



2025 Sponsorship Package

To Whom It May Concern,

For the past twenty years the residents of Orléans and Ottawa have been able to celebrate Canada Day with their families and neighbors on Petrie Island. It's definitely the best event in Orleans if not outside of Parliament Hill. In fact, this year we will make it more diverse with more activities throughout the day.

Petrie Island has drawn well over 25,000 people throughout the day to celebrate Canada's birthday in a fun and safe environment with activities for all ages. Our volunteer organizing committee prides itself on putting together an event that shares what Orleans is all about. We bring together a wide range of shows, activities and games that is free for everyone. It also provides a chance to discover other cultures, their food and businesses and clubs to showcase their products, services and opportunities.

We depend on hundreds of volunteers to make this event well organized and safe for a whole lot of fun. Several local clubs, businesses and schools participate as volunteers to keep the costs low but we still have a budget of \$147,000 to secure all the rentals, performances and fireworks to make this the great event it is.

Because we are a not-for-profit organization with little administrative costs, all proceeds are given back to the community. This year we have selected the Orleans Canoe Club and the Friends of Petrie to help them raise funds for their new building and maintaining the environment and park at Petrie Island for everyone to enjoy.

But as wonderful as our volunteers are, we still depend on the generosity of local businesses like yours to keep the event going. As such, we have five levels of sponsorship; diamond, platinum, gold, silver and bronze which are described in the attachment.

The different levels offers a level of exposure that meets your interests. Canada Day Orléans is the largest all-volunteer, single day event in east Ottawa. The exposure will be on Canada Day as well as the months prior to the event building up the excitement. Please let us know which level is of interest to you and ask us questions to secure the best sponsorship for your organization.

The large street signs leading up to the event will be scattered in strategic areas across Orleans to captivate everyone's attention the whole month of June. Everyone will know where to go for Canada Day and the activities will make sure people of all ages will want to attend to notice the exposure of our sponsors that made it all possible.

There is no better event, nor larger audience, in Orleans. Celebrating Canada Day on Petrie Island has become a family tradition for thousands of people in Orléans. Orleans is now estimated to be over 130,000 population.

"Be a part of the tradition become a sponsor of the Canada Day Orleans 2025."

Yours very truly,

Marc Poirier
Chair
Canada Day Orléans
613-293-8722

Fact Sheet

Mission Statement: To provide Orleans and visitors with a community based, family oriented alternative to Canada Day celebrations downtown that is safe, fun and promotes a better community spirit.

Location: Petrie island is located at the north end of Trim Road in Orleans on the River. The Island is accessed by a causeway next to the Marina. The site has 2 of the best beaches in Ottawa and ideal for festivals and a Canada Day Celebrations.

Date and Times: July 1, 10:00 a.m. to 11:00 p.m.

Attendance: 25,000+

Audience: All demographic groups with attendance of nearly new born to 100 years old. Male and female, families, all ethnic groups, all income groups, students, Residents from Orleans, Blackburn Hamlet, Cumberland, Rockland and visitors from abroad.

Specific Activities:

- Spectacular firework display
- Opening Ceremony and cake cutting with local politicians
- Main Stage Entertainment: local performers/magic show/Cultural shows
- Children's Zone: Tent provides activities ranging from face painting, fish pond, interactive fun with science and more.
- Several kinds of competitions and games such as Amazing Race
- Kid's Olympics: sack races, water balloon toss, three legged races.
- All children receive a prize. (FREE)
- Inflatable rides
- Beach Volley Ball
- Water ball activities and demonstrations provided by the members of the Ottawa Fire Department
- Beverage Tent: offering alcoholic and non-alcoholic beverages.
- Local concessions, vendors, arts and crafts

Marketing Opportunities:

- On-site signage
- Title Sponsorship available for Stage, Beer Tent, VIP Tent, Kids Area, River Bleachers
- Strategic 8x4 and 4x4 display signs erected 4-5 weeks before the event throughout Orleans.
- Display poster placed in local public spaces and local businesses
- e-flyers and e-schedules loaded by QR codes in French and English for everyone
- Canada Day Orléans Website & Canada Day Orléans Facebook page
- Public Service Announcements will be sent out to all local radio stations, newspapers, on-line event sites, television and radio interview requests, twitter: special mentions of your business
- Tent and table space

Promotion Ideas

- On-Site Product Sampling, Coupons, Bounce backs, Business Cards, Corporate Tent

2025

	SPONSORSHIP LEVELS				
	Diamond \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Pre-event Benefits <ul style="list-style-type: none"> • Social Media Promotion - Facebook, X, etc • Website Presence - www.CanadaDayOrleans.ca • Email Blast • Poster at Businesses • Press Releases • Street Signs (4 weeks in June) 	Large Logo Large Logo Large Logo Large Logo Prominent Prominent	Logo Logo Logo Logo Secondary Secondary	Name Name Name Name Tertiary	Name Name Name Name	Name Name Name Name
On-site Benefits <ul style="list-style-type: none"> • E-Program Inclusion • VIP Tent Branding • VIP Tent Access • Entrance Sign • Name on Volunteer T-Shirts • Stage Branding • Corporate Item in Goody Bag • Stage Signs • Stage Opening Ceremony Mention • Stage mentioning between acts • Entrance to Event • Parking Area Branding (1 of 6) • Sign on Causeway Light Post (1 of 6) • Parking Passes • Meal Tickets • Announcements at activities • Bleacher Sign • 10 x 10 Allocation for Booth 	Prominent Choose 1of3 6 Prominent Prominent Prominent Choose 1of3 10 Prominent Prominent Prominent Choose 1of3 4 6 Prominent Prominent YES	Secondary 4 Secondary Secondary 5 Secondary Secondary Choose 1of3 Choose 1of3 3 4 Secondary Secondary YES	Tertiary 2 Tertiary Tertiary 3 Tertiary Tertiary 2 2 Tertiary Tertiary YES	Tertiary 2 Tertiary Tertiary 2 Tertiary Tertiary 2 2 YES	Tertiary Tertiary Tertiary 1 Tertiary Tertiary 1 1 1
Post-event Benefits <ul style="list-style-type: none"> • Press Release • Certificate of Recognition • Email Blast • Next Year Package 	Prominent 3 Prominent 1	Secondary 2 Secondary 1	1 Tertiary 1	1 Tertiary 1	1 Tertiary 1

