



Dear Riverside South business owner,

The Riverside South Community Association is thrilled to announce the 2024 edition of our Canada Day celebrations at Claudette Cain Park. Canada Day is always our biggest event of the year, and our goal is to make 2024 even more memorable than years past!

This year's edition will feature a day filled with food, musical entertainment, and activities like inflatables, laser tag, climbing walls, reptile show, balloon twisters, face painting, and our Canada Day Marketplace! The 2024 Canada Day celebrations will end with a bang with our professional fireworks display at dusk, which allows us extra opportunities to promote our generous sponsors.

We can't organize such an event without the support of sponsors, so for our 2024 Canada Day event, we are again offering a tiered sponsorship recognition system. We strive to be fiscally responsible with your valuable contributions and to provide as much exposure as possible for your generosity. Please see the attached breakdown of the varying sponsorship levels.

To maximize the publicity of your involvement, we ask that you respond by May 1st. Please don't hesitate to contact me with any questions you may have.

Best always,

Andrew Latty

Director Communications and Marketing, Business Development

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e-mail: business@riversidesouth.org

Canada Day 2024 Sponsorship Levels & Benefits

Community Partner | \$2000 and above

- ❖ Featured as a Community Partner on the RSCA website Community Partner page and Canada Day page for one year with your logo & website link (June 1, 2024 – May 31, 2025).
- ❖ Community Feature – article about your business, shared on RSCA social media channels and newsletter.
- ❖ Logo prominently displayed on RSCA Canada Day poster/advertisements and event entrance signs.
- ❖ Logo displayed at the bottom of RSCA community event posters/signs (June 1, 2024 – May 31, 2025).
- ❖ Free Canada Day Marketplace space.
- ❖ A minimum of 2 social shares (each) on 2 platforms and mention in June & July RSCA newsletter Canada Day article with link to the Canada Day webpage.
- ❖ Certificate to display at your place of business proudly identifying you as a sponsor.

Gold | \$1000

- ❖ Logo & website link displayed on the RSCA website Canada Day page (June 1, 2024 - May 31, 2025).
- ❖ Logo prominently displayed on event entrance signs.
- ❖ Free Canada Day Marketplace space.
- ❖ A minimum of 2 social shares (each) on 2 platforms and mention in June & July RSCA newsletter Canada Day article with link to the Canada Day webpage
- ❖ Certificate to display at your place of business proudly identifying you as a sponsor.

Silver | \$500

- ❖ Logo & website link displayed on the RSCA website Canada Day page (June 1, 2024 - May 31, 2025).
- ❖ Logo displayed on event entrance signs.
- ❖ Free Canada Day Marketplace space.
- ❖ A minimum of 1 social share (each) on 2 platforms and mention in June & July RSCA newsletter Canada Day article with link to the Canada Day webpage.
- ❖ Certificate to display at your place of business proudly identifying you as a sponsor.

Bronze | \$250

- ❖ Logo & website link displayed on the RSCA website Canada Day page (June 1, 2024 - May 31, 2025).
- ❖ Logo displayed on event entrance signs.
- ❖ A minimum of 1 social share (each) on 2 platforms and mention in June & July RSCA newsletter Canada Day article with link to the Canada Day webpage.