



EVENTS

SPONSORSHIP

PACKAGE

Invest in Your Community

The Town of Kingsville hosts many special events to benefit our residents and visitors. When you sponsor a Town event, you are helping us reduce costs associated with that event for your friends, family and neighbours, and you are often helping expand the event.



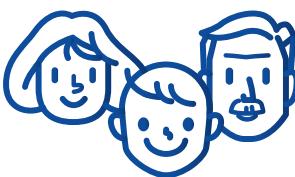
Why Sponsor a Town-Run event?



Promote your business or organization & show you care



Support tourism & increase traffic to local businesses



Enhance experiences for local families & visitors



Sponsorship Types

We offer a variety of sponsor packages at various price points. We're willing to customize a package that works best for you. We also consider in-kind donations.



Table of Contents

Easter Egg Hunt	4
Kingsville Block Party.....	5
Canada Day Celebration	6-7
Migration Festival.....	8-9
Communities in Bloom.....	10
Fantasy of Lights	11-14
Mayor's Spotlight on Business Golf & Dinner	15-18
Other Opportunities	19
Interested?	20

Easter Egg Hunt

Saturday of Easter Weekend



Your support will help us bring this annual community Easter egg hunt to Kingsville families. From fun activities to pictures with the Easter Bunny, we've hosted over 500 attendees in past years!

Package Name	Town Commitment	Price
Gold	<ul style="list-style-type: none">• Name on event webpage• Acknowledgement on Town's social media• Logo on sign at event• 10x10 indoor or outdoor space for promotional tent/table• Sponsor-provided letter-sized flyer/promotional offer at the Town of Kingsville Welcome Tent	\$1,000
Silver	<ul style="list-style-type: none">• Acknowledgement on Town's social media• Logo on sign at event• 10x10 indoor or outdoor space for promotional tent/table• Your own letter-sized flyer/brochure/ promotional offer at the Town of Kingsville Welcome Tent	\$600
Bronze	<ul style="list-style-type: none">• Acknowledgement on Town's social media• Your own letter-sized flyer/brochure/ promotional offer at the Town of Kingsville Welcome Tent	\$350

Deadline: Six weeks before event

Kingsville Block Party

3rd Saturday of June, July, August, & September

On the 3rd Saturday of June, July, August, and September, we invite people into the centre of town in Cottam or Kingsville to enjoy our local restaurants and shops, a vendor marketplace, family activities and live entertainment. Your support will help us offer an even better experience.

Package Name	Town Commitment	Price
Title Sponsor Four Weeks	<ul style="list-style-type: none">• Name included in media releases sent before the event(s)• Name on event webpage• Acknowledgement on Town's social media (x4 events)• Name included in paid advertising and marketing materials in advance of the event• Logo on sign at event (x4)• Prime Booth Location at Event(s)	\$10,000
Music Sponsor Four Weeks	<ul style="list-style-type: none">• Name included in media releases sent before the event(s)• Name on event webpage• Acknowledgement on Town's social media (x4)• Logo on sign at event (x4)• Prime Booth Location at Event(s)	\$6,000
Family Activity Sponsor Four Weeks	<ul style="list-style-type: none">• Name on event webpage• Acknowledgement on Town's social media (x4)• Logo on sign at event (x4)	\$4,000

Deadline: Six weeks before first event in June (for entire Town commitment)

Canada Day Celebration

July 1



Help us celebrate Canada's birthday on July 1! Your sponsorship will support live music and entertainment, family activities, fireworks, and Canada-themed cupcakes!

This event sees over 3,000 people in attendance.

