



2024

# SPONSORSHIP OPPORTUNITIES

STRATHROY - CARADOC EVENTS



"The changes the last couple of  
years have been amazing"

2023 Event Attendee & Vendor

Department of Community Services

*Urban Opportunity, Rural Hospitality*



Municipality of Strathroy-Caradoc  
52 Frank Street Strathroy, Ontario N7G 2R4  
Phone: 519-245-1070 Fax: 519-245-2177  
[www.strathroy-caradoc.ca](http://www.strathroy-caradoc.ca)

Dear Community Partner,

Can you believe just how quickly 2023 is going by? We are already full steam ahead on planning 2024's events for Strathroy-Caradoc and are looking for your support in keeping them free or low cost to residents and tourists!

Over the last year, we have seen such significant growth in the events that Strathroy Caradoc can produce. At Strathroy Ribfest in July, the rib vendors were blown away with just how much support they received on the Friday night in comparison to years past that they had rebooked their weekend before they left. This a huge feat after a slow year that had them reconsidering coming to Strathroy at all. We cannot thank the businesses and groups that helped to support that event enough for believing that we could take it to the next level. We are so excited for 2024 and the plans to take the event to another new level.

We've added a series of other events like the Poppy Project, the holiday lighting of Sensory Park, a Hometown Christmas Market, and are working to create even more exciting events throughout the year that we can't share just yet!

In exchange for your generous support, there are benefits to each piece laid out in this package. We are also able to work with you to create a customized sponsorship package that meets your specific needs and objectives, should you want to do something different. The Municipality's social media pages saw a reach of approximately 980,000 people so far this year in just event posts, and we still have two months to go.

Without sponsors, we would not be able to continue to provide the quality events that make this such a great community. We would be happy to provide additional information about each event and answer any questions you may have.

Thank you for considering our sponsorship request. We look forward to the possibility of working with you.

Sincerely,

Kait Topham  
Events and Booking Coordinator  
Municipality of Strathroy-Caradoc  
52 Frank Street | Strathroy, ON | N7G 2R4  
Tel: (519) 245-1105 Ext. 257  
Email: [ktopham@strathroy-caradoc.ca](mailto:ktopham@strathroy-caradoc.ca)

# COMMUNITY SPONSOR

## SPONSOR A YEAR OF EVENTS

**INVESTMENT: \$6000**

As a full season event sponsor, your sponsorship dollars help to cover the general expenses for the 12+ events that the Municipality hosts. This sponsorship level is the most cost effective way for sponsors to engage in the community for the entire year.

### The Benefits:

- Company name listed as a sponsor on all relevant print or online ads
- Company logo on the Community Sponsors Rink Board at Gemini Sportsplex
- Company name on any Facebook post pertaining to the above events
- Two "Thank You" Facebook posts on the Municipal Facebook Page
- Listed on the Municipal Events Calendar
- Included on any relevant paid Facebook ads
- Included on a minimum of 30 radio ads
- Sponsorship of 1 free public swim
- Sponsorship of 1 free public skate
- Sponsorship of 1 Downtown Strathroy Market Entertainer

### Included Events:

- 2024 Poppy Project
- Family Day in Strathroy
- Family Day in Mount Brydges
- Easter at the Fair Grounds
- Seniors Jamborees
- Kick Off Night Market
- Strathroy Ribfest
- August Street Party
- Early Halloween
- Movie Nights
- Winterfest
- Downtown Strathroy Market
- Any other events that may be added to the schedule.



# STRATHROY RIBFEST

## Multi Level Sponsorship Opportunities

Be a part of Strathroy Ribfest! The 2024 event is already set to be a great time with Rib Vendors, Food Trucks and a licensed beverage tent. This 2024 event will see the return of local ribbers to compete in best ribs and best sauce competitions, kids zone, live music, swim meet, vendor market and more!

See Ribfest page for more info.



# WINTERFEST

## Multi Level Sponsorship Opportunities

The fourth annual Winterfest returns to the Fairgrounds Recreation Complex in November. Live music, food trucks, a winter train with light tunnel and more activities planned each year.

See Winterfest page for more info.



