



The Chicks Tribute



Lady Gaga Tribute



JOURS VALLEE EST VALLEY EAST DAYS

A FREE FAMILY FUN DAY FOR EVERYONE

2023
SPONSOR/
VENDOR
SPONSORSHIP
PACKAGE

BIG WRECK



www.valleyeastdays.com

DEADLINE FOR SPONSORSHIP: JULY 31, 2023 - DEADLINE FOR VENDOR: AUGUST 31, 2023

VALLEY EAST DAYS FESTIVAL

SPONSORSHIP & VENDOR OPPORTUNITIES



OUR MISSION

Valley East Days is a festival that celebrates the Valley East Community, its residents, and its businesses. We are dedicated to providing the highest quality of entertainment for our patrons, by committing to free family activities in the daytime, and affordable musical entertainment in the nighttime.

THE EVENT

This September, our committee will be presenting the 46th Annual Valley East Days festival. Musicians, singers, dancers, car shows, mining competitions, Wrestling Show, kid's inflatables, local vendors and more will be invited to the festival grounds to make what could go down as the best Valley East Days yet!

Each year, corporate sponsorships are sought after to provide the Valley East community with a cost effective weekend of family fun. As an annual corporate sponsor you will be recognized right from the start and as momentum of the 'New and Improved' Valley East Days builds over the years, known as one of the main contributors of the annual festivities.

THE OPPORTUNITY

Sponsorship of Valley East Days offers excellent return on investment by providing visibility and opportunity to continue to demonstrate your organizations interest in your community. The promotional strategy for this annual event incorporates advertising, public relations and community outreach.

Sponsorship opportunities are available to your name and logo, that may be included on all print advertising, collateral materials, and media releases. You'll also take pride in knowing you've contributed to a worthy cause again.

SPONSORSHIP BENEFITS

Sponsors will enjoy a return on their investment tied to our marketing campaign which will attract attention and interest to our community partners.

Radio Advertising

Rogers Radio (92.7 Rock & KISS 105.3) is one of Valley East Days media sponsors. Rogers Radio (92.7 Rock & KISS 105.3) was on location and has hosted some of the 'BIG' stage events. 92.7 Rock and KICX Country 91.7 are also major media sponsors of our Rock and Country entertainment.

Print Advertising

Advertisements are done in a variety of ways. Banners are posted throughout the Valley East area, billboards are placed in high viewing areas that belong to sponsors, events agenda and schedule mailed to each home in full colour by The Northern Life and posters created just for sponsors so they can be recognized and appreciated for their generosity within the community.

Online Advertising

Banner ads, sponsors, event descriptions, event schedule, registration forms and other miscellaneous details are posted on the Valley East Days website. Thousands of people visit our website for information on the festival, entertainment, ticket information and directions.

On-Site Advertising

Our on-site advertisement for businesses include banners on the main stage, on the secondary stage, along the fencing of the grounds, in front of children activities, and video jumbo screens. Your logo will be visible to 30,000 people throughout the festival!

DIAMOND SPONSOR \$5000+

- 10 Complimentary Sponsor Weekend Passes (\$1750 Value)
- Company logo & Recognition on CTV NEWS 3 weeks prior to the event
- Opportunity to include a 30 second commercial in rotation on the JUMBO
- LCD Screens (sponsor must provide video)
- Exclusive Meet & Greet with the Friday & Saturday Night Entertainment
- Company Logo Prominently Positioned on 4x8 Billboard Signs
- Business Name included in radio promotional announcements
- Logo on banner on-site during event (on fencing around the grounds, banner on main stage & banner on main bar)
- Logo prominently displayed on flower pots
- Public acknowledgement during the grand opening ceremonies
- Display on the official event program
- Business Logo in Rotation on the JUMBO LCD Screens
- Sponsorship name in print media materials (25,000 households)
- Acknowledgement with logo on The Valley East Days website with link to your website
- On-site exhibit booth space 20x10 (\$425 Value)

PLATINUM SPONSORS \$2500+

- 6 Complimentary Sponsor Weekend Passes (\$1050 Value)
- Company logo & Recognition on CTV NEWS 3 weeks prior to the event
- Company logo prominently positioned on 4x8 billboard signs
- Business Name included in radio promotional announcements
- Appointed location for your company's name and logos on main stage
- Logo on banner on-site during event (on fencing around the grounds, banner on main stage & banner on main bar)
- Logo Predominantly displayed on flower pots
- Opportunity to include a 30 second commercial in rotation on the JUMBO LCD screens (sponsor must provide video)
- Exclusive meet & greet with the Friday & Saturday Night entertainment
- Acknowledgement with logo on the Valley East Days website with link to your website
- Display on the official event program
- Sponsorship name in print media materials (25,000 households)
- On-site exhibit booth space 20x10 (\$425 Value)
- Business Logo in Rotation on the JUMBO LCD Screens