Package Name	Town Commitment	Price
Title Sponsor Only 1 Available	<ul style="list-style-type: none">• Name included in media release sent before the event• Name on event webpage• Acknowledgement on Town's social media• Name included in any paid advertising, and marketing materials in advance of the event• Logo on sign at event• Prime booth location at event• Speaking opportunity during opening ceremonies	\$4,500
Stage Sponsor	<ul style="list-style-type: none">• Name included in media release sent before the event• Name on event webpage• Acknowledgement on Town's social media• Logo on sign at event• Prime booth location at event• Ability to introduce the first entertainer	\$2,000
Cupcake Sponsor	<ul style="list-style-type: none">• Name included in media release sent before the event• Name on event webpage• Acknowledgement on Town's social media• Logo on sign in front of cupcakes	\$1,300

Canada Day Celebration

July 1



Package Name	Town Commitment	Price
Two Kingsville Express Train Panels	<ul style="list-style-type: none">Logo on a sign placed on the train, which is used at the event	\$500

Deadline: Six weeks before event



Migration Festival

3rd weekend of October



Your sponsorship helps support this long-standing Kingsville Festival. Join us as we celebrate the fall season, arts, and culture. Highlights include the Great Migration Paint Out, the Saturday morning Migration Festival Parade, and family-friendly activities in Kingsville centre.

Package Name	Town Commitment	Price
Children's Activities	<ul style="list-style-type: none">• Name mentioned in event media release sent by Town• Name on event webpage• Acknowledgement on Town's social media• Name mentioned in marketing and paid advertising• Logo on sign at event	\$3,000
Parade Signature Sponsor	<ul style="list-style-type: none">• Name mentioned in event media release sent by Town• Name on event webpage• Acknowledgement on Town's social media• Name mentioned in marketing and paid advertising• Logo on sign at event	\$3,000
Great Migration Kick Off	<ul style="list-style-type: none">• Name mentioned in Town event media release• Name on event webpage• Acknowledgement on Town's social media• Name mentioned in marketing and paid advertising• Logo on sign at event	\$3,000

Migration Festival

3rd weekend of October



Package Name	Town Commitment	Price
Great Migration Paint Out Show and Sale Sponsor	<ul style="list-style-type: none">Name mention in email to event participantsName on event webpageAcknowledgement on Town's social mediaLogo on sign at eventName on Grand Prize award certificate presented to winner	\$2,000
Great Migration Paint Out Business/Organization Sponsored Prize	<ul style="list-style-type: none">An award sponsored based on your business or organization. This can be done for any categoryName mention in email to event participantsName on certificate presented to winner	\$500
Two Kingsville Express Train Panels	<ul style="list-style-type: none">Logo on a sign placed on the train, which is used at the event	\$500

Deadline: Six weeks before event



Communities in Bloom

Opportunities throughout the year



Communities in Bloom is a Kingsville committee that embarks on projects to nurture environmental sustainability, support enhancements of green spaces, and promote heritage conservation in cultural and natural environments. Your support helps strengthen Kingsville's community pride, quality of life, and environment through people and plants.

Package Name	Town Commitment	Price
Native Plants & Tree Planting	<ul style="list-style-type: none">• Name mentioned in project media release sent by Town• Acknowledgement on Town's social media	Starting at \$1500
Pumpkin Parade	<ul style="list-style-type: none">• Name on event webpage• Acknowledgement on Town's social media• Logo on sign at event	\$1,000
Educational Events	<ul style="list-style-type: none">• Acknowledgement on Town's social media	\$300

Fantasy of Lights

3rd week of November

Events each weekend until Christmas



Show your community pride and spread Christmas joy by sponsoring the Fantasy of Lights, which hosts community-favourite events such as the Santa Claus Parade, Kingsville Express train rides, and other activities.

Package Name	Town Commitment	Price
Fantasy of Lights Parade Signature Sponsor	<ul style="list-style-type: none">• Name mentioned in event media release sent by Town• Name on event webpage• Acknowledgement on Town's social media• Name mentioned in marketing and paid advertising• Logo on sign at Open Ceremonies• Acknowledgement by parade announcers	\$3,500
Inflatables for Parade LARGE	<ul style="list-style-type: none">• Name mentioned in event media release sent by Town• Name on event webpage• Acknowledgement on Town's social media (pre-parade)• Acknowledgement on Town's social media (post-parade)• Acknowledgement by parade announcers• Logo on sign at Opening Ceremonies	\$4,500

