



## PARTNERSHIP OPPORTUNITIES 2021

*The biggest asset of our partnerships is the access to our audience and/or viewership. When taking part in this regional 35 year old community festival you show you are a true community partner with pride of place!*

*\*\*We like to work with our sponsors to create unique win/win partnerships; this is just a general outline. Contact us and we'll discuss the perfect fit!*



Investment

|   | GOLD | GIANT | BUSHEL |   |
|---|------|-------|--------|---|
| Special premier sponsor of a GOLD attraction or category, to carry organization's name as <b>exclusive title sponsor</b> of the attraction, category, building, etc.  | ✓    |       |        | <b>GOLD \$4,000 to \$10,000</b>   |
| Title/event/attraction sponsors will be included and/or mentioned in all media interviews and social media posts when that attraction or event is the topic or focus of the promotional ad.   | ✓    |       |        | <div style="text-align: center; border: 1px solid black; padding: 5px; margin-bottom: 5px;"><u>2019/20 Examples of Support:</u></div> <i>Bruce Power International Weigh Off<br/>OLG Cinderellas Carriage Car Show<br/>OPG Environmental Tent/Activity<br/>Bruce Telecom's Harvest Star Search<br/>United Society of Professionals<br/>Squash Category<br/>Kinetrics Seed Spitting &amp;<br/>Opening Ceremonies</i> |
| LIVE BROADCAST- all GOLD sponsors can supply a 60 second "Spotlight on Sponsors" and a personal "Welcome" video that will be broadcast at least three times throughout the live production. These can be the same or different messages.    | ✓    |       |        |   |
| Logo placed on "Logo Bar" The Logo Bar contains the logos of the GOLD sponsors and is shown on every page of the website, and is linked to the sponsors. page/site of choice. The logo bar is also included in all relevant print material. | ✓    |       |        |   |
| LIVE BROADCAST Logo bar of GOLD sponsors will be placed in the top/bottom banner bar throughout the live broadcast, and remain in place on the youtube feed all year.   | ✓    |       |        |   |
| Listed as a GIANT sponsor with logo placed on sponsor page on the website with links to the sponsor and rotated into the LIVE BROADCAST throughout the day.   |      | ✓     |        |   |
| Sponsorship mentioned in advertising and social media posts.  | ✓    | ✓     |        | <i>Huron Tractor, Circuit Scales, Your Independent Grocer, Carsons Plumbing &amp; Supplies, Sunbelt Rentals, Port Elgin Super 8, HiBerry Farm, Power Workers Union, SNC Lavalin, Port Elgin Lions Club, Donnelly Murphy Law Services, Giant Tiger, Cahill, BDO, PTAG, 7</i>   |
| Multiple live announcements of involvement and support as an event sponsor throughout Pumpkinfest weekend.  | ✓    | ✓     |        |   |
| Opportunity to attach you business name to various themed activity submissions/contests, such as a tiktok dance, colouring artwork, unique crafts   | ✓    | ✓     |        |   |
| The opportunity to have a banner ad show 3 times throughout the LIVE BROADCAST at a reduced or no cost, depending on investment.  | ✓    | ✓     |        |   |
| Listed as a BUSHEL sponsor on the sponsor page which is rotated into the LIVE BROADCAST throughout the day.   |      |       | ✓      | <b>BUSHEL \$100+</b>  |
| Opportunity to be recognized by donating gift certificates or product for car show goody bags and/or contest prizes.  | ✓    | ✓     | ✓      | <i>Examples of Sponsorship &amp; Partnerships in this category include local businesses, realtors, insurance providers and banks</i>  |
| Opportunity to have a banner ad show 2 times during the broadcast at a reduced advertising rate.  | ✓    | ✓     | ✓      |   |

**Ideas for 2021 Partnerships in various categories:**

- Diversity Partner(s) - help us bring French, Americal Sign Language and Ojibwa to our live broadcast
- LIVE BROADCAST set decoration
- Kids interactive preformer such as Fred Penner
- Health & Safety Partner - be acknowledged as the PPE sponsor - join us in risk managment planning
- Judges - be recognized as the sponsor that allows us to obtain official judges from the agricultural world
- Car show rest stop sponsor (Sunday at the beach)
- Musician sponsor - sponsor one of our talented local bands that are pre-taped for the LIVE BROADCAST
- Decorating contest sponsor - help us with funding prizes and promotion for our business and local decorating contests

**(Plan A) Covid Restrictions allowing moderate gatherings**

Plan in place at this time - An International Weigh Off & Rolling Car Show - done safely with social distancing & health unit approval

**(Plan B) No Covid Concerns - Midway, Vendors and public return!**

\*\*Free booth and banner placement throughout the festival grounds

\*\*Opportunity to join in the opening ceremonies seed spitting live

\*\*Entry passes to events and attractions - all depending on investment

**(Plan C) Complete Lock Down**

Sponsorship dollars will be carried forward into 2022 or returned/reinvested locally at the sponsors descretion

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