



## Sponsorship Opportunities

### **Sponsorship Programs**

#### **Tree, Bridge or Trolley Ride Sponsor - \$250**

- ✓ Acknowledgment as a sponsor on 98.9 MYFM and OLDIES 99.7 FM (twice over 5 week period)
- ✓ Acknowledgement as sponsor daily on *Music in the Park* (live music playing in park for duration of 5 week festival)
- ✓ Company name/logo on general sponsor sign in park
- ✓ Company listed as a sponsor in Holiday Song Book (event guide) – deadline Oct. 31, 2019
- ✓ Inclusion in thank you ad in January in local paper
- ✓ Company listed on sponsor page on [www.simcoe panorama.ca](http://www.simcoe panorama.ca)

#### **Christmas Panorama Display Sponsor - \$250-\$500**

*\*displays are sponsored on first come first served basis, contact [lights@simcoe panorama.ca](mailto:lights@simcoe panorama.ca) for availability.*

- ✓ Acknowledgment as a sponsor on 98.9 MYFM and OLDIES 99.7 FM (twice over 5 week period)
- ✓ Acknowledgement as sponsor daily on *Music in the Park* (live music playing in park for duration of 5 week festival)
- ✓ Company name/logo on sign at sponsored display
- ✓ Company listed as sponsor in Holiday Song Book (event guide) – deadline Oct. 31, 2019
- ✓ Company recognized as sponsor on social media
- ✓ Inclusion in thank you ad in January in local paper
- ✓ Company listed on sponsor page on [www.simcoe panorama.ca](http://www.simcoe panorama.ca)

#### **Park Sponsor - \$1000-\$1800**

- ✓ Acknowledgment as a sponsor on 98.9 MYFM and OLDIES 99.7 FM (twice over 5 week period)
- ✓ Acknowledgement as sponsor daily on *Music in the Park* (live music playing in park for duration of 5 week festival)
- ✓ Company name/logo on Park sign as park sponsor
- ✓ Company listed as park sponsor on map in Holiday Song Book (event guide) – deadline Oct. 31, 2019
- ✓ Company recognized as sponsor on social media and print advertising
- ✓ Inclusion in thank you ad in January in local paper
- ✓ Company listed on sponsor page on [www.simcoe panorama.ca](http://www.simcoe panorama.ca)

## **Special Feature Sponsor - \$800 - \$2500**

Custom sponsorship opportunities are available to sponsor a feature event in the Park during the Christmas Panorama. Feature events include, but are not limited to:

- Pictures with Santa (option for Pet photos with Santa inclusion)
- Official Photo Area – specific display built for social media photo opportunities- sponsor logo included in display
- Pictures with snow princesses
- Ice carving demonstration
- Pictures with live reindeer

Feature event sponsor benefits can be customized to the sponsor but will also include the benefits listed for Park and Display sponsorships. Feature events will be promoted with sponsor recognition included on all print, radio and social advertisements.

**For more information please contact Caitlin O'Neill at [lights@simcoepanorama.ca](mailto:lights@simcoepanorama.ca)**

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