



**2026**  
**SPONSORSHIP PACKAGE**

*Bringing People & Community Together*

**RETURNING JULY 31 TO AUGUST 2, 2026**



Mark Davidson Photography

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[www.avonriverdays.ca](http://www.avonriverdays.ca)

# Bringing People & Community Together

**HOMECOMING JULY 31 TO AUGUST 2, 2026**



## **ABOUT US**

The Avon River Days Society is a 100% volunteer driven community group dedicated to hosting an annual festival on the August long weekend. The Society aims to be a homecoming, capturing the spirit of summer festivals gone by while also attracting tourism to the region. We view Avon River Days festival as a landmark festival of the region, marking community cohesion and celebration, emphasizing our region's diverse cultures, fun!



## **WHY SPONSOR?**

Sponsoring Avon River Days offers exposure to thousands of festival-goers, generates half a million social media views, and boosts local restaurant sales by 25–45%. It's an excellent opportunity to promote your business while supporting the community. Various commitment levels are available, from general to event-specific sponsorships, with benefits like social media advertising and features on programs and websites. Detailed sponsorship packages can be found in the following pages, and custom or in-kind sponsorships can be arranged with the team.

*Contact us for more info.*

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

*Created by Community. Powered by Sponsors.*

## HIGHLIGHTS FOR SPONSORS. YOU REALLY COUNT!

- **44** radio ads aired on Magic 94.9 FM in the lead-up to the festival
- **2** radio interviews aired on Magic 94.9 in the lead-up to the festival
- **895** tickets issued for Joel Plaskett's concert at the West Hants Sports Complex
- An estimated **1,200** people attended the Friday Night Kickoff Party
- An estimated **1,500** people attended the Kids Carnival
- An estimated **1,200** people attended the Car Show/Tug of War at the exhibition grounds
- A tremendous reception for the Grand Parade
- **1,300** printed programs distributed throughout West Hants
- **5,900** program views through the Avon River Days website
- Strong positive engagement and feedback from attendees, participants, and community partners
- Press releases picked up by CBC Radio Information Morning, and Valley Journal Advertiser; print ads in Living Local & Grapevine include presenting sponsors and rock the rink sponsors.
- Hotels & Inns at 100% Capacity
- Restaurants and businesses saw increased sales

OVER **675'000** VIEWS OF  
SOCIAL MEDIA CONTENT  
DURING FESTIVAL IN JULY  
AND OVER THE LONG  
WEEKEND!



Jim Ivey Photography

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# Sponsorship Guide & Benefits

						Title Event Sponsorship	
	Bronze \$75 to \$249	Silver \$250 to \$499	Gold \$500 to \$999	Platinum \$1000 +	Diamond Sponsors \$2500 (max 3)	Kid's Carnival \$750	Car Show \$750
Logo featured in the program	✓	✓	✓	✓	✓	✓	✓
Website Listing & Logo	✓	✓	✓	✓	In banner	As event sponsor	As event sponsor
Print Program Space	No	No	¼ page	½ page	Full page	¼ page	¼ page
Social Media Recognition	Featured at least twice, and increases per sponsor level. Event sponsors also receive features in video promos of events.						
Radio Ads	No	No	No	No	Presented By	No	No
Rock the Rink Tickets	<b>0</b>	<b>0</b>	<b>x2</b>	<b>x6</b>	<b>x8</b>	<b>x2</b>	<b>x2</b>
Booth Space at the Sponsored Event	No	No	No	Friday Kick-Off	Friday Kick-Off	at Kid's Carnival	at Car Show

# BE A PART OF IT!

## JULY 31 TO AUGUST 2, 2026

<p align="center"><b>Title Event Sponsorship:</b></p> <p align="center"><i>All title sponsors will be featured in event promotions in print and social media.</i></p>						
Kid's Parade \$750	Tug of War \$500	Grand Parade \$2000	Bandstand \$2500	Fireworks \$2000	Rock the Rink \$3500	
✓	✓	✓	✓	✓	✓	Logo featured in the program
As event sponsor	As event sponsor	As event sponsor	As event sponsor	As event sponsor	As event sponsor	Website Listing & Logo
¼ page	¼ page	Full page	Full page	½ page	Full page	Print Program Space
Featured at least twice, and increases per sponsor level. Event sponsors also receive features in video promos of events.						Social Media Recognition
No	No	In radio ads and interviews, your business will be featured as presenting sponsors of your event.				Radio Ads
x 2	x 2	x 6	x 8	x 6	x10 at specific Sponsor Tables	Rock the Rink Tickets
Lead the Kid's Parade	At Tug of War	Prominent Placement in Parade, plus space at the Kick-Off	At the Bandstand	At the Fireworks Finale Event	At Rock the Rink	Booth Space at the Sponsored Event

Make your custom arrangements for booth space at your sponsored event with the sponsor team today!