Fantasy of Lights

3rd week of November

Events each weekend until Christmas



Package Name	Town Commitment	Price
Inflatables for Parade SMALL	<ul style="list-style-type: none">• Name on event webpage• Acknowledgement on Town's social media (pre-parade)• Acknowledgement by parade announcers	\$2,500
Parade Treats	<ul style="list-style-type: none">• Name on event webpage• Acknowledgement on Town's social media• Logo on sign at Opening Ceremonies	\$1,000
Volunteers for Kingsville Express Train Donation of time to drive	<ul style="list-style-type: none">• Acknowledgement on Town's social media• Ability to bring your organization's promotional material to put on refreshment table	Must commit minimum of 4 people to run the evening
Ride Refreshments for Kingsville Express Train Purchase of hot chocolate & cookies for the evening	<ul style="list-style-type: none">• Logo on sign at event (15 occasions)	\$2,000

Fantasy of Lights

3rd week of November

Events each weekend until Christmas

Package Name	Town Commitment	Price
Free Night of Rides for Kingsville Express Train	<ul style="list-style-type: none">• Acknowledgement on Town's social media• Logo on train at refreshment table	\$400
Two Kingsville Express Train Panels	<ul style="list-style-type: none">• Logo on sign at train during all November/December rides including Santa Claus Parade	\$2,000
Breakfast with Santa	<ul style="list-style-type: none">• Name mentioned in event media release sent by Town• Name on event webpage• Acknowledgement on Town's social media• Logo on sign at event• Name mentioned during Welcome	\$1,600
New Light Displays	<ul style="list-style-type: none">• Light displays that will light up our park for years to come• Acknowledgement on Town's social media	Starting at \$2,500 to \$30,000

Fantasy of Lights

3rd week of November

Events each weekend until Christmas



Package Name	Town Commitment	Price
New Years Eve Fireworks Two packages available	<ul style="list-style-type: none">• Name mentioned in event media release sent by Town• Name on event webpage• Acknowledgement on Town's social media• Name mentioned in marketing and paid advertising• Logo on sign at event and at Arena leading up to event (minimum 3 weeks)	\$3,800
Activities for New Years Eve	<ul style="list-style-type: none">• Acknowledgement on Town's social media• Logo on sign at event	\$500
Friends of Fantasy of Lights	<ul style="list-style-type: none">• Logo on Thank You on Town of Kingsville social media	Minimum \$250

Deadline: Six weeks before event

Sponsors will receive additional acknowledgement at the "Christmas in July" Block Party if purchased before July

Sponsorship Package

Mayor's Spotlight on Business Golf and Dinner

4th Thursday in September



Proceeds will provide sports and programming opportunities for children and youth in our community facing financial barriers. Learn more about this event at kingsville.ca/golf.

Package Name and # of Packages		Price
Presenting Sponsor	1	<ul style="list-style-type: none">Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar yearCorporate recognition on all promotional materials regarding the Mayor's Spotlight on Business Golf and DinnerCorporate sponsor quote in Mayor's Spotlight on Business Golf and Dinner press release prior to eventCorporate Logo on Town of Kingsville social media postCorporate logo on signage with prominent recognition on welcome sign, registration table, and 19th Hole ReceptionFour complimentary tickets for Golf + Cart, 19th Hole Reception, & DinnerFour complimentary tickets for 19th Hole Reception & DinnerSeating for eight at the Mayor's Table for DinnerOpportunity for Presenting Sponsor to speak during Mayor's Thank You speechInclusion of promotional material in Swag BagCorporate name in Town of Kingsville Thank You on social mediaCorporate logo on our Rec for All webpage until end of calendar year \$7,500

Mayor's Spotlight on Business Golf and Dinner

4th Thursday in September



Package Name and # of Packages		Price
Event Sponsor	6	<ul style="list-style-type: none"> Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year Corporate Logo on Town of Kingsville social media post Corporate logo on signage with prominent recognition on welcome sign, registration table, and 19th Hole Reception Four complimentary tickets for Golf + Cart, 19th Hole Reception, & Dinner Inclusion of promotional material in Swag Bag Corporate name in Town of Kingsville Thank You on social media
19th Hole Reception	1	<ul style="list-style-type: none"> Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year Corporate logo on signage with prominent recognition on welcome sign & 19th Hole Reception Two complimentary tickets for Golf + Cart, 19th Hole Reception, & Dinner Inclusion of promotional material in Swag Bag Corporate name in Town of Kingsville Thank You on social media
Putting Contest	1	<ul style="list-style-type: none"> Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year Corporate logo on signage on welcome sign and putting contest Two complimentary tickets for Golf + Cart, 19th Hole Reception, & Dinner Inclusion of promotional material in Swag Bag Corporate name in Town of Kingsville Thank You on social media

