

# SCUGOG **CANADA DAY** CELEBRATIONS



SPONSORSHIP  
**PACKAGE**

**TUESDAY, JULY 1, 2025**

[scugogtourism.ca/canadaday](https://scugogtourism.ca/canadaday) | [events@scugog.ca](mailto:events@scugog.ca) | 905-985-8698

  @TwpofScugog |  @TownshipofScugog

# Dear Potential Partner,

Our annual Canada Day Celebrations are made possible thanks to our event sponsors. Each year, the Township strives to create an event that benefits all members of our community, including our local businesses. As an event sponsor, we ensure that your company will gain recognition and appreciation for supporting our local event and community, which in turn benefits your company and brand image. Our Canada Day Celebration this year is the perfect opportunity to relaunch your presence in the community.

The event is organized by a volunteer Canada Day committee together with staff to offer a memorable, fun and entertaining day in Palmer Park. We kick off our celebrations with a parade through Historic Downtown Port Perry, featuring our "Vettes for Vets" along with antique cars, community groups, bands and more. After opening ceremonies, the day is packed full of live performances, Kids' Zone activities, and incredible food and vendors for an exciting, inclusive event for the entire family. We can't forget, the night ends with unforgettable fireworks show over Lake Scugog.

Please review the Canada Day Sponsorship Package below carefully. If you have any questions or concerns regarding sponsorships, please reach out so we can help your business choose the perfect sponsorship opportunity.

Thank you for considering sponsorship with the Township of Scugog for our Canada Day Celebrations!

We look forward to hearing from you.

**Thank you,**

*Terry Vos & Bobbie Drew*

**Canada Day Committee**

events@scugog.ca

scugogtourism.ca/canadaday



[SCUGOGTOURISM.CA/CANADADAY](http://SCUGOGTOURISM.CA/CANADADAY)



# CANADA DAY SPONSORSHIP

## RELAUNCH YOUR BUSINESS IN THE COMMUNITY

The Township of Scugog's annual Canada Day Celebrations attract over 16,000 visitors to our beautiful town of Port Perry, and is the Township's largest one day event. The celebration boasts a full day of interactive activities, entertainment, food, and fun for all ages! It is an annual tradition that has been a successful source of new leads and new clients for many companies and organizations in Durham Region. This is a great opportunity to relaunch your presence in the community! The Township of Scugog provides sponsorship opportunities that can be scaled and adjusted to meet specific budgets and branding interests.

*"...with Event Sponsorship you're getting two dollars for every dollar, you get your advertising dollar working and your philanthropic dollar working"*  
- Vincent Georgie, Phd. Marketing

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## PRESENTING PARTNER

\$5, 000 | One Available

- Recognition of Presenting Partner (Scugog's 2025 Canada Day Celebrations presented by *\*your company name\**)
- Company recognition in advertisements in Region of Durham and Kawartha Lakes
- Recognition as Presenting Partner on partner boards within Palmer Park
- Recognition as Presenting Partner on Township website promotions for Canada Day
- Recognition as Presenting Partner in all Canada Day advertising (print and digital, including social media promotions on Scugog's corporate Facebook and Twitter page)
- Logo and brand recognition in all advertising as Presenting Partner to specific activities. e.g. Township of Scugog's Canada Day Fireworks presented by *\*your company name \**
- Opportunity to provide exclusive product or promotional activities in Palmer Park during the Canada Day Celebrations
- Opportunity to provide on-stage remarks as Presenting Partner at the Township of Scugog's Canada Day Celebrations
- Recognition as Presenting Partner on the Gazebo (Banner provided by company)
- Opportunity to have an information tent/booth at event

Presenting Partner receives all benefits of the Diamond Partner – see next page

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## DIAMOND PARTNER

\$2, 500 | Two Available

- Recognition as Diamond Partner on partner boards within Palmer Park
- Recognition as Diamond Partner on Township website promotions for Canada Day
- Recognition as Diamond Partner in all Canada Day advertising (print and digital, including social media promotions on Scugog's corporate Facebook and Twitter page)
- Logo and brand recognition in all advertising as Diamond Partner to specific activities. e.g. Township of Scugog's Canada Day Entertainment presented by *\*your company name\**
- Opportunity to provide exclusive product or promotional activities in Palmer Park during the Canada Day Celebrations
- Recognition as Diamond Partner on the Gazebo (Banner provided by company)
- Logo on all Volunteer Shirts
- Recognition throughout the event's announcements
- Opportunity for presence in the Vets for Vettes Parade
- Opportunity to have an information tent/booth at event

# PLATINUM PARTNER

\$1, 000 | Five Available

- Recognition as Platinum Partner on partner boards within Palmer Park
- Recognition as Platinum Partner on Township website promotions for Canada Day
- Recognition as Platinum Partner in all Canada Day advertising (print and digital, including social media promotions on Scugog's corporate Facebook and Twitter page)
- Logo and brand recognition in all advertising as Platinum Partner to specific activities. e.g. Township of Scugog's Canada Day Kid's Zone - presented by *\*your company name\**
- Opportunity to provide exclusive product or promotional activities in Palmer Park during the Canada Day Celebrations
- Recognition as Platinum Partner on the Gazebo (Banner provided by company)
- Logo on all Volunteer Shirts



# GOLD PARTNER

\$500 | Ten Available

- Recognition as Gold Partner on partner boards within Palmer Park
- Recognition as Gold Partner on Township website promotions for Canada Day
- Recognition as Gold Partner in all Canada Day advertising (print and digital, including social media promotions on Scugog's corporate Facebook and Twitter page)
- Logo on all Volunteer Shirts

# Sponsorship Benefits at a Glance

	Presenting \$5, 000	Diamond \$2, 500	Platinum \$1, 000	Gold \$500
Recognition as Presenting Sponsor	X			
Recognition on Partner Boards and Posters	X	X	X	X
Company Recognition in Advertising for Durham Region and Kawartha Lakes	X			
Website Promotion	X	X	X	X
Print Advertising	X	X	X	X
Social Media Advertising	X	X	X	X
Recognition for Specific Activities	Fireworks	Entertainment	Kids Zone	
Opportunity for Product/Promotional Activities in the Park	X	X	X	
Opportunity for On-Stage Remarks	X			
Banner on Gazebo (Banner provided by Company)	X	X	X	
Opportunity for Information/Sponsor Booth or Tent	X	X		
Logo on all Volunteer Shirts	X	X	X	X
Recognition in Event Announcements	X	X		
Presence in Vets for Vettes Parade	X	X		

# Canada Day Partnership Agreement 2025

It is hereby agreed that: \_\_\_\_\_  
(henceforth known as "Sponsor/Partner") will provide \$ \_\_\_\_\_  
cash to the Township of Scugog in exchange for participation as a \_\_\_\_\_  
Partner at the 2025 Canada Day Celebrations.

The Partner is eligible for all benefits and privileges, as outlined in the Canada Day Partnership Package.

The Township of Scugog is hereby entitled to \$ \_\_\_\_\_ cash upon signing of this contract.

All monies are due and payable to the Township of Scugog no later than **June 1, 2025**.

\_\_\_\_\_  
Township of Scugog Representative  
To be filled in by Township Staff only

\_\_\_\_\_  
Partnership Representative

\_\_\_\_\_  
Date  
To be filled in by Township Staff only

\_\_\_\_\_  
Date

