




# **CANADA DAY AT CONLON FARM**

**MONDAY, JULY 1**

*Hosted by the Town of Perth*



## **SPONSORSHIP PACKAGE**



# ABOUT US

Formed in 2012, Perth Tourism is a branch of the Town of Perth. It leads tourism initiatives and promotes Perth across Ontario and beyond through digital, print, and radio ads, strategic partnerships, content creators and social media, events, and more.

Perth Tourism executes over 10 events annually and supports countless others within the community.

## THE EVENT

An annual tradition, Canada Day at Conlon Farm draws hundreds of residents and visitors from Perth and beyond.

This free, community event provides an array of entertainment that appeals to families both young and young at heart. For 2024, we're expanding our programming to include an afternoon of fun which will include cornhole games, OPP K9 Unit demonstrations, more children's activities, live music, and more!

### The Details

Location: Conlon Farm  
Recreation Complex  
Date: Monday, July 1, 2024  
Time: 3-10:15 p.m.

### Target Audience

Our event attracts families, residents, and cottagers from the local area looking for family-friendly fun.

### Why Sponsor?

Sponsoring Canada Day at Conlon Farm benefits you by increasing your visibility in our close-knit community.

### 2023 Event Summary

2000+ Attendees  
200+ Event responses  
10,000+ Social media reach

# SPONSORSHIP OPPORTUNITIES

We have a wide variety of sponsorship ideas and levels for your consideration. Contact us today to see how your organization can make memorable moments this July. Custom opportunities are also available.



## Entertainment Sponsor \$2,000 (1 available)

Showcase live, local talent, a dazzling magician, and face painting for all!

Recognition benefits include:

- Banner or signage onsite (supplied by sponsor)
- Activation opportunities (staff on-site, giveaways, samples, swag)
- Logo and link on event webpage [Perth.ca/CanadaDay](http://Perth.ca/CanadaDay)
- Onstage mention
- Logo inclusion on event posters
- Inclusion in “thank you to our sponsors” social media post



## Fireworks Sponsor \$2,500 (3 available)

July 1 marks the return Perth’s well-loved fireworks show!

Recognition benefits include:

- Banner or signage onsite (supplied by sponsor)
- Logo and link on event webpage [Perth.ca/CanadaDay](http://Perth.ca/CanadaDay)
- Onstage mention
- On-site Activation opportunities (10x10 booth space, giveaways, etc)
- Logo inclusion on event posters
- Dedicated social media post
- Mention in press release

### Bronze - \$200

- Logo and link on event webpage [Perth.ca/CanadaDay](http://Perth.ca/CanadaDay)

### Silver - \$500

- All Bronze level recognition, plus
- Banner or signage onsite (supplied by sponsor)
- Inclusion in “thank you to our sponsors” social media post
- Onstage mention

### Gold - \$1,000

- All Bronze and Silver level recognition, plus
- Dedicated social media post
- Activation opportunities (staff on-site, giveaways, samples, swag)



**TO BECOME A SPONSOR OR TO  
LEARN MORE, PLEASE CONTACT**

**Crystal Reinhard**

Communications Coordinator

613-267-3311 ext. 2287

[communications@perth.ca](mailto:communications@perth.ca)