Mayor's Spotlight on Business Golf and Dinner

4th Thursday in September



Package Name and # of Packages		Price	
Lunch	1	<ul style="list-style-type: none"> Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year Corporate logo on signage on welcome sign Corporate logo on every provided lunch ticket Two complimentary tickets for Golf + Cart, 19th Hole Reception, & Dinner Inclusion of promotional material in Swag Bag 	\$1,500
Swag Bag	1	<ul style="list-style-type: none"> Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year Corporate logo on signage on welcome sign Two complimentary tickets for 19th Hole Reception & Dinner Inclusion of promotional material in Swag Bag 	\$1,000
Golf Cart	1	<ul style="list-style-type: none"> Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year Corporate logo on signage on welcome sign One complimentary ticket for 19th Hole Reception & Dinner Inclusion of promotional material in Swag Bag 	\$750
Scorecard	1	<ul style="list-style-type: none"> Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year Corporate logo on signage on welcome sign signage Inclusion of promotional material in Swag Bag 	\$500

Mayor's Spotlight on Business Golf and Dinner

4th Thursday in September



Package Name and # of Packages	Town Commitment	Price
Closest to the Pin	<p>1</p> <ul style="list-style-type: none"> Corporate logo on coroplast sign at the hole Inclusion of promotional material in Swag Bag Sponsor is welcome to bring one personalized coroplast sign (max size 24' by 36') to be staked at the hole 	\$500
Spirit Award Sponsor	<p>1</p> <ul style="list-style-type: none"> Corporate logo on coroplast sign at Team Photo Area Corporate logo on social media post announcing the Spirit Award winner 	\$500
Hole Sponsor	<p>36</p> <ul style="list-style-type: none"> Corporate logo on coroplast sign at the hole Inclusion of promotional material in Swag Bag Sponsor is welcome to bring one personalized coroplast sign (max size 24' by 36') to be staked at the hole <p>Save when you sponsor more: 5 for \$1,200, 10 for \$2,200 20 for \$4,000 - All 36 for \$7,000 (\$9,000 value)</p>	\$250



Other Opportunities



The Town of Kingsville has several unique community projects that may interest your organization. These sponsorship/volunteer opportunities can help you leave a lasting legacy in the Town and ensure successful events. Contact us at specialevents@kingsville.ca if you're interested in any of these projects.

Project	Details
Upgrading the Gingerbread House	We are looking to work with builders/decorators/tradespersons/ artists to refresh the Fantasy of Lights' Gingerbread House. This is a great opportunity for team building and to leave your group's legacy with the community. Help us transform it from plain to WOW!
Portable Sensory Tent	We aim to create a portable sensory tent for more sensory-inclusive spaces at our events. It is a space for guests to 'take a break' from overstimulation at the event. Sponsoring would include purchasing the supplies needed to provide resources to self-soothe and decompress.
Give Your Time	This opportunity lets you provide support through time and human resources. Our events always need people-power. This package gives your business/organization high visibility and creates a great team-building activity.
Sponsored Skates	Sponsor a skate at the Kingsville Arena! We have a variety of dates available, including sponsoring our regularly scheduled skates or special event skates, such as Family Day, PA Days, etc. We will acknowledge your sponsorship in promotional material.

Interested?

Are you interested in pursuing one (or more) of these sponsorship opportunities? Or would you like to customize your own package? Let us know! We're happy to work with you on the next steps. Other sponsorships are available within the Parks and Recreation Department, including parks, infrastructure, ice rink advertising, and programs.

Get More Information



For more details, please email us at specialevents@kingsville.ca.

Thank You

We appreciate that you are considering our sponsor packages and look forward to working together to bring these Kingsville favourites and new events to our community year after year.

