

# CELEBRATE CANADA DAY

## EVENT SPONSORSHIP GUIDE

Calvary Assembly's CELEBRATE CANADA DAY is an annual event held at our Cambridge Campus. This event welcomed the community from all across the Waterloo Region for five years in a row (2015 - 2019) before a required three year break (due to the pandemic). In 2019 we hosted over 4000 people at our event!

We are now back and more excited than ever to celebrate Canada's birthday with our community! The celebration is a FREE event that includes a carnival, food trucks (available for purchase), 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: Saturday, July 1, 2023 (*rain date of Sunday, 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 2019, we welcomed 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
- Canadian anthem presentation
- Massive professional fireworks show, set to music

### CONTACT INFO

Christine Mann  
519-621-6310 | christine.mann@mycalvary.life

Mark Stevens  
519-621-6310 | mark.stevens@mycalvary.life

Website: [www.celebratecanadaday.com](http://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. SILVER SPONSOR - \$250.00 CAD

Includes:

- Logo placement on the event webpage
- 1/4 page advertisement in the event program
- Social media: One "story" post on Instagram and Facebook during the month of June, including your logo and link to website provided.

### 2. GOLD SPONSOR - \$500.00 CAD

Includes:

- Logo placement on the event webpage
- 1/2 page advertisement in the event program
- Social media: Two "story" posts on Instagram and Facebook during the month of June and one on the day of the event, including your logo and link to website provided.

### 3. PLATINUM SPONSOR - \$1000.00 CAD

Includes:

- Logo placement on the event webpage
- Full page advertisement in the event program
- Social media: Two "story" posts on Instagram and Facebook during the month of June and one on the day of the event, including your logo and link to website provided.
- Social media: Highlight post on Calvary Canada Day Facebook Event page, including company logo and link to website provided.
- Social media: Event day video partnership to highlight sponsor and event (filmed by Calvary).
- Logo placement on LED digital sign (directly on Hespeler Road): from June 30 - July 2.

### 4. FIREWORKS AND CARNIVAL SPONSOR - \$2500.00 CAD

Includes:

- Prioritized logo placement on the event webpage
- Full page advertisement in the event program
- Social media: Two "story" posts on Instagram and Facebook during the month of June and one on the day of the event, including your logo and link to website provided.
- Social media: Highlight post on Calvary Canada Day Facebook Event page, including company logo and link to website provided.
- Social media: Event day video partnership to highlight sponsor and event (filmed by Calvary).
- Logo placement on LED digital sign (directly on Hespeler Road): from June 30 - July 2.
- Logo placement on an event banner displayed at the event, specifying "Fireworks Display & Carnival Sponsored By"
- Verbal acknowledgement during event announcements

### 5. IN-KIND PARTNER | LIMITED NUMBER AVAILABLE

- You have a product or service (i.e. 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, dependant on the value of the in-kind donation. Contact Mark Stevens ([mark.stevens@mycalvary.life](mailto:mark.stevens@mycalvary.life)) OR Christine Mann ([christine.mann@mycalvary.life](mailto:christine.mann@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.

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## **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 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. Sponsors who do not have access to create their own advertisement may choose to enter into a digital design partnership with Calvary, where the sponsor submits their logo and key advertisement details, and Calvary designs the advertisement on their behalf. In this case, the sponsor will give creative freedom to Calvary to create a tasteful advertisement on their behalf.



## ARTWORK SPECIFICATIONS AND DEADLINES

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

Due Date: Upon acceptance (no later than May 1, 2023).

### **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 1, 2023).

### **1/4 PAGE ADVERTISEMENT: (Silver Sponsor)**

(please submit your ad with the following specs)

Final ad size: 2.5" wide x 2" high.

Acceptable File Type: pdf.

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 1, 2023

### **1/2 PAGE ADVERTISEMENT: (Gold Sponsor)**

(please submit your ad with the following specs)

Final ad size: 4 3/4" wide x 4" high.

Acceptable File Type: pdf.

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 1, 2023

### **FULL PAGE ADVERTISEMENT: (Platinum Sponsor, Carnival & Fireworks Sponsor)**

(please submit your ad with the following specs)

Final ad size: 4 3/4" wide x 8" high.

Acceptable File Type: pdf.

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 1, 2023

Artwork and files should be sent to: [mark.stevens@mycalvary.life](mailto:mark.stevens@mycalvary.life) OR [christine.mann@mycalvary.life](mailto:christine.mann@mycalvary.life)