logo included on a 36" x 66" "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.

Bronze Sponsors - Investment of \$500 (2 of 6 available)

- Company name listed on sponsor's page on Jan Harder's Web site and www.DiscoverBarrhaven.com .
- Company name on all promotional materials
- Business Name listed on a 36" x 66" "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.

For more information please contact Andrea Steenbakkers, at 613-825-8242 or execdirector@barrhavenbia.ca .