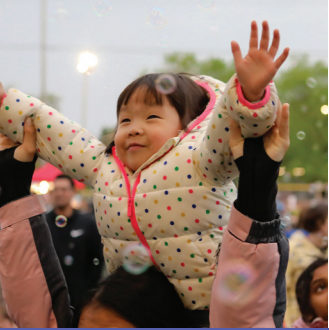


Event Sponsorship Opportunities 2024





55,000+
Growing population



25+ events
per year



80+
Spoken Languages



5,213,094
Social media impressions




227,213
Social media engagements



1 in 3

residents were born
outside of Canada



36%
of people living in Stouffville
are **third generation Canadian**



30%
of the population **live
and work** in Stouffville



63% of residents are
of **working age**



\$122,000
Average **household income**

Welcome to the 2024 Sponsorship Program!



On behalf of the Town of Whitchurch-Stouffville, it is with great pleasure that we welcome you to explore the incredible opportunities available in our Sponsorship Guide.

Our Town's success is deeply rooted in collaboration, and as we navigate the path towards a vibrant future, working closely with corporate partners like yourself to foster meaningful, mutually beneficial relationships has become increasingly important.

This year we are doing things a little differently. We have heard from our returning sponsors that there's an appetite to have all Town of Stouffville and Mayor's Office sponsorships available for packaging, so we have done just that. Whether you're looking to activate at one of our Stouffville Celebrates events or sponsor a hole at my annual Charity Golf Classic, this guide provides details on all of Stouffville's partnership opportunities for 2024.

Together, we can foster a community that thrives, where businesses flourish, residents prosper, and the spirit of collaboration propels us to new heights. I invite you to scan this guide, discover the numerous ways your organization can make a lasting impact, and join us on this exciting journey of community building.

A heartfelt thank you for making Stouffville your chosen partner in progress. By investing in our Town today, you're establishing the foundation for a stronger and more connected community tomorrow. We look forward to forging a lasting and impactful relationship with you.

Sincerest regards,
Iain Lovatt, Mayor

A handwritten signature in black ink, appearing to read 'Iain Lovatt', written in a cursive style.

COMMUNITY IMPACT AND VALUE

Why Partner with Stouffville?



Impactful Community Initiatives

Through your partnership, you'll have the opportunity to actively contribute to our diverse range of community programs and initiatives. From heritage and culture to arts and entertainment, your involvement will leave a lasting and positive impact on our Town.



Enhanced Visibility

Align your brand with our award-winning events team and be a part of our success story. As a sponsor, your logo and brand will be featured prominently in our promotional materials, events, and official communications, providing your company with unparalleled visibility within our community.



Tailored Partnership Packages

We understand that each corporate partner is unique. Our team is dedicated to working closely with you to create a customized partnership package that aligns with your corporate goals and values.





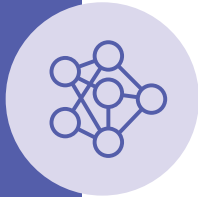
Community Recognition

Your commitment to corporate social responsibility will be recognized and celebrated through various channels, including media releases, social media, and official stage acknowledgments during our events.



Audience Reach

Stouffville's community events attract different types of audiences and demographics from those interested in the arts and culture to car enthusiasts, historians, and families. Event sponsorship provides a unique opportunity for direct engagement with the audience. Whether through onsite activations and product demonstrations to brand awareness - you can engage with potential customers in a relaxed and enjoyable environment, fostering a personal connection.



Exclusive Networking Opportunities

Join a network of like-minded corporate leaders, influencers, and stakeholders. Our events, programs and series offer a unique platform for forging valuable connections and partnerships.

Our Awards



WHITCHURCH-STOUFFVILLE **Legacy** FUND

The Whitchurch-Stouffville Legacy Fund (WSLF) was created to help support the financial needs and efforts of local service groups and charities who work to enrich the lives of Stouffville residents.

The WSLF is a non-profit entity with a volunteer Board of Directors who review and grant funding requests three times annually. To date, the WSLF has provided over \$900,000 to deserving local charities and clubs.

The WSLF is solely funded by the charitable efforts of Mayor Lovatt's Charity Golf Classic and the #ForStouffville Gala.

*Expanded deck available for Mayor Lovatt's Charity Golf Classic and #ForStouffville Gala





Mayor Lovatt's Charity Golf Classic

📅 May 27 📍 Emerald Hills Golf Club

Now in its 5th year, Mayor Lovatt's Charity Golf Classic consistently attracts over 200 players within the local business community. This event provides a unique corporate hosting and networking opportunity for sponsors and players.

