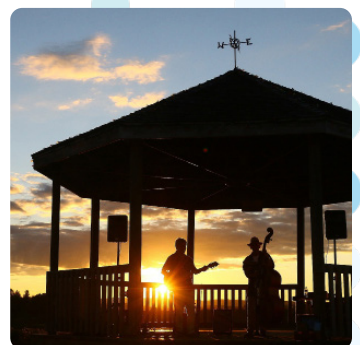




# 2024 SPONSORSHIP PACKAGE

*Bringing people & community together.*



[WWW.AVONRIVERDAYS.CA](http://WWW.AVONRIVERDAYS.CA)

# Message from our Chairperson

## *On behalf of the Avon River Days Society*

The original Avon River Days committee was formed 10 years ago with citizen volunteers from West Hants. Since August 2023, we have had a group of dedicated volunteers planning the return of the Avon River Days for summer 2024.

Annual celebrations take place on the August long weekend, with committee organized activities happening predominantly on August 3rd. With the generous support of sponsors we can provide a robust weekend of activities and events for the West Hants area.

Enclosed you will see a multitude of sponsorship options which will help to make the Avon River Days festival a reality by supporting our parades, children's event space, concert series, and so much more!

If you would like to discuss any corporate sponsorship opportunities, individualized sponsorship, or would like more information please contact Cari Wambolt, Vice-Chair and Communications Director, at [902-817-3324](tel:902-817-3324) or [sponsorships@avonriverdays.ca](mailto:sponsorships@avonriverdays.ca).

Sincerely,

**Lisa Bland**

***Chairperson***

***[chair@avonriverdays.ca](mailto:chair@avonriverdays.ca)***





# Avon River Days happens August 2 to 4, 2024

After a five year hiatus, Avon River Days is set to make a valiant comeback.

A group of dedicated individuals reformed the Avon River Days committee in August 2023. Now known as the Avon River Days Society, our vision is to *bring people and community together*.

With organizing well underway, we have a weekend of events planned for all ages.

Our current planning of events includes children's activities at no cost to the community, a car show, and bringing back old favourites such as the Grand Parade and the classic 'Barn Dance' with a new spin.

Without the support of local businesses and individuals we will be unable to make this happen. Our new committee is starting from scratch and will be heavily dependent on financial support from our community.

With our dedicated group and community, we truly believe that we can make the return of a community festival for West Hants a resounding success.



# General Sponsorship

*Designed for individuals, families, and small businesses*

## Bronze - Contributions of \$75+

- Name listed in both the digital and printed programs (typed)
- Website recognition under 'Sponsorship'
- Certificate of appreciation

## Silver - Contributions of \$250+

- Listed in both the digital and printed programs (typed)
- ¼ page ad in program
- Website recognition under 'Sponsorship' (small logo & linked)
- Certificate of appreciation

## Gold - Contributions of \$500+

- Listed in both the digital and printed programs (typed)
- ½ page ad in program
- Website recognition under 'Sponsorship' (medium logo & linked)
- Recognition on social media
- Parade float (\$50 value)
- Certificate of appreciation

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Interested in helping to make Avon River Days a success? Please email us at:

**[sponsorships@avonriverdays.ca](mailto:sponsorships@avonriverdays.ca)**

# General Sponsorship

*Designed for individuals, families, and small businesses*

## Platinum - Contributions of \$1000+

- Listed in both the digital and printed programs as lead sponsor
- Full page ad in program
- Website recognition under 'Sponsorship' (large logo & linked)
- Recognition on social media
- Parade float (\$50 value)
- 2 dance tickets (\$100 value)
- Certificate of appreciation

## Diamond - Contributions of \$5000+

- Radio ad recognition: "Presented by"
- Listed in both the digital and printed programs as lead sponsor
- Full page ad in program
- Logo featured on website header or footer so it is fully visible at all time
- Website recognition under 'Sponsorship' (large logo & linked)
- Recognition on social media (profiled)
- Parade float (\$50 value)
- 4 dance tickets (\$200 value)
- Certificate of appreciation

