



ChristmasTM On The Bay Meaford

NOT FOR PROFIT – OCN: #1000517178

2023 SPONSORSHIP OPPORTUNITIES

Did you know we had almost 7,000 visitors last year?!?

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Thursday November 30th
Friday December 1st
Saturday December 2nd
Sunday December 3rd, 2023

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SANTA'S WORKSHOP PREMIER SPONSOR – Hutton Forest Products

Commitment Level: \$40,000/3 yr.: Number Available: **SOLD**

As the 2022 & 2023 Premier Sponsor, **Hutton Forest Products** has committed as a Christmas on the BayTM (COTB) Community Champion by partnering for two years. In recognition of their contribution to our community, they will receive:

- Recognition in all promotional materials as “Hutton Forest Products presents Christmas on the BayTM as the Premier Sponsor.”
- Prominent year-round branding with christmasonthebay.ca for a period of three years, 2022 & 2023,2024 with a link to their website
- Corporate recognition in all COTB public and media relation materials including news releases, public service announcements and COTB social media channels.
- Featured in all e-blast COTB flyers/newsletters
- Signage at Market Square for the duration of the event

SHINING STAR SPONSOR

Commitment Level: \$20,000; Number Available: 1 opportunity available

As the 2023 Shining Star Sponsor, you demonstrate your company's commitment as a community leader by supporting Christmas on the Bay™ (COTB). In recognition for your contribution to our community, you will receive:

- Recognition in all promotional materials as the "Christmas on the Bay™ Shining Star Sponsor."
- year-round branding on christmasonthebay.ca with a link to your website
- Corporate recognition in media public relation materials including news releases, public service announcements and all COTB social media channels
- Included in all e-blast COTB flyers/newsletters Signage at Market Square during the event
- Exclusive rights to be recognized as the Shining Star Sponsor and first right of refusal for 2024.

MERRY & BRIGHT ILLUMINATING SPONSOR

Commitment Level: \$15,000; Number Available: SOLD

In recognition for your contribution to our community as the 2023 Merry & Bright Sponsor your company will receive:

- Representation in all promotional materials
- Year-round recognition on christmasonthebay.ca with a link to your website
- Recognition in media and public relation materials including news releases, public service announcements and all COTB social media channels
- Signage at Market Square during the event
- Exclusive rights to be recognized as the Merry & Bright sponsor and first right of refusal for 2024

GEORGIE THE GNOME MASCOT SPONSOR

Commitment Level: 2 yr. -\$6,000 SOLD

In recognition for your contribution to our community as the 2022 & 2023 Mascot Sponsor you will receive:

- Your company name and logo featured on COTB's mascot - Georgie!
- Your company (logo and name) featured on christmasonthebay.ca - in the Logo Mall
- Year-round recognition with a link to your website on [_christmasonthebay.ca](http://christmasonthebay.ca)
- Recognition in media and public relation materials including news releases, public service announcements and COTB social media channels
- Signage at Market Square during the event

HOLLY JOLLY MARKETING SPONSOR

Commitment Level: \$5,000; Number Available: 1

In recognition for your contribution to our community as the 2023 Holly Jolly Marketing Sponsor you will receive:

- Your company (logo and name) featured on christmasonthebay.ca in the Logo Mall
- Year-round corporate recognition with a link to your website on [_christmasonthebay.ca](http://christmasonthebay.ca)
- Recognition in media relation materials including news releases, public service announcements and COTB social media channels
- Signage at Market Square during the event
- Exclusive rights to be recognized as the Holly Jolly Marketing Sponsor and first right of refusal for 2024

COZY & WARM TOQUE SPONSOR

Commitment Level: \$3550; Number Available: 1 opportunity available

In recognition as the event Toque Sponsor your logo will be featured on the winter toques distributed to all volunteers and vendors at the COTB market:

- Warm winter toque with your logo in one colour on one side of the toque (Christmas on the Bay™ logo is printed on the other side) Toques are provided to all the volunteers and vendors
- Recognition on christmasonthebay.ca with a link to your website
- Exclusive rights to be recognized as the COTB Toque sponsor and first right of refusal for 2024.

DECK THE STALL SPONSOR

Commitment Level: \$2,500; Number Available: 15 opportunities

In recognition as one of the 2023 Stall Sponsors you will receive:

- Your company highlighted through signage on one of the COTB Market stalls during the event
- Recognition on christmasonthebay.ca with your logo on the page for Market stalls sponsor with a link to your website
- Your company (logo and name) featured in [_christmasonthebay.ca](http://christmasonthebay.ca) Logo Mall
- Exclusive rights to be recognized as one of the Deck the Stall Sponsors and first right of refusal For 2024.

BAGS OF JOY SPONSOR

Commitment Level: \$2,100: SOLD

As the event Bags of Joy Sponsor your logo will be featured on the reusable cloth bags distributed to the first 300 attendees. A great way to show our community your commitment to sustainability!

- 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). Bags are provided to the first 300 attendees and to all 2023 Sponsors
- Recognition on christmasonthebay.ca with a link to your website
- Exclusive rights to be recognized as the COTB Bags of Joy sponsor and first right of refusal in 2024.

LET IT SNOW - MARKET SQUARE SPONSOR

Commitment Level: \$1,000; Number Available: 10 opportunities

In recognition as one of the 2023 Market Square Sponsors, you will receive:

- Your company logo featured on christmasonthebay.ca
- Your company will be featured on the COTB social media channels using your logo and name in the post
- Signage at Market Square during the event
- Exclusive rights to be recognized as a Market Square Sponsor and first right of refusal for 2024.

FIRESIDE SPONSOR

Commitment Level: \$750; Number Available: 12

In recognition as one of the Fireside Sponsors, you will be identified with one of the Adirondack Chairs surrounding the COTB fire bowls.

- A plaque with the sponsor's name will be affixed to one of the chairs at fireside
- Recognition on christmasonthebay.ca with a link to your website

JOY FILLED FRIENDS SPONSOR

Commitment Level: a donation of \$500 - \$100: Number Available: Unlimited

Valued community members, businesses and families who celebrate and support Christmas on the Bay™ will be recognized by:

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

Sponsor Commitment Form

Please give both the completed Sponsorship form and payment to your COTB contact for processing.

Please remember to email a high-resolution logo to recognize your company in either jpeg or png format to: sponsorship@christmasonthebay.ca

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- ~~Santa's Workshop Premier Sponsor - \$40,000 - 3 yr. **SOLD**~~
 - Shining Star Sponsor - \$20,000
 - ~~Merry & Bright Illuminating Sponsor - \$15,000 **SOLD**~~
 - ~~Georgie the Gnome Mascot - \$6,000 - 2 yr. **SOLD**~~
 - Holly Jolly Marketing Sponsor - \$5,000 (1)
 - Cozy & Warm Toque Sponsor- \$3,550
 - Deck the Stall Sponsor - \$2,500 (15)
 - ~~Bags of JOY Sponsor \$2,100 **SOLD**~~
 - Let It Snow Market Square Sponsor - \$1,000 (10)
 - Fireside Sponsor (12) - \$750
 - Joy Filled Friends Sponsor - \$500 - \$100 (unlimited)

Total Sponsorship \$ _____

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 Christmas on the Bay™
- Invoice Required
- E-transfer = finances@christmasonthebay.ca

- ***COTB is a registered Not for Profit entity – as such, a receipt of payment only will be issued. Sponsorship donations are non receiptable***
- ***You will be provided with a letter receipt acknowledging payment as a COTB sponsor.***