

EVENT SPONSORSHIP

SPONSORSHIP LEVELS AND IMPACT
CANADA DAY CELEBRATIONS



SPONSORSHIP LEVEL	SPONSORSHIP IMPACT
<p style="text-align: center;">Platinum \$5,000 +</p>	<ul style="list-style-type: none"> • Option to participate in event as vendor • Minimum of two social media posts for the event through all media outlets, one before and after the event • Logo displayed on website with link to your website • Logo displayed on print material and event swag (<i>where applicable</i>) • Sponsorship mention by Mayor in speech at event • Logo included in a banner print thank you ad in <i>Metroland Media</i> after the event
<p style="text-align: center;">Gold \$2,500 +</p>	<ul style="list-style-type: none"> • Minimum of one social media post through all media outlets before the event • Logo displayed on website with link to your website • Logo displayed on print material and event swag (<i>where applicable</i>) • Sponsorship mention by Mayor in speech at event • Logo included in a banner print thank you ad in <i>Metroland Media</i> after the event
<p style="text-align: center;">Silver \$1,000 +</p>	<ul style="list-style-type: none"> • Minimum of one social media post through all media outlets before the event • Logo displayed on website with link to your website • Logo displayed on print material and event swag (<i>where applicable</i>) • Sponsorship mention by Mayor in speech at event

THE DEADLINE FOR SPONSORSHIP IS THURSDAY, APRIL 30, 2026

Please send cheque with form to:

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

AMOUNT FOR CANADA DAY CELEBRATIONS

\$



EVENT SPONSORSHIP

SPONSORSHIP LEVELS AND IMPACT COMMUNITY MARKET



SPONSORSHIP LEVEL	SPONSORSHIP IMPACT
<p style="text-align: center;">Title \$7,500 +</p>	<ul style="list-style-type: none"> • Option to participate in event as a weekly vendor with free premium vendor spot to promote your business to attendees • Horizontal banner stating <i>Thorold Community Market presented by "Your Business"</i> inside the Bandshell for the entire market season • Logo displayed on market print material • Logo displayed on website with link to your website • Four social media posts highlighting sponsorship level which includes a Thank you post on social media at the conclusion of the event • Banner print ad in <i>Metroland Media</i> after the Market season • Weekly giveaway (\$100 value) provided by Title Sponsor
<p style="text-align: center;">Lock Patio \$4,500 +</p>	<ul style="list-style-type: none"> • Option to participate in event as a weekly vendor with free vendor spot to promote your business to attendees • Two 9' Teardrop flags set up outside the patio area • Logo displayed on market print material • Logo displayed on website with link to your website • Thank you post on social media before & after the event • Banner print ad in <i>Metroland Media</i> after the Market season

For additional information:

e: tessa.buoncore@thorold.ca
 c: (905) 227-6613 ext. 231

Scan this QR code to learn more details about our events or visit thorold.ca/events





EVENT SPONSORSHIP

SPONSORSHIP LEVELS AND IMPACT COMMUNITY MARKET



SPONSORSHIP LEVEL	SPONSORSHIP IMPACT
<p style="text-align: center;">Headliner Band \$2,500 +</p>	<ul style="list-style-type: none"> • Option to participate in that night's event as a vendor with a free vendor spot to promote your business to attendees • Thank you announced on stage naming your business as the sponsor • Logo displayed on market print material • Logo displayed on website with link to your website • Thank you post on social media before & after the event
<p style="text-align: center;">Circle Patio Band \$500 +</p>	<ul style="list-style-type: none"> • Thank you announced naming your business as the sponsor • Two-sided A-Frame with the band name and the sponsor located on the Circle Patio Stage • Logo displayed on website with link to your website • Thank you post on social media before & after the event

THE DEADLINE FOR SPONSORSHIP IS THURSDAY, APRIL 30, 2026

Please send cheque with form to:

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

AMOUNT FOR COMMUNITY MARKET



EVENT SPONSORSHIP

SPONSORSHIP LEVELS AND IMPACT EARTH DAY



SPONSORSHIP LEVEL	SPONSORSHIP IMPACT
<p style="text-align: center;">Rose \$1,000 +</p>	<ul style="list-style-type: none"> • Option to participate in event as vendor • Minimum of two social media posts before and after the event • Logo displayed on website with link to your website • Logo displayed on print material • Logo included in a banner print in <i>Metroland Media</i> before the event
<p style="text-align: center;">Leaf \$500 +</p>	<ul style="list-style-type: none"> • Minimum of one social media post before and after the event • Logo displayed on website with link to your website • Logo displayed on print material • Logo included in a banner print in <i>Metroland Media</i> before the event
<p style="text-align: center;">Sunshine \$250 +</p>	<ul style="list-style-type: none"> • Minimum of one social media post before and after the event • Logo displayed on website with link to your website • Logo displayed on print material

THE DEADLINE FOR SPONSORSHIP IS TUESDAY, MARCH 31, 2026

Please send cheque with form to:

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

AMOUNT FOR EARTH DAY





EVENT SPONSORSHIP

SPONSORSHIP LEVELS AND IMPACT SANTA CLAUS PARADE



SPONSORSHIP LEVEL	SPONSORSHIP IMPACT
<p style="text-align: center;">Platinum \$5,000 +</p>	<ul style="list-style-type: none"> • Option to participate in event as vendor • Minimum of two social media posts for the event through all media outlets, one before and after the event • Logo displayed on website with link to your website • Logo displayed on print material and event swag <i>(where applicable)</i> • Sponsorship mention by Mayor in speech at event • Logo included in a banner print thank you ad in <i>Metroland Media</i> after the event
<p style="text-align: center;">Gold \$2,500 +</p>	<ul style="list-style-type: none"> • Minimum of one social media post through all media outlets before the event • Logo displayed on website with link to your website • Logo displayed on print material and event swag <i>(where applicable)</i> • Sponsorship mention by Mayor in speech at event • Logo included in a banner print thank you ad in <i>Metroland Media</i> after the event
<p style="text-align: center;">Silver \$1,000 +</p>	<ul style="list-style-type: none"> • Minimum of one social media post through all media outlets before the event • Logo displayed on website with link to your website • Logo displayed on print material and event swag <i>(where applicable)</i> • Sponsorship mention by Mayor in speech at event

THE DEADLINE FOR SPONSORSHIP IS WEDNESDAY, SEPTEMBER 30, 2026

Please send cheque with form to:
 c/o Tessa Buonocore
 City of Thorold, Mayor's Office
 3540 Schmon Pkwy
 Thorold, ON L2V 4Y6

AMOUNT FOR SANTA CLAUS PARADE





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.

Acknowledgment: _____ **Date:** _____

Request a Charitable Tax Receipt:

For additional information:

e: tessa.buoncore@thorold.ca

c: (905) 227-6613 ext. 231

Scan this QR code to learn
more details about our events
or visit thorold.ca/events