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# Event Sponsorship

*Designed for medium to large businesses*

## Kid's Carnival

\$2000 total

\$500 x 4 sponsors

- Listed in both the digital and printed programs as Event Sponsor
- Ad in program (size incumbent to contribution)
- Website recognition under 'Sponsorship' (Logo & linked)
- Recognition on social media
- Representation at the event as Event Sponsor
- Parade float (\$50 value)
- Certificate of appreciation



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# Event Sponsorship

*Designed for medium to large businesses*

## Children's 'Any Wheels' Parade

\$750 total

\$375 x 2 sponsors

- Listed in both the digital and printed programs as Event Sponsor
- Ad in program (size incumbent to contribution)
- Website recognition under 'Sponsorship' (Logo & linked)
- Recognition on social media
- Representation at the event as Event Sponsor
- Parade float (\$50 value)
- Certificate of appreciation



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# Event Sponsorship

*Designed for medium to large businesses*

## Tug of War

\$3000 total

\$750 x 4 sponsors

- Listed in both the digital and printed programs as Event Sponsor
- Ad in program (size incumbent to contribution)
- Website recognition under 'Sponsorship' (Logo & linked)
- Recognition on social media
- Representation at the event as Event Sponsor
- Parade float (\$50 value)
- Certificate of appreciation



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# Event Sponsorship

*Designed for medium to large businesses*

## Car Show

\$1500 total

\$750 x 2 sponsors

- Listed in both the digital and printed programs as Event Sponsor
- ½ page ad in program
- Website recognition under 'Sponsorship' (Logo & linked)
- Recognition on social media
- Representation at the event as Event Sponsor
- Parade float (\$50 value)
- Certificate of appreciation



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# Event Sponsorship

*Designed for medium to large businesses*

## Grand Parade

\$2000 total

\$1000 x 2 sponsors

- Listed in both the digital and printed programs as Event Sponsor & lead sponsor
- Full page ad in program
- Website recognition under 'Sponsorship' (Logo & linked)
- Recognition on social media
- Representation at the event as Event Sponsor
- 2 dance tickets (\$100 value)
- Lead parade float (\$50 value)
- Certificate of appreciation



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# Event Sponsorship

*Designed for medium to large businesses*

## Barn Dance

\$20,000 total

\$5000 x 4 sponsors

- Large ARD & self-provided marketing presence at the Dance in consultation with ARD Communications Director
- Designated company area at the Dance
- Radio ad recognition: "Presented by"
- Featured on stand-alone Dance landing page
- Listed in both the digital and printed programs as Event Sponsor & lead sponsor
- Full page ad in program
- Logo featured on website header or footer
- Recognition on social media (profiled)
- 10 dance tickets (\$550 value)
- Website recognition under 'Sponsorship' (large logo & linked)
- Parade float (\$50 value)
- Certificate of appreciation



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# In-kind Sponsorships

*Designed for medium to large businesses*

In-kind Sponsorships are sponsorships or donations in the form of goods and services. It's a great way to help the Avon River Days Society while saving expenses.

Currently we are looking for In-kind Donations for the following:

- Signage sponsor within the community
- Stationary provider and document printer within the community
- Clothing sponsor (for volunteers, weekend of)
- Golf Carts (for weekend-of)
- Accounting professional
- Insurance provider
- Backline and AV for the Barn Dance

Although the above are our current needs, this doesn't mean that you can't help us out. If you think you have an In-Kind Donation that could be useful to the Committee please contact us!

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**[sponsorships@avonriverdays.ca](mailto:sponsorships@avonriverdays.ca)**



# **Avon River Days Society**

## **2024 Executive Board**

**Lisa Bland - Chair**

chair@avonriverdays.ca

**Cari Wambolt, BPR - Vice-Chair & Communications Director**

vicechair@avonriverdays.ca

**Sharon Poulain - Secretary**

info@avonriverdays.ca

**Chrissy Jahntz, CPA, CGA - Treasurer**

treasurer@avonriverdays.ca

**Kirsty Stevenson - Grants Officer**

grants@avonriverdays.ca

**Tasha Rogers - Municipal Liason & Events Coordinator**

**Irvin Leopold - Multimedia Coordinator & Events Coordinator**

**Tammy Acker - Member at Large**

**Elaine Aalders - Member at Large**