GOLD SPONSORS \$1000+

- 4 Complimentary Sponsor Weekend Passes (\$700 Value)
- Acknowledgement with logo on the Valley East Days website with link to your website
- Display on the official event program
- Recognition in print for kids inflatables or daytime entertainment
- Sponsorship name in print media materials (25,000 households)
- Logo on banner on-site during event (on fencing around the grounds & banner on main stage)
- On-site exhibit booth space 10x10 (\$300 Value)
- Business Logo in Rotation on the JUMBO LCD Screens

SILVER SPONSOR \$500

- 2 Complimentary Sponsor Weekend Passes (\$350 Value)
- Acknowledgement with logo on the Valley East Days Website with the link to your website
- Display on the Official Event Program (25,000 households)
- Logo on the banner on-site during event (on fencing around the grounds)
- On-site exhibit booth space 10x10 (\$300 Value)

BRONZE SPONSOR \$300+

- 1 Complimentary Sponsor Weekend Pass (\$175 Value)
- Acknowledgement with logo on the Valley East Days website
- Display on the Official Event Program (25,000 households)
- Logo on banner on-site during event (on fencing around the grounds)

VENDOR OPPORTUNITIES*:

- Commercial food vendor 10x10 space for the weekend\$650
- Extra 10x10 space for commercial food vendor\$125
- Vendor booth for the weekend (2 days)\$300
- Vendor booth for non-profit organizations (2 days)\$150
- Extra 10x10 space for vendor booth (2 days)\$125
- Power option for vendor booth (2 days)\$150

*** VENDOR BOOTHS ARE GIVEN ON A FIRST COME FIRST SERVE BASIS. LIMITED NUMBER OF BOOTHS AVAILABLE.**

FOR MORE INFORMATION PLEASE CONTACT:

valleyeastdays@hotmail.com, or
cousinvinnys@hotmail.com
705-662-2121

DEADLINE FOR SPONSORSHIP: JULY 31, 2023 - DEADLINE FOR VENDOR: AUGUST 31, 2023



www.valleyeastdays.com
September 8-10, 2023

**SPONSORS THAT FULLFILL THEIR FINANCIAL CONTRIBUTION BY JUNE 30, 2023
WILL BE ENTERED INTO A DRAW TO WIN FRONT ENTRANCE SIGNAGE!**



2023 VALLEY EAST DAYS

SPONSOR/VENDOR REGISTRATION

SPONSOR *Select level of sponsorship*

DEADLINE TO REGISTER: JULY 31, 2023

- | | |
|---|--|
| <input type="checkbox"/> DIAMOND SPONSOR - \$5000+ | <input type="checkbox"/> SILVER SPONSOR - \$500+ |
| <input type="checkbox"/> PLATINUM SPONSOR - \$2500+ | <input type="checkbox"/> BRONZE SPONSOR - \$300+ |
| <input type="checkbox"/> GOLD SPONSOR - \$1000+ | |

VENDOR *please indicate if you will be a vendor*

DEADLINE TO REGISTER: AUGUST 31, 2023

- | | |
|---|-------|
| <input type="checkbox"/> Commercial food vendor 10×10 space for the weekend | \$650 |
| <input type="checkbox"/> Extra 10×10 space for commercial food vendor | \$125 |
| <input type="checkbox"/> Vendor booth for the weekend (2 days) | \$300 |
| <input type="checkbox"/> Vendor booth for non-profit organizations (2 days) | \$150 |
| <input type="checkbox"/> Extra 10×10 space for vendor booth (2 days) | \$125 |
| <input type="checkbox"/> Power option for vendor booth (2 days) | \$150 |

Name: _____

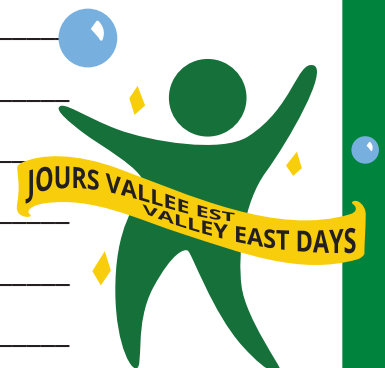
Company: _____

Email: _____

Phone Number: _____

Address: _____

City/Postal Code: _____



Cheques made payable to: VALLEY EAST DAYS

Mailing Address: 5085 Highway 69 North, Unit 22, Hanmer, Ontario P3P 1P7

valleyeastdays@hotmail.com | cousinvinny@hotmail.com

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