

2022 SPONSORSHIP OPPORTUNITIES



Christmas[™]
On The Bay[®]
❧ **Meaford** ❧

.....
Thursday December 1st, Friday December 2nd, Saturday December 3rd, Sunday December 4th, 2022
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A Kick-Off to the Season!

Partner with our community for this enchanted Christmas event in Meaford Market Square – as we weave together an array of community Christmas events into a magical, multi-dimensional event that offers something special for everyone... Welcoming community and visitors alike to Christmas on the Bay. Let's all do our part to help put Meaford back on the map!

For more information, please visit our website at christmasonthebay.ca . The website will be updated as details continue to come together for the 2022 event.

SPONSORSHIP OPPORTUNITIES

SANTA'S WORKSHOP PREMIER SPONSOR

Commitment Level: \$40,000/ 3 yr: Number Available: ~~1 opportunity available~~: SOLD OUT

As the 2022 Premier Sponsor, you demonstrate your company's commitment as the **COTB Community Champion** by partnering to present the Annual Christmas on the Bay Market (COTB). In recognition of your contribution to our community, you will receive:

- Representation in **all** promotional materials as "Your Company proudly presents Christmas on the Bay as the Premier Sponsor."
- Year-round Co Branding with christmasonthebay.ca for a period of 3 years with a link to your website
- Corporate recognition in **all** media relation materials including news releases, public service announcements and social media, including Twitter, Instagram, and Facebook
- Prominent recognition on e-invitation distributed to COTB participants & vendors
- Featured in any of the e-blast COTB newsletters distribution list
- Signage at Market Square during the event

SHINING STAR SPONSOR

Commitment Level: \$15,000; Number Available: ~~1 opportunity available~~: SOLD OUT

As the 2022 Shining Star Sponsor, you demonstrate your company's commitment as a community leader by supporting the Annual *Christmas on the Bay Market (COTB)*. In recognition for your contribution to our community, you will receive:

- Representation in all promotional materials as "Your Company proudly supports *Christmas on the Bay* as the Shining Sponsor."
- Prominent year-round branding with christmasonthebay.ca with a link to your website
- Corporate recognition in media relation materials including news releases, public service announcements and social media, including Twitter, Instagram, and Facebook
- Prominent recognition on e-invitation distributed to COTB participants & vendors
- Featured in our Logo Mall in the e-blast COTB newsletter distribution list
- Signage at Market Square during the event
- Exclusive rights to be recognized as the Presenting Sponsor and first right of refusal in 2023

MERRY & BRIGHT Illuminating SPONSOR

Commitment Level: \$10,000; Number Available: ~~1 opportunity available~~: SOLD OUT

In recognition for your contribution to our community as the 2022 Illuminating Sponsor your company will receive:

- Representation in all promotional materials
- Prominent year-round corporate recognition on christmasonthebay.ca with a link to your website
- Corporate recognition in media relation materials including news releases, public service announcements and social media, including Twitter, Instagram, and Facebook
- Featured recognition in the COTB e-invitation distributed to COTB participants / vendors Signage at Market Square during the event
- Exclusive rights to be recognized as the Illuminating sponsor and first right of refusal in 2023

GEORGIE THE GNOME MASCOT SPONSOR

Commitment Level:\$6,000; Number Available: 1 opportunity available

In recognition for your contribution to our community as the 2022 Mascot Sponsor you will receive:

- Your company name and logo will be featured on our **Georgie** Mascot itself – it's a rare opportunity to travel with a Gnome ...but it's YOURS!
- Your company featured on christmasonthebay.ca - using your logo and name in the Logo Mall
- Year-round corporate recognition with a link to your website on christmasonthebay.ca
- Corporate recognition in media relation materials including news releases, public service announcements and social media, including Twitter, Instagram, and Facebook
- Featured in the COTB e-blast sent to all COTB participants & businesses
- Exclusive rights to be recognized as the Marketing Sponsor and first right of refusal in 2023

HOLLY JOLLY MARKETING SPONSOR

Commitment Level: \$5,000; Number Available: ~~1 opportunity available~~: **SOLD OUT**

In recognition for your contribution to our community as the 2022 Marketing Sponsor you will receive:

- Your company featured on christmasonthebay.ca - using your logo and name in the Logo Mall
- Year-round corporate recognition with a link to your website on christmasonthebay.ca
- Corporate recognition in media relation materials including news releases, public service announcements and social media, including Twitter, Instagram, and Facebook
- Featured in the COTB e-blast sent to all COTB participants & businesses
- Exclusive rights to be recognized as the Marketing Sponsor and first right of refusal in 2023

COZY & WARM TOQUE SPONSOR

Commitment Level: \$3500; Number Available: ~~1 opportunity available~~: **SOLD OUT**

As the Event Toque Sponsor your logo will be featured on the winter toques distributed to all the volunteers and vendors at the market:

