



2025 SPONSORSHIP AGREEMENT

Sponsorship Category (Please check all that apply)

- ☐ Christmas On The Bay™ Presenting Partner
- ☐ Shining Star Sponsor - \$15,000
- ☐ Spirit of Inclusion: Take Two – Joy & Harmony, A Pathway to Inclusion - \$5,000
- ☐ Cozy & Warm Toques - \$3,500
- ☐ Deck the Stall Sponsor - \$2,500 each - 18 total
- ☐ Georgie the Gnome Mascot Sponsor - \$1,500
- ☐ Let It Snow Market Square Sponsor - \$1,000 each - 10 total
- ☐ Fireside Sponsor - \$750 each - 5 total
- ☐ Joy Filled Friends - \$500 - \$100 sponsorship (unlimited)

Total Sponsorship Value: \$ _____

Do you require an invoice? ☐ Yes ☐ No

Contact Information:

Name: _____

Company Name: _____

Street Address: _____

City: _____ Postal Code: _____

Phone: _____ Email: _____

Social Media Tags (Facebook, Instagram):

Website: _____

Company/or Family Name (as you wish it to appear on all materials):

Sponsorship Agreement Completion Checklist:

- ☐ **Payment:** Due upon commitment. Cheque Attached - Payable to Christmas On The Bay™ or E-transfer to finances@christmasonthebay.ca
- ☐ **High-Resolution Logo:** To recognize your company please provide your logo in either jpeg or png format to marketing@christmasonthebay.ca.
- ☐ **Sponsorship Letter:** Check here if you would like to receive a letter stating the value of your COTB sponsorship.
 - **Please note:** COTB is a registered Not for Profit entity – as such, COTB may issue a receipt of payment for sponsorships but cannot provide a charitable donation receipt.
- ☐ **Signed Agreement:** Please read, sign, and return the acknowledgement statement below.

Christmas On The Bay™ Event Cancellation Policy for Sponsors/Funders

Overview

Christmas on The Bay™ ("COTB") is an all-weather event that occurs primarily outdoors at Market Square, downtown Meaford from Thursday to Sunday on the first weekend of December. Partial or full cancellation of the event is unlikely but may occur during rare instances when warranted to protect the health and safety of volunteer staff, vendors and patrons and/or to protect market related property and infrastructure, in particular due to inclement weather.

Decision-Making Process

The decision to suspend or cancel market operations is at the sole discretion of the members of the COTB Board Executive. Depending on the nature of the risk, the COTB Board Executive will make their decision based on guidance provided by local authorities including, but not limited to, Environment Canada, the Ontario Provincial Police, the Canadian Coast Guard, the Meaford Fire Department (Emergency Services), Grey Bruce Public Health, and the Municipality of Meaford staff and Council.

Notification of Partial or Full Cancellation

A decision to partially or fully cancel the event will immediately be communicated by either phone, email, or personally to all sponsors, funders and community partners by the Director of Sponsorships and/or designate. Major sponsors (at least \$5,000 in value) will, where possible, also be informed verbally.

The cancellation message should only be deemed to have been successfully transmitted upon receipt of confirmation by the intended recipient (verbal, email).

Email notice is effective upon sending.

Cancellation Recognition for Sponsors

The purpose of this section is to provide clear and consistent guidance to Sponsors about what recognition, if any, they are eligible to receive if a partial (1-3 days) or full cancellation of the event is determined to be warranted by the COTB Board Executive. Should COTB be required to cancel the market due to weather conditions or a decision is imposed upon COTB by governing/policing authorities to cancel all event days or a portion thereof, the following policy will be applied as it relates to recognition of COTB sponsors.

Please refer to the table below. Note that monetary refunds will not be issued.

Sponsorship/Funder	Partial Cancellation (1-3 days)	Full Cancellation (4 days)
Sponsors - Type 1 COTB Presenting Partner Shining Star Sponsor Diverse Abilities Concert Showcase Sponsor	Continued social media promotion and acknowledgement on website	Continued acknowledgement on website and additional promotion on social media
Sponsors – Type 2 Deck the Stall Sponsor Let it Snow Market Square Sponsor Georgie the Gnome Sponsor	Continued social media promotion and acknowledgement on website	Continued acknowledgement on website and additional promotion on social media
Sponsors – Type 3 Cozy & Warm Toque Sponsor Fireside Sponsor Joy-filled Friends Sponsor	Continued social media promotion and acknowledgement on website Shift merchandise distribution to the following day where possible	Transfer sponsorships/merchandise (as appropriate) to the next year with permission of the sponsor. Continued acknowledgement on website and promotion on social media
In Kind & Community Partners various	Continued acknowledgement on website and social media	Continued acknowledgement on website and social media

I acknowledge that I have read and agree to the terms of the Christmas On The Bay™ Sponsorship Agreement, 2025.

NAME [PLEASE PRINT]: _____

SIGNATURE: _____

REPRESENTING – SPONSOR'S NAME: _____

DATE: _____, 2025