# SUMMER KICK OFF NIGHT MARKET

## Title Sponsor: \$2500

This awesome kick off to summer takes place in Downtown Strathroy as a licensed street event. With live music, shopping, street food and drinks, this Night Market sees 1500+ people in attendance each year.

Includes: at minimum 1 Facebook post per week in the 3 weeks leading up to the event, 10 days of paid ads on Facebook, listed on Municipal Google Business profile for 2 weeks leading up to event, posted on the Municipal Events Calendar, and a minimum 30 radio ads.



# LIGHT UP THE NIGHT MARKET

## Title Sponsor: \$2500

The August Street Party lines vendors down Frank Street and Front Street, with live music, street food and a permit to serve alcohol from participating restaurants. In 2023, this event saw upwards of 2000 people stopping in to shop and listen to local musicians. Includes: at minimum 1 Facebook post per week in the 3 weeks leading up to the event, 10 days of paid ads on Facebook, listed on Municipal Google Business profile for 2 weeks leading up to event, posted on the Municipal Events Calendar, and a minimum 30 radio ads.



\*Deadline for inclusion on shared sponsorship rink board is June 15, 2024

# SENIORS JAMBOREES

**Title Sponsor: \$300/Jamboree**

Seniors Jamborees take place at Caradoc Community Centre the second Saturday of each month. Brought together by the love of music, over 100 local and travelling seniors turn out to dance, sing and make music together. Includes: at minimum 1 Facebook post per week in the 3 weeks leading up to the event, listed on Municipal Google Business profile for 2 weeks leading up to event, and posted on the Municipal Events Calendar.



# SPOOKY SATURDAY

**Title Sponsor: \$2500**

Halloween will come early to the Fair Grounds Recreation Complex. A haunted tunnel, trick or treating and a spooky Halloween train will be running. This event is a great alternative for all of the smaller kids who may not make it out on a school night. Includes: at minimum 1 Facebook post per week in the 3 weeks leading up to the event, 10 days of paid ads on Facebook, listed on Municipal Google Business profile for 2 weeks leading up to event, posted on the Municipal Events Calendar, name on advertising rink board\*, and a minimum 30 radio spots.



# MOVIES IN THE PARK

**Movie Sponsor: \$1000/film**

Sponsor a free community movie hosted in the parks through Strathroy and Mount Brydges this summer! Your sponsorship dollars will pay for the licensing of the movie, popcorn and more! Includes: at minimum 1 Facebook post per week in the 3 weeks leading up to the event, 10 days of paid ads on Facebook, listed on Municipal Google Business profile for 2 weeks leading up to event, posted on the Municipal Events Calendar, minimum 30 radio spots.



# DOWNTOWN STRATHROY MARKET

**Investment: \$300/week**

As an entertainment sponsor at the Downtown Strathroy Market, you will bring quality music or activities like magic or face painting to Downtown Strathroy on a Saturday morning. Includes: your name and logo on weekly advertising, thank you Facebook post on Market & Municipal pages, free booth space for the week. Supplied signage can be displayed at entertainment zone.



\*Deadline for inclusion on shared sponsorship rink board is June 15, 2024

# STRATHROY RIBFEST

## **BIG BBQ SPONSOR**

**INVESTMENT: \$7000 [1 AVAILABLE]**

The Big BBQ is the backbone of Strathroy Ribfest. Your sponsorship dollars make this event happen. You'll see your contribution in all aspects, through advertising, site preparation, stage and sound, lights and so much more.

The benefits:

- All event advertising including banners and signage including an entrance fence banner, rink board, radio & online ads (social media reach of 400,000+)
- One 15 day paid advertising campaign through Facebook
- Event listing on the Municipality's Google Business Profile for 2 weeks
- Posted to the Municipal Events Calendar
- Minimum 30 radio ads
- VIP Sponsor packages (includes rib dinner + 2 drink tickets) x 10
- Opportunity to speak at the event and/or introduce an act

## **HYDRATION SPONSOR**

**INVESTMENT: \$3500 [1 AVAILABLE]**

Your sponsorship dollars help create the overall experience of a Ribfest with the ever important beer tent. Your dollars will help with the cost of a tent, security and other site requirements.

