



ANNUAL SPONSORSHIP PACKAGE



2022

2022 EVENTS



CONCERTS ON THE
CANAL

The Concert on the Canal Series features bands at The Merritt Park Amphitheatre 5 Friday evenings during the months of June to August, with free admission! Shows start at 7pm with audience numbers reaching over 1,000 per concert. Since the onset of Covid-19, the City of Welland has been unable to host this event, thus expecting a large turnout for its Summer 2022 return! Help us bring the community back together and share the love of music with The Niagara Region by sponsoring this family-friendly event!



WELLAND CANADA DAY

The Welland Canada Day event expects over 10,000 people in attendance! There will be engaging activities, a concert at Merritt Park Amphitheatre, many delicious vendors on King St., spectacular fireworks and much more! Due to previous Covid-19 cancellations this year's Welland Canada Day will work towards building a stronger community by providing something for everyone!



WELLAND
SANTA CLAUS PARADE

Join us and over 3,500 children, adults, and seniors as we welcome Santa back to town! Each November, Welland hosts a parade, meet-and-greet, movie at City Hall, and children's activities! Our sponsors have an exclusive first-pass access to be part of the holiday magic as well as assist in providing this special event for many friends and families within the community!

Silver Package: \$1,500 - \$2,499

- Santa Claus Parade Sponsor
 - Concerts on the Canal Sponsor
 - City of Welland Canada Day Sponsor
 - Logo and website link on the Downtown Welland BIA website during event season
 - Logo on all social media pages during event season, including posts on the day of events
 - Company name and/or logo on all celebration advertisements, and thank you advertisements stated above
- Availability:10

Gold Package: \$2,500 - \$4,999

- Everything in the Silver package plus...
- Option for promotional roll up, booth, etc. at the City of Welland Canada Day event
 - Inclusion of company name during breaks at Concerts on the Canal
 - Illumination of Bridge 13 in company colours for one evening, barring any conflicts of previously booked dates
- Availability:4

Platinum Package: \$5,000

- Everything in the Gold package plus....
- Title/Presenting sponsor of the Concerts on the Canal
 - Sponsor ad campaign on RADIO, media relations, newspaper, and social media: which includes 1,000,000 impressions
 - Promotion (roll up, booth, etc.) at all events hosted by the Welland Downtown BIA from May until November 2022
 - Announcement of partnership in social media and press release
- Availability:1

PRESENTING SPONSORSHIPS

Marketing and Promotional Benefits

- Sponsor's corporate name with "Presented by" appears with event name on all promotional materials.
 - Recognition as Presenting Sponsor in Broadcasting Radio and television advertising (estimated value of \$2,000)
- Recognition as Presenting Sponsor on the Welland Downtown BIA and City of Welland website: www.downtownwelland.ca & www.welland.ca
- Recognition as Presenting Sponsor in all electronic promotions of the event by Welland Downtown BIA and its event organizers, including organizational newsletters, email blasts, social channels (Twitter, Instagram & Facebook) and all online advertising for the event.

Concerts on the Canal

\$3500

Canada Day

\$2500

Santa Claus Parade

\$1000



SPECIALITY SPONSORSHIPS

\$200 Santa Claus Parade Sponsor

- Logo displayed on screen at City Hall
 - Logo displayed poster of Santa Claus Parade
 - Logo and brand represented on the WDBIA and City of Welland website and social media as parade sponsor
 - Reach = 16,000 WDBIA & 20,000 City of Welland
- Availability: 5

\$250 Media Sponsor

- Logo displayed on the WDBIA website for 6 months and weekly social media mentions for one event (Canada Day, Concerts on the Canal, & Santa Claus Parade) during month of event(s) and on day of event(s).
 - Reach = 16,000 WDBIA & 20,000 City of Welland
- Availability: Unlimited

\$500 Canada Day Water Sponsor

- Logo displayed on the side of the Quench Buggy
 - Logo and brand represented on the WDBIA website and social media for water sponsor at Canada Day.
 - Reach = 16,000 WDBIA & 20,000 City of Welland
- Availability: 2

\$500 Concerts on the Canal Sponsor

- Logo displayed on all promo material of Concerts on the Canal
 - Logo and brand represented on the WDBIA website and social media
 - Reach = 16,000 WDBIA & 20,000 City of Welland
- Availability: 2

Be part of the community spirit

We would be happy to answer your questions and hear your suggestions!

Get in touch with Alexis anytime:

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A special thank you to ©Anthony Gallaccio for the photos provided!

