



# STONETOWN HERITAGE FESTIVAL 2023

JULY 14-16 - ST. MARYS, ON

## Sponsorship Opportunities

### Stonetown Heritage Festival 2023

This year, we're excited to celebrate the art, cultures, stories and histories that shape the past and present of St. Marys!

We'll celebrate our community with live music, food vendors, art, live performers, guided tours, a Kids Zone and much more!

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### The Impact of Sponsorship

Thank you for supporting this incredible community event. Sponsors are integral for the growth and continued success of Stonetown Heritage Festival. Your support makes all the difference!

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### How to Sponsor Heritage Festival

Complete the Sponsorship Form at the back of this package.

Please contact Alanna Bowes, Events Coordinator, Town of St. Marys, with any questions or custom sponsorship.

[abowes@town.stmarys.on.ca](mailto:abowes@town.stmarys.on.ca)  
519-284-2340, ext. 249

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# Sponsorship Opportunities

Event sponsorship is an important component and incredible way to support the St. Marys community.

The broad range of sponsorship levels and benefits are outlined below. Custom sponsorship is also available to tie your business or group to a specific program or performance.



## SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$5000+

GOLD SPONSOR

\$2500+

SILVER SPONSOR

\$1000+

BRONZE SPONSOR

\$500+

FRIEND OF THE FESTIVAL

\$100+

## Impact Snapshot

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25

years that the St. Marys community has celebrated under the name Stonetown Heritage Festival

8500

Town of St. Marys social media followers reached

3000

approximate number of yearly attendees

# Sponsorship Levels & Benefits

BENEFITS	FRIEND \$100+	BRONZE \$500+	SILVER \$1000+	GOLD \$2500+	TITLE \$5000+
STONETOWN HERITAGE FESTIVAL 2023					
Title Sponsorship				YES - complimentary programming *details below	YES - premiere programming *details below
Cheque Presentation Photo & Recognition	Social Media Recognition (group post)	Social Media Recognition (group post)	Social Media Recognition (group post)	Photo - Print + Social Media (stand alone)	Photo - Print + Social Media (stand alone)
Event Signage	Name	Name	Logo	Logo	Logo
Social Media & City Website	Name	Name	Logo	Logo	Logo + Website Banner
Program Recognition	Name	Name	Logo	Logo	Logo
Verbal Mention				Opening event	Opening event
Social Media Thank You	Name	Name	Logo	Logo	Logo (stand alone)
Thank You Ad	Name	Name	Logo	Logo	Logo
Charitable Tax Receipt	Yes	Yes	Yes	Yes	Yes

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# Naming Opportunities

Title Sponsorship and Gold Sponsorship opportunities with examples of named programming are listed below.

## TITLE SPONSOR - Name in Premiere Programming Title

"Company/Group Name" Evening at The Flats

- stage and tent
- musical performers

"Company/Group Name" Kids Zone

- three inflatables
- children's performer

## GOLD SPONSOR - Name in Complimentary Programming Subtitle

Downtown Entertainment

*presented by "Company/Group Name"*

- street performers
- musical performers

Shuttle Services

*courtesy of "Company/Group Name"*

- shuttling attendees from the Pyramid Recreation Centre to the downtown core and Milt Dunnell Field
- horse & wagon rides shuttling attendees from Milt Dunnell Field to the downtown core

# We couldn't do it without our generous sponsors!

Thank you to all  
sponsors for  
supporting  
Stonetown Heritage  
Festival and the  
incredible community  
of St. Marys.



[abowes@town.stmarys.on.ca](mailto:abowes@town.stmarys.on.ca)



175 Queen St. E., St. Marys



[www.discoverstmarys.ca](http://www.discoverstmarys.ca)



519-284-2340, 249

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## Stonetown Heritage Festival 2023 Sponsorship Form

Please complete the form below. Make cheques payable to Town of St. Marys with the memo line "Heritage Festival 2023". Please enclose payment with the completed form and return to:

Alanna Bowes, Events Coordinator, Town of St. Marys

In-person: Town Hall, 175 Queen Street East (lower level Church Street entrance)

Mail: P.O. Box 998, St. Marys, ON N4X 1B6

Contact Information	
Contact Name:	Title:
Company:	
Mailing Address:	
Phone Number:	Email:
Signature:	Date:
Social Media Accounts (Facebook + Instagram):	

### Sponsorship Level & Amount:

- ☐ Title Sponsor (\$5000+)
- ☐ Gold Sponsor (\$2500 - \$4999)
- ☐ Silver Sponsor (\$1000 - \$2499)
- ☐ Bronze Sponsor (\$500 - \$999)
- ☐ Friend Sponsor (\$100 - \$499)

### Sponsorship Amount

\$ \_\_\_\_\_

- ☐ I will email a high-quality version of my company logo to [abowes@town.stmarys.on.ca](mailto:abowes@town.stmarys.on.ca)

*Title and Presenting level sponsors will be contacted to select their naming opportunity.*