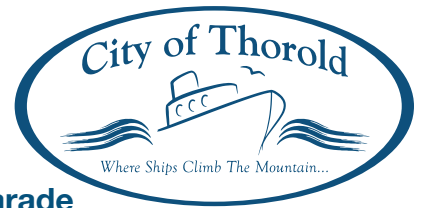


# EVENT SPONSORSHIP

Sponsor one of three specified municipal events including: Canada Day, the Santa Claus Parade or The Community Market.



## Sponsorship Levels and Impact for Canada Day and Santa Claus Parade

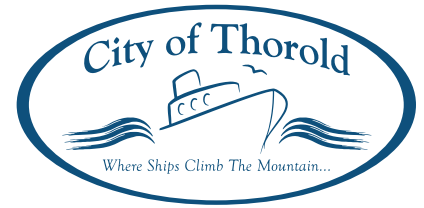


Sponsorship Level	Sponsorship Impact
<p><b>PLATINUM</b> \$5,000 and over</p>	<ul style="list-style-type: none"> <li>• Logo included in a banner print ad in the <i>St. Catharines Standard</i> and digital ads in <i>Thorold Today</i></li> <li>• Minimum of two shout outs for the event through all media outlets, one before and after the event</li> <li>• Option to participate in event as vendor</li> <li>• Logo displayed on all print material and event swag (where applicable)</li> <li>• Logo displayed on website with link to your website</li> <li>• Sponsorship mention by Mayor in speech at event and media release before or after the event</li> </ul>
<p><b>GOLD</b> \$2,500 to \$4,999</p>	<ul style="list-style-type: none"> <li>• Minimum of one shout out through all media outlets before the event</li> <li>• Logo displayed on all print material and event swag (where applicable)</li> <li>• Logo displayed on website with link to your website</li> <li>• Sponsorship mention by Mayor in a media release before or after the event</li> </ul>
<p><b>SILVER</b> \$1,000 to \$2,499</p>	<ul style="list-style-type: none"> <li>• Logo displayed on all print material and event swag (where applicable)</li> <li>• Logo displayed on website with link to your website</li> <li>• Sponsorship mention by Mayor in a media release before or after the event</li> </ul>
<p><b>FRIENDS OF THOROLD</b> \$150 minimum</p>	<ul style="list-style-type: none"> <li>• Logo on print material</li> <li>• Logo displayed on website with link to your website</li> <li>• Sponsorship mention by Mayor in a media release before or after the event</li> </ul>



# Event Sponsorship

Sponsor one of three specified municipal events including: Canada Day, the Santa Claus Parade or The Community Market.



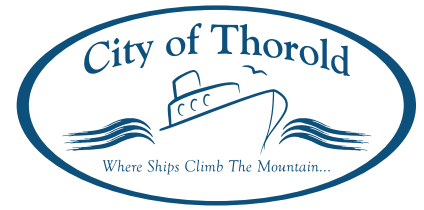
## Sponsorship Levels and Impact for the Community Market



Sponsorship Level	Sponsorship Impact
<p><b>Title Sponsor</b>  <b>\$10,000 and over awarded to the largest single sponsor</b></p> <p>The Title Sponsor level has been set out with the intent of having a singular business act as the headline sponsor for this season's Community Market.</p>	<ul style="list-style-type: none"> <li>• Business name succeeding event name for all media For example: The Thorold Community Market presented by <b>"Your Business."</b></li> <li>• Horizontal 8'x4' Banner stating Thorold Community Market presented by <b>"Your Business"</b> with your logo hung inside the bandshell main stage for the for the entire market season run with the exception of during Canada Day Weekend festivities.</li> <li>• Branded as Title Sponsor on website header with a clickable logo linked to your website</li> <li>• Four social media posts scheduled throughout this season's market run indicating this year's Thorold Community Market brought to you by <b>"Your Business"</b>.</li> <li>• Option to participate in event as a weekly vendor with free premium vendor spot to promote your business to attendees</li> <li>• Logo displayed on market print material with verbiage indicating this year's Thorold Community Market presented by <b>"Your Business"</b></li> <li>• Thank you post on social media at the conclusion of the event</li> </ul>
<p><b>The Lock Patio Sponsor</b>  <b>\$4,000 and over awarded to the largest single sponsor</b></p> <p>The patio sponsor level has been set out with the intent of having a singular business act as the sponsor presenting the patio for this year's Community Market.</p>	<ul style="list-style-type: none"> <li>• Media reference to the Lock Patio presented by <b>"Your Business"</b></li> <li>• One 9' Teardrop flag set up within the patio area</li> <li>• Two social media posts scheduled throughout this season's market run indicating this year's Thorold Community Market brought to you by <b>"Your Business"</b></li> <li>• Option to participate in event as a weekly vendor with free vendor spot to promote your business to attendees</li> <li>• Logo displayed on market print material with verbiage indicating this year's Lock Patio is brought to you by <b>"Your Business"</b></li> <li>• Thank you post on social media at the conclusion of the event</li> </ul>

# Event Sponsorship cont'd

Sponsor one of three specified municipal events including: Canada Day, the Santa Claus Parade or The Community Market.



