

# PERTH NIGHT MARKET

[PERTH.CA/NIGHTMARKET](http://PERTH.CA/NIGHTMARKET)

SATURDAY, SEPTEMBER 13, 2025  
5 P.M. UNTIL 10 P.M.  
PERTH, ONTARIO

**SPONSORSHIP PACKAGE**

  
**PERTH**  
— TOURISM —

# 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.

# WHO WE ARE



**CATHY MCNALLY**  
Director of Community  
Services



**KATHRYN JAMIESON**  
Manager of Tourism and  
Culture



**KAREN SZABO**  
Special Events  
Coordinator



**CRYSTAL REINHARD**  
Communications  
Coordinator

# THE EVENT

Perth Night Market is a free, captivating annual event that transforms downtown Perth into a bustling hub of activity.

This enchanting evening showcases a diverse array of artisans, entertainers, and food vendors, creating a vibrant atmosphere that draws residents and visitors from over 200 km away. Many downtown shops stay open late, offering unique finds and special promotions. The market provides a magical setting for families and friends to come together and experience the charm of Perth under the stars.



## THE DETAILS



### WHEN

Saturday, September 13, 2025  
5-10 p.m.



### WHERE

Downtown Perth, ON with  
satellite locations throughout  
town



### WHO

Our event attracts diversified  
audience, from young couples  
and families to retirees,  
interested in shopping and  
unique goods.

## WHY SPONSOR?

Sponsoring the Perth Night Market offers unparalleled exposure to a diverse and vibrant audience from Lanark County, the Ottawa Valley, and beyond. It's a unique opportunity to enhance your brand's visibility while supporting a beloved community event that draws thousands of attendees annually.

### 2024 EVENT SUMMARY

100+ Vendors

15+ Entertainers

10,000+ Attendees

13,000+ Event Responses

74,000+ Social media advertising reach

# SPONSORSHIP

We offer a variety of sponsorship levels to suit your needs. Contact us today to discover how your organization or business can make a significant impact this September. Custom sponsorship opportunities are also available.



## **Presenting Sponsor** **\$7,500 (1 available)**

Become the Presenting Sponsor of the Perth Night Market and position your brand at the forefront of this enchanting annual event.

Recognition benefits include:

- Four banners or signage onsite (supplied by sponsor, max. size 8' x 3')
- Logo and link on event webpage [Perth.ca/NightMarket](http://Perth.ca/NightMarket)
- On-air mention
- On-site activation opportunities (10x10 booth space, giveaways, etc)
- Prominent logo inclusion on event posters and event program as presenting sponsor
- Dedicated social media post
- Mention in press release



## **Entertainment Sponsor** **\$2,000 (3 available)**

Showcase live, local talent, a dazzling magician, and more for all to enjoy!

Recognition benefits include:

- Banner or signage onsite (supplied by sponsor, max. size 6' x 2')
- Activation opportunities (staff on-site, giveaways, samples, swag)
- Logo and link on event webpage [Perth.ca/NightMarket](http://Perth.ca/NightMarket)
- On-air mention
- Logo inclusion on event posters and event program
- Inclusion in "thank you to our sponsors" social media post

### **Full Moon - \$1,200**

- All Twilight and Starry Sky level recognition, plus
- Dedicated social media post
- Activation opportunities (staff on-site, giveaways, samples, swag)
- Additional banner or signage onsite (supplied by sponsor, max. size 6' x 2')

### **Starry Sky - \$700**

- All Twilight level recognition, plus
- Banner or signage onsite (supplied by sponsor, max. size 6' x 2')
- Inclusion in "thank you to our sponsors" social media post
- On-air mention

### **Twilight - \$250**

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



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

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