



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.



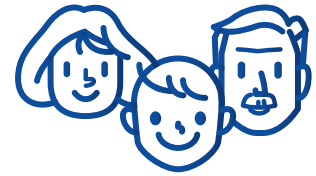
## Why Sponsor a Town-Run event?



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.



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# 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"><li>• Name on event webpage</li><li>• Acknowledgement on Town's social media</li><li>• Logo on sign at event</li><li>• 10x10 indoor or outdoor space for promotional tent/table</li><li>• Sponsor-provided letter-sized flyer/promotional offer at the Town of Kingsville Welcome Tent</li></ul>	\$1,000
Silver	<ul style="list-style-type: none"><li>• Acknowledgement on Town's social media</li><li>• Logo on sign at event</li><li>• 10x10 indoor or outdoor space for promotional tent/table</li><li>• Your own letter-sized flyer/brochure/promotional offer at the Town of Kingsville Welcome Tent</li></ul>	\$600
Bronze	<ul style="list-style-type: none"><li>• Acknowledgement on Town's social media</li><li>• Your own letter-sized flyer/brochure/promotional offer at the Town of Kingsville Welcome Tent</li></ul>	\$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
<b>Title Sponsor</b> Four Weeks	<ul style="list-style-type: none"> <li>Name included in media releases sent before the event(s)</li> <li>Name on event webpage</li> <li>Acknowledgement on Town's social media (x4 events)</li> <li>Name included in paid advertising and marketing materials in advance of the event</li> <li>Logo on sign at event (x4)</li> <li>Prime Booth Location at Event(s)</li> </ul>	<b>\$10,000</b>
<b>Music Sponsor</b> Four Weeks	<ul style="list-style-type: none"> <li>Name included in media releases sent before the event(s)</li> <li>Name on event webpage</li> <li>Acknowledgement on Town's social media (x4)</li> <li>Logo on sign at event (x4)</li> <li>Prime Booth Location at Event(s)</li> </ul>	<b>\$6,000</b>
<b>Family Activity Sponsor</b> Four Weeks	<ul style="list-style-type: none"> <li>Name on event webpage</li> <li>Acknowledgement on Town's social media (x4)</li> <li>Logo on sign at event (x4)</li> </ul>	<b>\$4,000</b>
<b>Deadline: Six weeks before first event in June (for entire Town commitment)</b>		

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

# Canada Day Celebration

July 1



Package Name	Town Commitment	Price
Two Kingsville Express Train Panels	<ul style="list-style-type: none"><li>Logo on a sign placed on the train, which is used at the event</li></ul>	\$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
<b>Children's Activities</b>	<ul style="list-style-type: none"> <li>Name mentioned in event media release sent by Town</li> <li>Name on event webpage</li> <li>Acknowledgement on Town's social media</li> <li>Name mentioned in marketing and paid advertising</li> <li>Logo on sign at event</li> </ul>	<b>\$3,000</b>
<b>Parade Signature Sponsor</b>	<ul style="list-style-type: none"> <li>Name mentioned in event media release sent by Town</li> <li>Name on event webpage</li> <li>Acknowledgement on Town's social media</li> <li>Name mentioned in marketing and paid advertising</li> <li>Logo on sign at event</li> </ul>	<b>\$3,000</b>
<b>Great Migration Kick Off</b>	<ul style="list-style-type: none"> <li>Name mentioned in Town event media release</li> <li>Name on event webpage</li> <li>Acknowledgement on Town's social media</li> <li>Name mentioned in marketing and paid advertising</li> <li>Logo on sign at event</li> </ul>	<b>\$3,000</b>

