

Market Sponsor

Investment:
\$6000

As the only full season market sponsor, your sponsorship dollars help to cover the general expenses for the 15 week Downtown Strathroy Morning Market as well as title sponsorship for 4 Night Markets.

The Benefits:

- Company name listed as a sponsor on all relevant print or online weekly ads
- Company name on any Meta (Facebook/Instagram) post pertaining to the Market
- Company Logo on road sign messaging when applicable
- Company Logo printed on Night Market bracelets
- Unlimited signage space at the Downtown Strathroy Market Entertainment area
- Free booth space at any Municipal market
- Listed on the Municipal Events Calendar
- Included on any relevant paid Meta ads
- Included on a minimum of 30 radio ads

Included Events:

- Kick Off Night Market
- Weekly Downtown Strathroy Market x 15
- Light Up the Night Market
- September Night Market
- Hometown Christmas Market

Night Market Sponsors

Investment:
\$1500 Each

First Annual September Night Market - September 20, 2025
Hometown Christmas Night Market - November 28, 2025

The Benefits:

- Company name listed as a sponsor on all relevant print or online weekly ads
- Company name on any Facebook post pertaining to the event
- Listed on the Municipal Events Calendar
- Included on any relevant paid Meta ads
- Included on a minimum of 30 radio ads
- Individual events may have different perks, please reach out if interested

Ribfest

Main Stage

Investment:
\$4500

The Ribfest Stage Sponsor sponsors the entertainment at Strathroy Ribfest, including Friday and Saturday Main Stage, any daytime entertainment, and Sunday Family Day entertainers. Professional stage and sound is supplied through the PA Shop, for top notch music quality. Confirmed Musicians are; 8 Second Ride, Brothers Wilde, Loaded Dice, Sweet Sabertooth, and Bobnoxious!

The Benefits:

- Company name listed as a sponsor on all relevant print or online ads
- Company name on any Meta post pertaining to Strathroy Ribfest
- Company Logo on road sign messaging when applicable
- Company Logo wrist bands
- Unlimited signage space at stage area
- Free promotional booth space at Strathroy Ribfest
- Listed on the Municipal Events Calendar
- Included on any relevant paid Meta ads
- Included on a minimum of 30 radio ads or alternative audio ads

Spooky Saturday

Sponsor

Investment:
\$2500

Spooky Saturday is an early "trick or treating" event that happens the Saturday before Halloween. This event gives an opportunity to younger kids who may not be able to get out and trick or treat on a school night. Sponsorship dollars will support volunteers abilities to hand out candy, as well as support the spooky train tunnel and haunted house!

The Benefits:

- Company name listed as a sponsor on all relevant print or online ads
- Company name on any Meta post pertaining to Spooky Saturday
- Company Logo on road sign messaging when applicable
- Free promotional booth space at the event
- Listed on the Municipal Events Calendar
- Included on any relevant paid Meta ads
- Included on a minimum of 25 radio ads or alternative audio ads

Brand Exposure & Visibility



● **Meta Business Analytics:**

Municipality of Strathroy Caradoc Reach 2023: 753, 900
Downtown Strathroy Market 2023: 53,200

● **Radio Analytics:**

AudioGO 7 day campaign: 17, 402 listeners
Corus Radio 7 day campaign: 258,159 listeners
MyFM Radio 7 day campaign: 22,000-25,000 listeners

● **Print Analytics:**

Tax Bill Newsletter: 7,000 households 8 times per year
Local Magazines: 11,250 households
The Middlesex Banner: 3000 households
StrathroyToday Monthly: 56,000 readers

Community Sponsors also have the added benefit of the rink board, which is seen by thousands each winter as well as the road signs near Real Canadian Superstore and Petro Canada Gas Bar, and banners hung on Metcalfe Street West and Metcalfe Street East.

**Partner with Us
to Create an
Unforgettable Year in
Strathroy Caradoc!**

Contact Kait

Booking & Events Coordinator

519-245-1105 x 257

ktopham@strathroy-caradoc.ca

strathroy-caradoc.ca