Diamond Level \$10,000

- Canada Day Entrance Banner 20 ft wide by 4 ft high erected 14 ft high featuring Diamond Sponsor
- Corporate Banner to name either the Stage, Beer Tent, VIP Tent or River Show Bleachers
- Most Prominent On-site signage throughout the Park
- Corporate logo/brand to be included in e-schedules and e-flyers
- Prominently named in Press Releases and mentioned in media interviews
- Prominent sponsor on Website and Facebook page
- Opportunity for one site marketing in the form of a corporate tent
- Prominently mentioned on Stage between Acts and other Venues
- VIP Parking and meal vouchers

Platinum Level \$5,000

- Corporate Banner to name one of remaining Stage, Beer Tent, VIP Tent or River Show Bleachers
- On-site signage throughout the Park
- Corporate logo/brand to be included in e-schedules and e-flyers
- Named in Press Releases and mentioned in some media interviews
- Secondary named on Website and Facebook page
- Opportunity for one site marketing in the form of a corporate tent
- Mentioned between shows at selected venue for Banner
- VIP Parking and meal vouchers

Gold Level \$2,500

- On-site signage throughout the Park
- Corporate logo/brand to be included in e-schedules and e-flyers
- Named in Press Releases
- Named on Website and Facebook page
- Opportunity for one site marketing in the form of a corporate tent
- Mentioned between shows at selected Venues
- VIP Parking and meal vouchers

Silver Level \$1,000

- On-site signage throughout the Park
- Corporate logo/brand to be included in e-schedules and e-flyers
- Named on Website and Facebook page
- Opportunity for one site marketing in the form of a corporate tent
- VIP Parking and meal vouchers

Bronze Level \$500

- On-site signage
- Opportunity for one site marketing in the form of a corporate tent
- Social Network mentions
- VIP Parking and meal voucher



ON PETRIE ISLAND 2025 SPONSORSHIP AGREEMENT

BETWEEN

AND

Legal Name : Canada Day Orléans	Company Name :
717 Tweddle Rd Ottawa, Ontario K4A 3P4	Contact :
	Address :
	Cell #: email:
Hereinafter as "FESTIVAL"	Hereinafter as "SPONSOR"

WHEREAS the **FESTIVAL** will hold its annual event on the grounds of Petrie Island, Orleans, Ontario, known as Stuemmer Park.

AND WHEREAS the **FESTIVAL** will hold the event on July 1st of this year.

NOW THEREFORE THIS INDENTURE WITNESSETH that in consideration of the mutual covenants herein contained, the parties hereto agree as follows:

1. The **SPONSOR** agrees to provide a cheque made out to "**Canada Day Orléans**" for the chosen sponsorship level identified below. The earlier the payment is received, the more benefits and exposure the **SPONSOR** receives. The benefits identified in the sponsorship Package are date sensitive. The cheque must clear the bank before benefit are effective. Certified cheques are accepted to be effective upon receipt.
2. The **SPONSOR** understands and accepts that an electronic version of the Logo provided to the **FESTIVAL**, for some of the sponsorship levels, are with explicit rights for the **FESTIVAL** to use as benefits mentioned in the Sponsorship Package for the current year only. The Logo or Branding must be in an .eps vector file format. Up to 3 files may be provided for the **FESTIVAL** to choose the best fit for the chosen medium. If Banners are part of the Level selected, must be provided prior to June 1st.
Files received after April 15th may not meet the publishing deadlines.
3. The **SPONSOR** agrees to indemnify and hold the **FESTIVAL**, the Event facility and its owners, officers, committees, directors, volunteers and agents (collectively, the "Indemnitees") harmless from any and all claims, damages, costs, losses, expenses, causes of action, liabilities and obligations of whatever nature or type, which the Sponsor has, or may have, or which have been, or could have been, or in the future otherwise might have asserted against it in connection with acts of the Sponsor, its directors, shareholders, officers, agents or employees. Upon signing this Agreement, Sponsor expressly releases the Indemnitees from any and all claims for loss, damage or injury.
4. The **FESTIVAL** shall provide for the **SPONSOR** the selected benefits level identified in the Sponsorship Package that is available based on the time the payment has cleared the bank.

Select Sponsorship: **Diamond** Platinum Gold Silver Bronze

Venue of choice: _____

PAYMENT made out to "Canada Day Orléans" and sent to the above address or call 613-293-8722 for pickup.

The said parties have hereunto set their hands and/or corporate seals as attested by the hands of the signing officers duly authorized in that behalf.

The **FESTIVAL**

The **SPONSOR**

By: _____
Marc Poirier

By: X _____ Date: _____
SPONSOR Signing Authority

This Agreement is for the year of the event titled above and does not give SPONSOR any rights for the following year.