



Dear Riverside South Business Owner,

The Riverside South Community Association invites you to partner with us as a sponsor of our 2026 Canada Day celebrations on July 1 at Claudette Cain Park, our largest community event of the year and one that draws thousands of residents from across Riverside South and beyond.

Sponsorship of Canada Day 2026 provides a high-visibility opportunity to showcase your business, strengthen your connection to the local community, and demonstrate your support for a signature neighbourhood celebration. The event will feature family-friendly attractions, food vendors, interactive entertainment, and our Canada Day Marketplace, concluding with a professional fireworks display at dusk.

To recognize and promote our sponsors, we are offering a tiered sponsorship program designed to maximize exposure before, during, and after the event. For 2026, sponsorship levels will continue at the same contribution levels as last year, allowing partners to enjoy consistent value and visibility while supporting this much-loved community celebration. We remain committed to being fiscally responsible with all contributions and to providing meaningful recognition for your support. A detailed overview of sponsorship levels and benefits is attached for your consideration.

To ensure full promotional value, we kindly ask that you confirm your participation by May 16th. Please feel free to contact me with any questions. We would be delighted to work with you to make Canada Day 2026 a memorable success for Riverside South.

Best always,

Andrew Latty

Director Communications and Marketing, Business Development

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# Canada Day 2026 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, 2026 – May 31, 2027).
- ❖ 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, 2026 – May 31, 2027).
- ❖ 3 social shares (each) on 2 platforms and mention in June & July RSCA newsletter Canada Day article with link to the Canada Day webpage.
- ❖ Free Canada Day Marketplace space.
- ❖ 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, 2026 - May 31, 2027).
- ❖ Logo prominently displayed on event entrance signs.
- ❖ 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.
- ❖ Free Canada Day Marketplace space.
- ❖ 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, 2026 - May 31, 2027).
- ❖ 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.
- ❖ Free Canada Day Marketplace space.
- ❖ 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, 2026 - May 31, 2027).
- ❖ 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.