

# **Mattamy Homes Canada Day in Barrhaven**

## **July 1, 2011, 11a.m. - 10 p.m., Clarke Fields**

### **Sponsorship Programs**

The Barrhaven community is one of the fastest growing neighbourhoods in Ontario. With the anticipation of 30,000 spectators, your contribution will realize significant advertising value.

Sponsorship packages for the Mattamy Homes Canada Day in Barrhaven 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 - - SOLD**

- 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 if there is one
- Logo included on a Very Large "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

#### **Battle of the Bands Sponsor - Investment of \$15,000+ in radio advertising - - SOLD**

- Preferred position for logo on all print advertising, promotional material, web communications with link to your web site and event banners
- Recognition of Battle of the Bands sponsor at Greenfields and at Canada Day Event
- Logo included on a Very Large "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 ceremony
- Speaking opportunity during speeches to address community

#### **Main Stage Sponsor - Investment of \$5,000**

- Recognition as Main stage sponsor on all promotional material and company logo and link on Mattamy Homes Canada Day in Barrhaven Web site
- Logo included on a Very Large "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.
- Booth Space day of event on site
- Main Stage named after sponsor
- Special mention included in media advisory and press release
- Special mention in thank you letters
- Special mention during ceremony

**Kids Zone Sponsor - Investment of \$5,000 - - SOLD**

- Recognition as Kids Zone sponsor on all promotional material and company logo and link on Mattamy Homes Canada Day in Barrhaven Web site
- Logo included on a Very Large "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.
- Booth Space day of event on site
- Kids Zone named after sponsor
- Special mention included in media advisory and press release
- Special mention in thank you letters
- Special mention during ceremony

**Shuttle bus sponsor - Investment of \$3,000**

- Recognition as Shuttle bus sponsor on all promotional material and company name/logo and link on Mattamy Homes Canada Day in Barrhaven Web site
- Logo included on a Very Large "thank you to our sponsors" poster situated on site which is expected to receive 30,000 spectators.
- Sponsors name and logo posted at all pick up and drop off points and on the buses
- Special mention included in media advisory and press release
- Special mention in thank you letters
- Special mention during ceremony

**Gold - Sponsors - Investment of \$1,000 - \$2,999**

- Logo included on a Very Large "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.
- Company name/logo and link to your Web site included on Mattamy Homes Canada Day in Barrhaven Web site
- Special mention in thank you letters
- Special mention during ceremony

**Silver - Sponsors - Investment of \$500 - \$999.**

- Logo included on a Very Large "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.
- Company name/logo and link to your Web site included on Mattamy Homes Canada Day in Barrhaven Web site.

**Bronze - Sponsors - Investment of \$250 - \$499**

- Logo included on a Very Large "thank you to our sponsors" poster situated on site, which is expected to receive 30,000 spectators.
- Company name/logo included on Mattamy Homes Canada Day in Barrhaven Web site.

**For more information on these or other sponsorship opportunities please contact  
Darrell Bartraw 613-298-9119(c) E-mail [darrell@canadadaybarrhaven.ca](mailto:darrell@canadadaybarrhaven.ca)**

[www.canadadaybarrhaven.ca](http://www.canadadaybarrhaven.ca)

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## Sponsorship Registration Form

Sponsor name: \_\_\_\_\_

Sponsor address: \_\_\_\_\_  
\_\_\_\_\_

Contact name/title: \_\_\_\_\_

Phone number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Corporate Web site: \_\_\_\_\_

Place (x) in box below:

sold	Title Sponsor	\$15,000
sold	Battle of the Bands Sponsor	\$15,000+ in radio advertising
	Main Stage Sponsor	\$5,000
sold	Kids Zone Sponsor	\$5,000
	Shuttle Bus Sponsor	\$3,000
	Gold - Sponsors	\$1,000 - \$2,999
	Silver - Sponsors	\$500 - \$999
	Bronze - Sponsors	\$300 - 499

For more information on these or other sponsorship opportunities please contact  
Darrell Bartraw 613-298-9119(c)

Payment by cheque payable to 'Canada Day in Barrhaven'

E-mail form to [darrell@canadadaybarrhaven.ca](mailto:darrell@canadadaybarrhaven.ca)

Mailing address: 18 Pepperrall Cres Ottawa (Barrhaven) Ontario K2J 3V8

[www.canadadaybarrhaven.ca](http://www.canadadaybarrhaven.ca)