- Warm winter toque with your logo printed in one colour on one side of the toque (Christmas on the Bay logo is printed on the other side and toques are provided to all the volunteers and vendors)
- Corporate recognition on www.christmasonthebay.ca with a link to your website
- Exclusive rights to be recognized as the COTB Toque sponsor and first right of refusal in 2023

DECK THE STALL SPONSOR

Commitment Level: \$2,500; Number Available: **16 - 12 opportunities remaining**

In recognition as one of the 2022 Stall Sponsors you will receive:

- Your company highlighted through signage on the Christmas stall during the event
- Corporate recognition on christmasonthebay.ca including your logo on the page for Christmas stalls with a link to your website
- Your company featured on christmasonthebay.ca - using your logo and name in the Logo Mall
- Exclusive rights to be recognized as one of the Deck the Stall Sponsors and first right of refusal in 2023

BAGS OF JOY SPONSOR

Commitment Level: \$2,000; ~~1 opportunity available~~; SOLD OUT

As the Event Bag Sponsor your logo will be featured on the reusable cloth bags distributed to the first 300 attendees.

- Reusable bags with your logo printed in one colour on one side of the bag (Christmas on the Bay logo is printed on the other side and bags are provided to the first 300 attendees)
- Corporate recognition on christmasonthebay.ca with a link to your website
- Exclusive rights to be recognized as the COTB Bag sponsor and first right of refusal in 2023

A great way to show our community your commitment to sustainability!

LET IT SNOW - MARKET SQUARE SPONSOR

Commitment Level: \$1,000; Number Available: ~~6~~ - 2 opportunities remaining

In recognition as one of the 2022 Market Square Sponsors, you will receive:

- Your company logo featured on christmasonthebay.ca
- Your company will be featured on the COTB *social media sites*, including Twitter, Instagram, and Facebook using your logo and name in the post
- Signage within Market Square - Presented by "Your Company"
- Exclusive rights to be recognized as a Market Square Sponsor and first right of refusal in 2023

O'CHRISTMAS TREE SPONSOR

Commitment Level: \$750; Number Available: SOLD OUT

In recognition as one of the Tree Sponsors, you will be associated with one professionally decorated tree that will be showcased in Shops around downtown Meaford.

- A photo of the tree will be posted on social media along with your company name
- Corporate recognition listed on christmasonthebay.ca
- Sponsor Appreciation page on christmasonthebay.ca with a link to your website
- Your company highlighted through *Tree* signage during the event

JOY FILLED FRIENDS SPONSOR

Commitment Level: a donation of \$250; Number Available: Unlimited

The valued Community members & Businesses who celebrate & support *Christmas on the Bay* will be recognized by:

- Individual or corporate recognition listed in text on christmasonthebay.ca Sponsor Appreciation page

Friends of Georgie Sponsor - Christmas on the Bay Gnome Mascot

Commitment Level: a donation of \$100; Number Available: Unlimited

Our community members- individual, family& Businesses who support Georgie will be recognized by:

- Individual or corporate recognition listed in text on christmasonthebay.ca Sponsor Appreciation page

****Every act of generosity makes a difference***



Sponsor Commitment Form

Please complete this form & submit payment information to your COTB team member

****Please include with your email***

a high-resolution logo for your company in png or jpeg format

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- | | |
|--|--|
| <input type="checkbox"/> Santa's Workshop Premier Sponsor - \$40,000 3yr | <input type="checkbox"/> Deck The Stall Sponsor \$2,500 (12) |
| <input type="checkbox"/> Shining Star Sponsor - \$15,000 (1) | <input type="checkbox"/> Bags of JOY Sponsor \$2,000 |
| <input type="checkbox"/> Merry & Bright Illuminating Sponsor - \$10,000 | <input type="checkbox"/> Let It Snow Market Square Sponsor - \$1,000 (2) |
| <input type="checkbox"/> Georgie The Gnome Mascot Sponsor - \$6,000 (1) | <input type="checkbox"/> O'Christmas Tree Sponsor - \$750 |
| <input type="checkbox"/> Holly Jolly Marketing Sponsor - \$5,000 (1) | <input type="checkbox"/> JOY Filled Friends Sponsor - \$250 (unlimited) |
| <input type="checkbox"/> Cozy & Warm Toque Sponsor - \$3,500 | <input type="checkbox"/> Friends of Georgie Sponsor - \$100 (unlimited) |

Total Amount Due \$ _____

Contact Name _____

Company _____

Address _____

City _____

Postal Code _____ Phone _____

Email _____

Company / Or Family name as you wish it to appear on all material _____

Payment Method (Please choose)

- Cheque Attached - Payable to Municipality of Meaford
- Please Invoice

***COTB operates under the umbrella of the Meaford BIA – as such ALL Cheques must be made out to the Municipality of Meaford. A receipt will be issued. Please ensure to give both Sponsorship form and payment to your COTB contact for processing.