## Sponsorship Levels and Impact for the Community Market



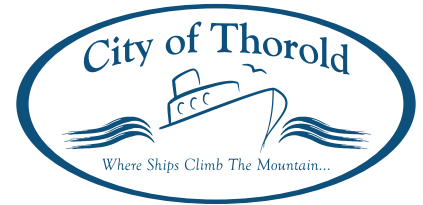
Sponsorship Level	Sponsorship Impact
<p><b>Headliner Band Sponsor</b>  <b>\$1,000 and over</b></p> <p>The Headliner Band Sponsor level has been set out with the intent of having local businesses sponsor a headliner performance to play at a specific night's market. One single business or two businesses can partner to sponsor a Headliner Band.</p>	<ul style="list-style-type: none"> <li>• Thank you announced on stage by the band for sponsoring tonight's performance and naming your business as the sponsor</li> <li>• Social Media post highlighting tonight's performance brought to you by "Your Business"</li> <li>• Option to participate in that night's event as a vendor with a free vendor spot to promote your business to attendees</li> <li>• Thank you post on social media following that night's event</li> </ul>
<p><b>Reed Band Sponsor</b>  <b>\$500 and over</b></p> <p>The Reed Band Sponsor level has been set out with the intent of creating an opportunity for sponsorship on nights when The Thorold Reed Band is scheduled to perform.</p>	<ul style="list-style-type: none"> <li>• Thank you announced on stage by the band for sponsoring tonight's performance and naming your business as the sponsor</li> <li>• Social Media post highlighting tonight's performance brought to you by "Your Business"</li> </ul>
<p><b>Friends of the Market</b>  <b>\$150 minimum</b></p>	<ul style="list-style-type: none"> <li>• Logo on print material</li> <li>• Logo displayed on website with link to your website</li> </ul>

**For additional information:**

Email [tessa.buonocre@thorold.ca](mailto:tessa.buonocre@thorold.ca) or  
 Call (905) 227-6613 ext 231

Scan this QR code to reach our Sponsor Page or visit [www.thorold.ca/sponsor](http://www.thorold.ca/sponsor)





# City Event Sponsorship

Level of Sponsorship	Canada Day	Santa Claus Parade
<b>PLATINUM</b>	\$5,000 and over	\$5,000 and over
<b>GOLD</b>	\$2,500 to \$4,999	\$2,500 to \$4,999
<b>SILVER</b>	\$1,000 to \$2,499	\$1,000 to \$2,499
<b>FRIENDS OF THOROLD</b>	\$150 Minimum	\$150 Minimum

Level of Sponsorship	Community Market
Title Sponsor	\$10,000 and over
Lock Patio	\$4,000 and over
Headliner Band	\$1,000 and over
Reed Band	\$500 and over
Friends of the Market	\$150 minimum

Amount for Canada Day: \$

Amount for Santa Parade: \$

Amount for Community Market: \$

**Total Amount: \$**

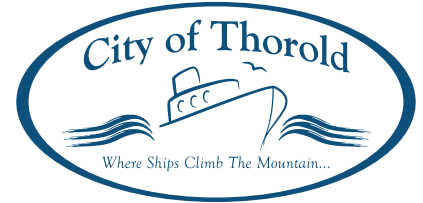
**Please send cheque with form to:**

City of Thorold, Mayor's Office  
 c/o Tessa Buonocore  
 3540 Schmon Pkwy  
 Thorold, ON L2V 4Y6

Scan this QR code to reach our Sponsor Page or visit [www.thorold.ca/sponsor](http://www.thorold.ca/sponsor)







## Sponsorship Agreement

For its participation as a Sponsor, the Organization agrees to the terms and conditions of the Sponsorship Agreement.

Furthermore, the Sponsoring Organization acknowledges and agrees that:

1. For its participation, the Sponsor shall pay the agreed upon amount no later than 60 days prior to the scheduled event / program. The City has a policy of charging interest at 1.25% per 30 days, compounded, on overdue accounts
2. The Sponsor grants the City of Thorold the right to use the Sponsor’s trademarks, trade names, logo designs, and company descriptions as prepared and delivered to the City of Thorold by the Sponsor in any media advertising, marketing, materials, and/ or promotional good distributed solely in conjunction with the events, programs or celebrations outlined in the City of Thorold Sponsorship Application Package.
3. The City of Thorold will not enter into any exclusion agreements with a Sponsor, unless approved by Council.
4. All print sponsorship needs one month lead time to prepare materials.

## Indemnity and Limitation of Liability

1. The City of Thorold shall not be responsible for any loss or damage to person, property, or be held responsible for any other forms of loss or damage of the Sponsor, its property and/or assets, its employees, agents, contractors, invitees or assigns except to the extent any such claims maybe directly and solely attributable to the gross negligence or willful misconduct of the City of Thorold, its directors, officers and/ or employees.
2. The Sponsor agrees to indemnify and hold harmless the City, its affiliates, and their respective officers, directors, employees, agents, successors, and assigns (collectively, the “Indemnified Parties”) from and against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including reasonable attorneys’ fees, and the costs of enforcing any right to indemnification under this agreement, and the cost of pursuing any insurance providers, incurred by the Indemnified Parties in connection with any claim arising out of or relating directly or indirectly to, any action or failure to act that stems from or is related to the Sponsorship Agreement.
3. Sponsor will give the City of Thorold prompt written notice of any such claim or suit coming within the purview of these indemnities. As the authorized representative of my organization I hereby, agree to the Sponsorship Agreement as specified in this Application.

**Acknowledgement:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Request a charitable tax receipt:**

**For additional information:**  
Email [tessa.buonocre@thorold.ca](mailto:tessa.buonocre@thorold.ca) or  
Call (905) 227-6613 ext 231

Scan this QR code to reach our Sponsor Page or visit [www.thorold.ca/sponsor](http://www.thorold.ca/sponsor)

