

TOWN OF CALEDON

# SPONSORSHIP OPPORTUNITIES

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2024



SPONSORSHIP OPPORTUNITY

# CALEDON DAY

CONTRIBUTING SPONSOR

INVESTMENT AMOUNT:

\$1,000

**LOCATION:**

Caledon East Community Complex, 6215 Old Church Rd, Caledon East, ON

**EVENT DATE:**

Saturday, June 15, 2024

**EVENT TIME:**

2:00 PM – 10:00 PM

**FREQUENCY (IF SERIES):**

1 Day Event

**DESCRIPTION OF EVENT:**

Attracting more than 15,000 attendees every year, Father's Day weekend is the weekend to be in Caledon! Join us on June 15 for our 15th annual Caledon Day celebration and mark the start of summer with free, family friendly fun. You don't want to miss the main stage activities, free concert or grand finale fireworks!

Caledon Day celebrates all things Caledon and is a gathering place for residents and visitors. At Caledon Day, you are as likely to rub elbows with the Mayor and Members of Council as you are to see your neighbour or childhood friend.

**SPONSORSHIP BENEFITS:**

Logo recognition in the following areas:

- Event web page
- Shared recognition on the main stage video wall
- Shared recognition on a full-page, coloured newspaper ad



**TARGET AUDIENCE OF EVENT:**

Caledon residents, specifically parents (aged 30-45) who will bring their family to the event.


**EXPECTED ATTENDANCE  
(IN-PERSON/VIRTUAL):**

15,000+



6311 Old Church Road  
Caledon, ON L7C 1J6  
caledon.ca  
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SPONSORSHIP OPPORTUNITY

# CALEDON DAY

COMMUNITY SPONSOR

INVESTMENT AMOUNT:

\$5,000

**LOCATION:**

Caledon East Community Complex, 6215 Old Church Rd, Caledon East, ON

**EVENT DATE:**

Saturday, June 15, 2024

**EVENT TIME:**

2:00 PM – 10:00 PM

**FREQUENCY (IF SERIES):**

1 Day Event

**DESCRIPTION OF EVENT:**

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Caledon Day celebrates all things Caledon and is a gathering place for residents and visitors. At Caledon Day, you are as likely to rub elbows with the Mayor and Members of Council as you are to see your neighbour or childhood friend.

**SPONSORSHIP BENEFITS:**

Logo recognition in the following areas:

- Event web page
- Shared recognition on the main stage video wall
- Shared recognition on a full-page coloured newspaper ad
- A 30 second digital ad for two months in all digital screens at five recreation facilities across Caledon (ad to be provided by sponsor)
- Advertising signage to be placed around Caledon in May and June 2024 to promote the event, which will include your company's logo



**TARGET AUDIENCE OF EVENT:**

Caledon residents, specifically parents (aged 30-45) who will bring their family to the event.

**EXPECTED ATTENDANCE:**


In-person across various programs

15,000+



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SPONSORSHIP OPPORTUNITY

# JUNE IS RECREATION AND PARKS MONTH

INVESTMENT AMOUNT:

\$2,000

**LOCATION:**

Various locations across Town of Caledon facilities and parks

**EVENT DATE:**

Throughout the month of June 2024

**EVENT TIME:**

Various dates and times in June 2024

**FREQUENCY (IF SERIES):**

Multiple events in June 2024

**DESCRIPTION OF EVENT:**

June is Recreation and Parks Month (JRPM) is a movement that promotes the benefits of recreation and parks for physical, social and environmental health. Communities across Ontario have embraced JRPM as a way to promote local programs, events, parks and facilities that are available for all residents to enjoy.

Your sponsorship of JRPM will assist the Town of Caledon in offering free programming across recreation facilities and parks to support health, inclusion, and foster a stronger community.

**SPONSORSHIP BENEFITS:**

Marketing benefits:

Logo recognition in the following areas:

- Event web page
- Email blast (sent to 18,000 email addresses 3 times in June promoting June is Recreation Month programming)
- Poster signage to be placed in each recreation facility with information on free drop in programming
- Social media posts on Facebook (5,070 followers as of November 2023) and Instagram (4,872 followers as of November 2023)



**TARGET AUDIENCE OF EVENT:**

Caledon residents of all ages

**EXPECTED ATTENDANCE:**



In-person across various programs

2,000+



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SPONSORSHIP OPPORTUNITY

# FAMILY DAY

INVESTMENT AMOUNT:

\$2,000

**LOCATION:**

Many locations across Town of Caledon facilities and parks

**EVENT DATE:**

Monday, February 19, 2024

**EVENT TIME:**

Various times/locations

**FREQUENCY (IF SERIES):**

1 day event

**DESCRIPTION OF EVENT:**

Family Day is a provincial holiday that encourages families to spend quality time together. Your sponsorship of Family Day programming will allow the Town of Caledon to offer free programs, such as skates and swims, across recreation facilities and parks. Offering free recreational programming for our community ensures Caledon residents will have an opportunity to connect with their family in a healthy and meaningful way.

**SPONSORSHIP BENEFITS:**

Logo recognition in the following areas:

- Event web page
- Email blast (sent out to 18,000 email addresses 3 times promoting Family Day programming)
- Poster signage to be placed in each recreation facility with information on free drop in programming
- Social media posts on Facebook (5,070 followers as of November 2023) and Instagram (4,872 followers as of November 2023)



**TARGET AUDIENCE OF EVENT:**

Families in Caledon with children ages 4-18.