The benefits:

- Tent banner for the weekend, print & online advertising including shared rink board
- VIP Sponsor packages (includes rib dinner + 2 drink tickets) x 6
- Opportunity to have your product featured
- One 15 day paid advertising campaign through Facebook
- Listed as Hydration Sponsor in the event listing on the Municipal Events Calendar

## **ROCK 'N COAL SPONSOR**

**INVESTMENT: \$2500 [2 AVAILABLE]**

Stage sponsors are crucial to delivering a quality performance space. Your sponsorship dollars are a big part of booking a stage, sound, lighting and performers. There are two opportunities, Friday Stage Sponsor and Saturday Stage Sponsor.

The benefits:

- Stage banner, print & online advertising including the shared rink board
- VIP Sponsor packages (includes rib dinner + 2 drink tickets) x 4
- Opportunity to speak at the event and/or introduce an act
- One 15 day paid ads through Facebook
- Listed as one of two Rock n' Coal Sponsors in the event listing on the Municipal Event Calendar

**FLIPPING GOOD SPONSOR**  
**\$500 [UNLIMITED]**

- The benefits:
- Print & online advertising
  - 10 x Drink Tickets

**GRILL MARKS SPONSOR**  
**\$250 [UNLIMITED]**

- The benefits:
- Online and Print advertising

**RIBLETS**  
**(IN-KIND):**

- Benefits for in-kind to be discussed based on value of the goods or services.

## **IN KIND SUGGESTIONS:**

Garbage Collection - Grease Collection - Portable Toilets - Lighting - Print or Radio Advertising

# STRATHROY WINTERFEST



## WONDERLAND SPONSOR

**INVESTMENT: \$3000 [1 AVAILABLE]**

The overall event sponsor for Winterfest plays a key role in bringing activities to the Fair Grounds Recreation Complex. Your sponsorship dollars will see important items for the safety and wellbeing of attendees like lighting, portable toilets and electrical.

The benefits:

- All banners created for the event, print, radio & online ads including rink board
  - Free booth space
  - Opportunity to speak at the event and/or introduce an act
- 

## HOLLY JOLLY SPONSOR

**INVESTMENT: \$1000 [1 AVAILABLE]**

Our entertainment sponsor dollars will support sound, lighting and performers. Winterfest is a great opportunity for many of our local youth performers to showcase their art to the community and it is so important to keep things like this available to them.

The benefits:

- Banner or sign (supplied by sponsor) at the performances, print & online advertising including shared rink board
- Opportunity to speak at the event and/or introduce an act

## ADDITIONAL SPONSOR OPPORTUNITIES

Each of the following sponsors will be recognized through event signage, print and online advertising

**HOLIDAY EXPRESS - \$500**

**HOLIDAY EXPRESS LIGHT TUNNEL - \$500**

**KIDS ACTIVITIES - \$500**

**TREAT BAGS - \$300**

**FROSTY FRIENDS PHOTOS SPONSOR - \$750**



## IN-KIND SPONSORSHIP OR DONATION IDEAS:

Portable Toilets - Construction Lighting - Print or Radio Advertising - Christmas Lighting Generators - Holiday Decor - Activity Booths - Donation towards treat bags - Hot Chocolate



# Thank you to our 2023 Event Sponsors & Partners!

**Spriet Associates - Community Sponsor**

**Entegrus - Community Sponsor**

**MyFM**

**Mainstreet Credit Union**

**Strathroy Optimisits Club**

**Canadian Multi Trade Solutions**

**Caradoc Sands Golf Course**

**Strathroy Rotary Club**

**Downtown Strathroy BIA**

**Premier Heating and Cooling**

**Sanitary Sewer Cleaning**

**Commonwealth Financial**

**Cuddy Farms**

**Axiom Mutual**

**Lisa McPhee & Tyler Bowie, RBC Mortgage Specialists**

**Middlesex County Tourism**

**Vari Form**

**Strathroy Family Dental**

**Forest of Flowers**

**Grace Transport**

**Hamstra Carpet One**

**Driven Engineering**

**Strathroy Legion**

**Kylie Beattie & Hassan Hamze**

**Needham Dance Studio**

**Pete's Sports**

**Second Chance Community Store**

**Lerners**

**And many other volunteers who make smiles like these  
possible!**

