



EVENT SPONSORSHIP GUIDE

Calvary Assembly's CELEBRATE CANADA DAY is an annual event held at our Cambridge Campus. This well-loved event has welcomed the community from all across the Waterloo Region since 2015. Last year, we hosted well over 4000 people at our event!

We are excited to again celebrate Canada's birthday with our community! This celebration is a FREE event that includes a carnival, food trucks (available for purchase), petting zoo, and a massive professional fireworks show to conclude the evening.

We would like to welcome you to be an integral part of this Canada Day celebration as an event sponsor.

EVENT DETAILS

Date: Monday, July 1, 2024 (*rain date of Tuesday, July 2*)

Location: Calvary Assembly - 127 Hespeler Road, Cambridge, ON N1R 3G9

Target Audience:

- Cambridge community, including the surrounding Waterloo Region
- Families and children

More Info:

- Anticipated Attendance: 4000+ (in 2023, we welcomed well over 4000 guests to our event)
- Family-friendly carnival including inflatable bouncers and games, face painting, kids' tattoos, balloon animals, etc.
- Visits from local fire and police vehicles.
- Free snacks (e.g. popcorn, cotton candy, freezies)
- Food trucks on site for purchase
- Petting Zoo
- Canadian anthem presentation
- Massive professional fireworks show, set to music

CONTACT INFO

Steph Peterson
519-621-6310 | steph.peterson@mycalvary.life

Website: www.celebratecanadaday.com

BENEFITS

Sponsorship at Calvary's Canada Day Celebration should prove to have many benefits to your organization including:

- Exposure to over 4000 people within Cambridge and the surrounding communities.
- Advantageous advertising opportunities in the event promotional materials including our website, social media outlets, event program, and LED digital sign.

SPONSORSHIP OPTIONS

1. BRONZE SPONSOR - \$250.00 CAD

Includes:

- Logo on the website
- Logo featured on social media

2. SILVER SPONSOR - \$500.00 CAD

Includes:

- Logo on the website
- Logo featured on social media
- Logo and link on Facebook Event Page
- Half page ad in event booklet

3. GOLD SPONSOR - \$1000.00 CAD

Includes:

- Logo on the website
- Logo featured on social media
- Logo and link on Facebook Event Page
- Full page ad in event booklet
- Prioritized logo placement on website
- Logo on Pre-Show Stage slideshow (weather permitting)

4. PLATINUM SPONSOR - \$2500.00 CAD

Includes:

- Logo on the website
- Logo featured on social media
- Logo and link on Facebook Event Page
- Full page ad in booklet
- Prioritized logo placement on website
- Logo on Pre-Show Stage slideshow (weather permitting)
- Prioritized logo placement on website
- Logo on Calvary video road sign
- Complimentary vendor booth
- Acknowledgment from the Pre-Show Stage

5. DIAMOND SPONSOR - \$5000.00 CAD

Includes:

- Logo on the website
- Logo featured on social media
- Logo and link on Facebook Event Page
- Full page ad in booklet
- Prioritized logo placement on website
- Logo on Pre-Show Stage slideshow (weather permitting)
- Prioritized logo placement on website
- Logo on Calvary video road sign
- Complimentary vendor booth
- Acknowledgment from the Pre-Show Stage
- Shared naming rights on a specific activity
- VIP fireworks seating
- Logo on sponsor banner

6. IN-KIND PARTNER | LIMITED NUMBER AVAILABLE

- You have a product or service (e.g. providing the volunteer meal, bottled water donations, etc.)
OR
- You would like to provide a physical prize for the draws held before the fireworks.

In exchange, Calvary will provide a custom package of promotion/advertisement, dependent on the value of the in-kind donation. Contact Steph Peterson (steph.peterson@mycalvary.life) to discuss the details.

SPONSOR INFORMATION

TO APPLY:

Visit the website and follow the link to the online application form.

APPLICATION APPROVAL:

All sponsors will be subject to approval with the application process. The submission of an application does not guarantee acceptance.

PAYMENT OPTIONS:

Payment options include cheque or credit card. Payment should be received once the sponsorship is approved and can be processed directly on the Sponsorship application. If you are paying by cheque, please contact us before you fill out the online application.

SPONSOR CONDITIONS OF CONTRACT

1. Calvary Assembly reserves the right to accept or reject any sponsorship applications at their discretion. Calvary is not required to provide a reason or explanation for either decision.
2. Calvary Assembly reserves the right at any time to alter, reject, or remove promotional material or Sponsor logos, if, in Calvary's opinion, their conduct or presentation is objectionable to Calvary's beliefs, mission, or vision.
3. Calvary Assembly shall not be liable in damages and otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, rebellion, insurrection, riot, civil commotion, strike, or by any cause whatsoever beyond the control of Calvary whether similar to or dissimilar from the causes enumerated herein.
4. Sponsors are responsible to provide promotional materials outlined under "Artwork Specifications and Deadlines" by the listed deadlines. If the Sponsor does not meet the deadline, they understand they risk forfeiting the form of advertisement listed. In the case that the deadline is missed and the advertising opportunity is thereby lost, Calvary will not be held responsible, and no discount or refund will be issued to the Sponsor.
5. No substitutes will be available for Sponsor Option benefits or incentives. If a Sponsor chooses not to take advantage of a benefit listed in their Sponsor Option tier, Calvary will not be held responsible, and no discount or refund will be issued to the Sponsor.
6. Calvary will decide the final and logistical details pertaining to Sponsor Option benefits or incentives. This includes, but is not limited to, the placement of promotional banners, the location of VIP seating, the activities that receive shared naming rights (and the final name and how it is portrayed), the location of vendor booths, etc.
7. Sponsors who receive a vendor booth will be provided with one 6' table and two chairs in a location chosen by Calvary Assembly. Any additional items brought by the Sponsor (including a tent, generator, etc.) must first be approved by Calvary Assembly.

ARTWORK SPECIFICATIONS AND DEADLINES

Artwork and files should be sent to: steph.peterson@mycalvary.life by the dates listed below.

WEBSITE OR SOCIAL MEDIA ACCOUNT: *(All Sponsor Types)*

Due Date: Upon acceptance (no later than May 15, 2024).

LOGO: *(All Sponsor Types)*

(please submit your logo with the following specs)

Acceptable File Type: png (no background).

Resolution / File Size: All files should be saved at 300 dpi.

Other Info: No bleed, and 1/2" safe area (no text) around all four edges.

Due Date: Upon acceptance (no later than May 15, 2024).

1/2 PAGE ADVERTISEMENT: *(Silver Sponsor)*

(please submit your ad with the following specs)

Final ad size: 5.5" wide x 4.25" high.

Acceptable File Type: jpg or png

Resolution / File Size: All files should be saved at 144 dpi.

Other Info: No bleed, and 1/2" safe area (no text) around all four edges.

Due Date: May 15, 2024

FULL PAGE ADVERTISEMENT: *(Gold, Platinum, Diamond Sponsors)*

(please submit your ad with the following specs)

Final ad size: 5.5" wide x 8.5" high.

Acceptable File Type: jpg or png

Resolution / File Size: All files should be saved at 144 dpi.

Other Info: No bleed, and 1/2" safe area (no text) around all four edges.

Due Date: May 15, 2024