



## PARTNERSHIP OPPORTUNITIES 2022

*The biggest asset of our partnerships is the access to our audience and/or viewership. When taking part in this regional 37 year old community festival you show you are a true community partner with pride of place!*

### Exclusive\*\* PRESENTING sponsor of Port Elgin Pumpkinfest, \$25,000 over two years

*\*\*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!*

	GOLD	GIANT	BUSHEL	Investment
Special premier sponsor of a GOLD attraction or category, to carry organization's name as <u>exclusive title sponsor</u> of the attraction, category, building, etc.	✓			<b>GOLD \$5,000 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.	✓			<p style="text-align: center;"><i>Examples of Support:</i> <i>**confirmations for 2022 are forthcoming</i></p> <p><i>Bruce Power International Weigh Off OLG Cinderellas Carriage Car Show OPG Environmental Tent/Activity Bruce Telecom's Entertainment Stage United Society of Professionals Squash Category Kinetrics Opening Ceremonies</i></p>
LIVE BROADCAST- all GOLD sponsors can supply a 60 second "Spotlight on Sponsors" and a personal "Welcome" video that will be broadcast throughout the day throughout the live production. These can be the same or different messages.	✓			
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.		✓		<p><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></p>
Sponsorship mentioned in advertising and social media posts.	✓	✓		
Multiple live announcements of involvement and support as an event sponsor throughout Pumpkinfest weekend.	✓	✓		
All sponsors are recognized as community partners who are invested in supporting their community	✓	✓	✓	
Listed as a BUSHEL sponsor on the sponsor posters placed at stages, gates and in the Car show also rotated into the live broadcast throughout the day.			✓	<b>BUSHEL \$100+</b>
Opportunity to attach you business name to various themed activity submissions/contests, such as a tiktok dance, colouring artwork, unique crafts	✓	✓	✓	<p><i>Examples of Sponsorship &amp; Partnerships in this category include local businesses,</i></p>
Opportunity to be recognized by donating gift certificates or product for car show goody bags and/or contest prizes.	✓	✓	✓	

#### Ideas for 2022 Partnerships in various categories

- Sponsor the GIANT Pumpkin Carver; the Midway; the Petting Zoo; the Shuttle buses; with signage placed at the attraction and mentions in social media and interviews
- Weigh Off set decoration, Opening Ceremonies
- Kids interactive performer(s) - various
- Health & Safety Partner - be acknowledged as this sponsor - join us in risk management planning
- Judges - be recognized as the sponsor that allows us to obtain official judges from the agricultural world
- Musician sponsor - sponsor one of our talented local bands / musicians / entertainers that are scheduled in the Bruce Telecom Harvest Entertainment Tent

(Plan A) No Covid Concerns -Weigh Off, Car Show, Midway, Vendors and public return!

\*\* Banner placement and signage throughout the festival grounds

\*\*Opportunity to join in the opening ceremonies

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

(Plan B) Restrictions in Place

We hope not, but should this happen we are ready to meet any limiting restrictions working with our Health Unit and EMS

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