# Migration Festival

3rd weekend of October



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



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

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

# Fantasy of Lights

3rd week of November  
Events each weekend until Christmas



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

# Fantasy of Lights

3rd week of November  
Events each weekend until Christmas



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

# Fantasy of Lights

3rd week of November  
Events each weekend until Christmas



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

**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](https://kingsville.ca/golf).

Package Name and # of Packages			Price
Presenting Sponsor	1	<ul style="list-style-type: none"><li>• Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year</li><li>• Corporate recognition on all promotional materials regarding the Mayor's Spotlight on Business Golf and Dinner</li><li>• Corporate sponsor quote in Mayor's Spotlight on Business Golf and Dinner press release prior to event</li><li>• Corporate Logo on Town of Kingsville social media post</li><li>• Corporate logo on signage with prominent recognition on welcome sign, registration table, and 19th Hole Reception</li><li>• Four complimentary tickets for Golf + Cart, 19th Hole Reception, &amp; Dinner</li><li>• Four complimentary tickets for 19th Hole Reception &amp; Dinner</li><li>• Seating for eight at the Mayor's Table for Dinner</li><li>• Opportunity for Presenting Sponsor to speak during Mayor's Thank You speech</li><li>• Inclusion of promotional material in Swag Bag</li><li>• Corporate name in Town of Kingsville Thank You on social media</li><li>• Corporate logo on our Rec for All webpage until end of calendar year</li></ul>	\$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"> <li>Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year</li> <li>Corporate Logo on Town of Kingsville social media post</li> <li>Corporate logo on signage with prominent recognition on welcome sign, registration table, and 19th Hole Reception</li> <li>Four complimentary tickets for Golf + Cart, 19th Hole Reception, &amp; Dinner</li> <li>Inclusion of promotional material in Swag Bag</li> <li>Corporate name in Town of Kingsville Thank You on social media</li> </ul>	\$3,000
19th Hole Reception	1	<ul style="list-style-type: none"> <li>Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year</li> <li>Corporate logo on signage with prominent recognition on welcome sign &amp; 19th Hole Reception</li> <li>Two complimentary tickets for Golf + Cart, 19th Hole Reception, &amp; Dinner</li> <li>Inclusion of promotional material in Swag Bag</li> <li>Corporate name in Town of Kingsville Thank You on social media</li> </ul>	\$2,000
Putting Contest	1	<ul style="list-style-type: none"> <li>Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year</li> <li>Corporate logo on signage on welcome sign and putting contest</li> <li>Two complimentary tickets for Golf + Cart, 19th Hole Reception, &amp; Dinner</li> <li>Inclusion of promotional material in Swag Bag</li> <li>Corporate name in Town of Kingsville Thank You on social media</li> </ul>	\$2,000

# 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"> <li>Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year</li> <li>Corporate logo on signage on welcome sign</li> <li>Corporate logo on every provided lunch ticket</li> <li>Two complimentary tickets for Golf + Cart, 19th Hole Reception, &amp; Dinner</li> <li>Inclusion of promotional material in Swag Bag</li> </ul>	\$1,500
Swag Bag	1	<ul style="list-style-type: none"> <li>Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year</li> <li>Corporate logo on signage on welcome sign</li> <li>Two complimentary tickets for 19th Hole Reception &amp; Dinner</li> <li>Inclusion of promotional material in Swag Bag</li> </ul>	\$1,000
Golf Cart	1	<ul style="list-style-type: none"> <li>Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year</li> <li>Corporate logo on signage on welcome sign</li> <li>One complimentary ticket for 19th Hole Reception &amp; Dinner</li> <li>Inclusion of promotional material in Swag Bag</li> </ul>	\$750
Scorecard	1	<ul style="list-style-type: none"> <li>Corporate Logo on Mayor's Spotlight on Business Golf and Dinner webpage until end of calendar year</li> <li>Corporate logo on signage on welcome sign signage</li> <li>Inclusion of promotional material in Swag Bag</li> </ul>	\$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	1	<ul style="list-style-type: none"> <li>Corporate logo on coroplast sign at the hole</li> <li>Inclusion of promotional material in Swag Bag</li> <li>Sponsor is welcome to bring one personalized coroplast sign (max size 24' by 36') to be staked at the hole</li> </ul>	\$500
Spirit Award Sponsor	1	<ul style="list-style-type: none"> <li>Corporate logo on coroplast sign at Team Photo Area</li> <li>Corporate logo on social media post announcing the Spirit Award winner</li> </ul>	\$500
Hole Sponsor	36	<ul style="list-style-type: none"> <li>Corporate logo on coroplast sign at the hole</li> <li>Inclusion of promotional material in Swag Bag</li> <li>Sponsor is welcome to bring one personalized coroplast sign (max size 24' by 36') to be staked at the hole</li> </ul> <p><b>Save when you sponsor more:</b> 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](mailto:specialevents@kingsville.ca) if you're interested in any of these projects.

Project	Details
<b>Upgrading the Gingerbread House</b>	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!
<b>Portable Sensory Tent</b>	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.
<b>Give Your Time</b>	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.
<b>Sponsored Skates</b>	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 [specialevnts@kingsville.ca](mailto:specialevnts@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.