# Bringing People & Community Together

JULY 31 TO AUGUST 2, 2026



## IN-KIND

In kind sponsorships are donations in the form of goods and services. It's a great way to help the festival while saving expenses. **Friends of Avon River Days** will be featured as such in the program. Examples of in-kind sponsorships include:

- Floating dock use from the Falmouth boat launch
- Utility Vehicles for moving supplies/volunteers and the parade
- waste/recycling bins and collection/hauling services
- Hydration stations for volunteers and performers
- Snacks or meals for volunteers
- Ice, coolers, refrigerated storage
- Prizes/giveaways for contests and raffles (limited)
- Ad space, Radio/print/billboards or digital
- photography/videography services
- and much more!



## POLICIES

Our sponsorship policy is available for review when committing to a sponsorship. Highlights include:

- sponsorship fees must be received no later than 60 days prior to the event, or the event date, whichever occurs first. Failure to pay may be considered a cancellation of sponsorship. Sponsor benefits described in the table will be reviewed with paying sponsors within 10 business days of receiving payment unless specific arrangements are discussed with the sponsor team.
- Sponsors and the society agree to grant the use of branding images with non-exclusive license for the period of time between the date of the agreement and the festival for promotion & marketing.
- Sponsors are responsible to ensure that Avon River Days receives advertising per the ad spec instructions or they risk having simply the logo included in their ad space.

# 2025 Avon River Days Sponsors

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We want to again thank and acknowledge all of our incredible sponsors for the 2025 Avon River Days.

## **Diamond**

Mosaik Credit Union  
JES Mechanical  
Atlantic Lottery  
Sobeys Windsor  
Landing Strong  
Fundy Coast  
Avon River Trading Post  
Greystone Atlantic

## **Fireworks**

Walkers/Magic  
Avon River Days  
Carmichael Engineering

## **Children's Parade**

Hood's Automotive

## **Kids Carnival**

Aunt Lisa's Ice Cream  
Ski Martock  
Tim Hortons  
The Station Food Hub  
Mayor Abe  
Evangeline Wealth Mgmt.  
Evangeline Law  
Superstore Windsor

## **Tug of War**

Ski Martock  
Mayor Abe  
Spence Aggregates  
The Locker Room  
Atl Filtration  
Mike Webb's Auto Works

## **Platinum**

Melissa Sheehy-Richard  
Petroflex  
M&M Sheet Metal

## **Grand Street Parade**

WTBA

## **Gold**

CBDC Hants-Kings  
St.Croix Sheet Metal  
Veronica Robertson  
Sticker Hut  
Kody Blois - MP  
Remax Nova  
XL Truck & Equipment  
Services Ltd.  
Windsor Hockey  
Heritage Society  
Pharmasave Windsor  
Avon Chamber of  
Commerce  
Rotary Club of Windsor  
Kellner's Inspections  
Home and Wet  
Kings Edgehill School  
Schoolhouse Brewery  
Magic 94.9  
JPPA/Hear Right  
Axemen Construction  
West Nova Fuels

## **Bronze**

Chez Dugué Meats  
Lightfoot's Truck & Car  
Wash

## **Rock the Rink**

Spitfire/Hole in the Wall  
Brison Developments  
SWEB Energy

## **Friday Night Kickoff**

Walkers

## **Car Show**

Haggerty Electrical Ltd  
A Buyer's Choice  
Great Big Garage Sale  
Call me Excavating  
Tim Hortons  
Ground Hog Geothermal  
OK Tire  
Empire Moto Works  
Quality Machining Services

## **Silver**

Geldert Guest House  
Windsor Elms  
Nova Insurance  
O'Learys Enviro Depot  
Fred's Pizza  
Brooklyn Home Hardware  
Jake Smith Music  
Ernies Excavating & Septic  
August House  
The Frame Station  
Coastal Door & Frame Inc  
Atlantica Law Group  
Kent



# Sponsorship Commitment

## WE COMMIT TO SPONSORING AVON RIVER DAYS 2026



Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Email: \_\_\_\_\_  
Contact Phone Number: \_\_\_\_\_

Sponsorship Level:

Sponsor Level	Cash Contribution	In-Kind Contribution	Total Value of Sponsorship

Contribution descriptions (required for in-kind sponsor):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_

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### Submitting advertising artwork:

All ads must be provided as high resolution 300dpi print ready artwork by June 1<sup>st</sup>, 2026. Ad specs will be provided by email, and if you require support with your ad please let us know.

Email [info@avonriverdays.ca](mailto:info@avonriverdays.ca) for more information.