**EXPECTED ATTENDANCE:**

In-person across various programs

1,000+



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SPONSORSHIP OPPORTUNITY

# SKATES & SWIMS

INVESTMENT AMOUNT:

\$500

**LOCATION:**

Many locations across Town of Caledon facilities.

**EVENT DATE:**

Various dates available throughout the year.

**EVENT TIME:**

Various times available throughout the year.

**FREQUENCY (IF SERIES):**

Various times available throughout the year.

**DESCRIPTION OF EVENT:**

The Town of Caledon offers family skate and swim programs at various times and locations each week. Your sponsorship of a skate or swim will help the Town offer these programs at no cost, ensuring all who live in Caledon have an opportunity to enjoy our facilities and stay active, ultimately creating an inclusive community

**SPONSORSHIP BENEFITS:**

Logo recognition in the following areas:

- Event web page
- Digital Screens promotion (both on external and internal screens) across Caledon for 3 weeks leading up to and during the sponsored skate or swim.



**TARGET AUDIENCE OF EVENT:**

Families in Caledon with children ages 4-18.

**EXPECTED ATTENDANCE:**

In-person across various programs

250+



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SPONSORSHIP OPPORTUNITY

# MOVIES IN THE PARK

INVESTMENT AMOUNT:

\$1,000 / movie

**LOCATION:**

Inglewood, Caledon Village, Southfields

**EVENT DATE:**

One per month from June- October

**EVENT TIME:**

Sunset

**FREQUENCY (IF SERIES):**

One per month from June - October

**DESCRIPTION OF EVENT:**

Our Movies in the Park series is back in select villages this summer. This program offers a free movie night for people to enjoy under the stars all summer long (weather dependent and subject to rescheduling). This is a program organized by the Culture and Community Development department and meets the objectives outlined in the Economic Development Strategy, 3.0 Support Quality of Place.

**SPONSORSHIP AMOUNT:**

\$1,000 to cover the inflatable screen and movie licensing. Funding a community project like Movies in the Park allows the Town to bring more events like this to other areas in our community.

**SPONSORSHIP BENEFITS:**

Logo recognition in the following areas:

- Event web page ([www.caledon.ca/movies](http://www.caledon.ca/movies))
- Poster and road signs advertising the movie night with information
- Social media posts on Facebook (5,070 followers as of November 2023) and Instagram (4,872 followers as of November 2023)



**TARGET AUDIENCE OF EVENT:**

Families in Caledon with children ages 4-18, adults, visitors from neighboring communities (Erin, Orangeville, Brampton, etc.).

**EXPECTED ATTENDANCE:**


people/night, weather dependent

100-300



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SPONSORSHIP OPPORTUNITY

# MUSIC IN THE PARK

INVESTMENT AMOUNT:

\$300 / event / per location

**LOCATION:**

Southfields, Alton

**EVENT DATE:**

July – August

**EVENT TIME:**

N/A

**FREQUENCY (IF SERIES):**

Every Thursday from 6:30-8:30 p.m. (weather dependent) (SouthFields)

One day a month from 6:30-8:30 p.m. (weather dependent) (Alton)

**DESCRIPTION OF EVENT:**

**SouthFields** - Join us for Music in the Park at Dennison Park in Southfields Village! Soak up the summer weather while enjoying family-friendly entertainment featuring local artists and a wide variety of musical genres. Music in the Park is free to attend and takes place weekly on Thursday evenings from 6:30 - 8:30 p.m. throughout July and August.

**Alton** - Join us for Music in the Alton Village Square in Alton! Soak up the summer weather while enjoying family-friendly entertainment featuring local artists and a wide variety of musical genres. Music in the Park is free to attend and takes place once a month on Thursday evenings from 6:30 - 8:30 p.m. in July and August.

**SPONSORSHIP BENEFITS:**

Logo recognition in the following areas:

- Event web page– [www.caledon.ca/music](http://www.caledon.ca/music)
- Social media posts on Facebook (5,070 followers as of November 2023) and Instagram (4,872 followers as of November 2023)
- Posters and roadside signage



**TARGET AUDIENCE OF EVENT:**

Caledon residents and live music fans of all ages.

**EXPECTED ATTENDANCE:**


people/night, weather dependent

300



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# FLOWER PLANTERS IN THE VILLAGES

INVESTMENT AMOUNT:

**\$5,000 / village**

**LOCATION:**

Alton, Caledon East, Cheltenham, Inglewood, Southfields

**EVENT DATE:**

June – October 2024

**FREQUENCY (IF SERIES):**

Installation occurs in June 2024 with planters removed in October 2024

**DESCRIPTION OF EVENT:**

Purchase of colorful, self-watering planters for seasonal display in our downtown villages to beautify the area. . Beautification of our villages remains a priority to ensure quality of life in our villages.

**SPONSORSHIP BENEFITS:**

Marketing benefits: Logo recognition in the following areas:

- Event web page – [www.caledon.ca/culture](http://www.caledon.ca/culture)
- Social Media posts on Facebook (5,070 followers as of November 2023) and Instagram (4,872 followers as of November 2023)



**TARGET AUDIENCE OF EVENT:**

Caledon residents of all ages and visitors passing through our villages.



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