★ Sponsorships starting at **\$5,000**

Gala

#ForStouffville



#ForStouffville Gala

📅 September 19 📍 Willow Springs Winery

This black-tie optional evening features a cocktail reception, seated dinner with entertainment, fundraising initiatives, and the presentation of the highly anticipated Community Impact Awards.

★ Sponsorships starting at **\$5,000**





STOUFFVILLE MAIN STREET 5K



Benefiting
Markham Stouffville
Hospital Foundation



Stouffville Main Street 5K

📅 June 16 📍 Memorial Park & Main Street

Community members run/walk along Historic Main Street in support of Markham Stouffville Hospital Foundation.

👤 **1,000** Runners

👁️ **83,612** Webpage Views

👤 **4,212** Social Engagements

➕ **89** Social Posts





 **Stouffville Celebrates**
Summer Series

This series of free, inclusive events shares the common goal of showcasing our beautiful town and providing an opportunity for residents and visitors of all ages to celebrate our community.

Various levels of sponsorship are available from onsite activation to entertainment and presenting sponsorship. Our team would love to work with you to customize your experience and maximize your exposure.



Victoria Day Fireworks

 May 17  Memorial Park

Celebration with food trucks, live musical entertainment, and fireworks.

 **5,000+** attendees



Art in the Park

 June 8  Memorial Park

Annual art show and sale celebrating arts and culture. Shop for one of a kind pieces while enjoying ambient live music in a beautiful park setting.

 **2,000+** attendees

 **24,892** organic social impressions

* Expanded deck available for Summer Series sponsorship



Canada Day

📅 July 1 📍 Memorial Park

Celebrate Canada Day with an evening of live entertainment, food and the largest fireworks display of the year!

👤 **10,000+** attendees



Symphony Under the Stars

📅 July 19 📍 Memorial Park

Experience an evening of classical and contemporary music with a live orchestral performance in Memorial Park.

NEW for 2024



Movies in the Park

📅 July 26 & August 23 📍 Memorial Park

Family favourite films on the big screen under the stars. This event will have two dates; one in July and one in August.

👤 **1,000+** attendees per event

Ribfest Testimonial

"I just wanted to send you a very big Thank You. We had an amazing time at the 2023 Ribfest. This is our second event in Stouffville and it was exactly what we expected. Amazing people, organized and absolutely a pleasure to be a part of. Thank you for all your hard work it truly shows."



👤 **52,000+**
attendees in 2023

Stouffville Ribfest

📅 August 9-11 📍 Memorial Park

Our largest annual festival includes ribbers, craft beer, a wide array of food options, a kids zone and unparalleled live stage entertainment.

+ **109**
social posts

❤️ **16,627**
social engagements

👁️ **222,830**
social impressions

 Stouffville Celebrates

Holiday Series

This series of signature, festive events attracts more than 55,000 visitors and includes the award-winning Stouffville Holiday Market. It features local and regional businesses, food trucks, performers, vendors and more.



Christmas Tree Lighting Ceremony


 November 22 (TBC)

Join your neighbours, family and friends as we gather together for the annual Tree Lighting Ceremony.

 **2,000+** attendees

Parade Preformer Testimonial

"I just wanted to thank you soooo much for having me perform in your parade last night! I was telling my mom after that it's my favourite event to perform at all year! It honestly makes my heart so happy to see so many excited kids and families having fun and getting into the holiday spirit! I love all things magical at this time of year and there's nothing more magical than your parade!! I'm so grateful for the opportunity to be part of your parade and I would really love to come back again next year!!"

 **90,018**
social impressions



 **15,000+**
attendees in 2023

Stouffville Holiday Market

 November 29-30  Memorial Park

Featuring a local artisan vendor marketplace, magical lighting displays, festive entertainment, food and beverage, visits with Santa Claus and more.

 **10,940**
webpage views

 **3,994**
social engagements

 **91**
social posts



Santa Claus Parade

📅 December 7 📍 Main Street

This evening parade features a cavalcade of lights, floats, bands and more along our historic Main Street

👤 **12,000+** attendees

👁️ **6,190** Webpage Views

New Year's Eve Fireworks

📅 December 31 📍 Memorial Park

Ring in the New Year with food trucks, entertainers and a spectacular fireworks finale.

👤 **5,000+** attendees

👁️ **5,992** Webpage Views



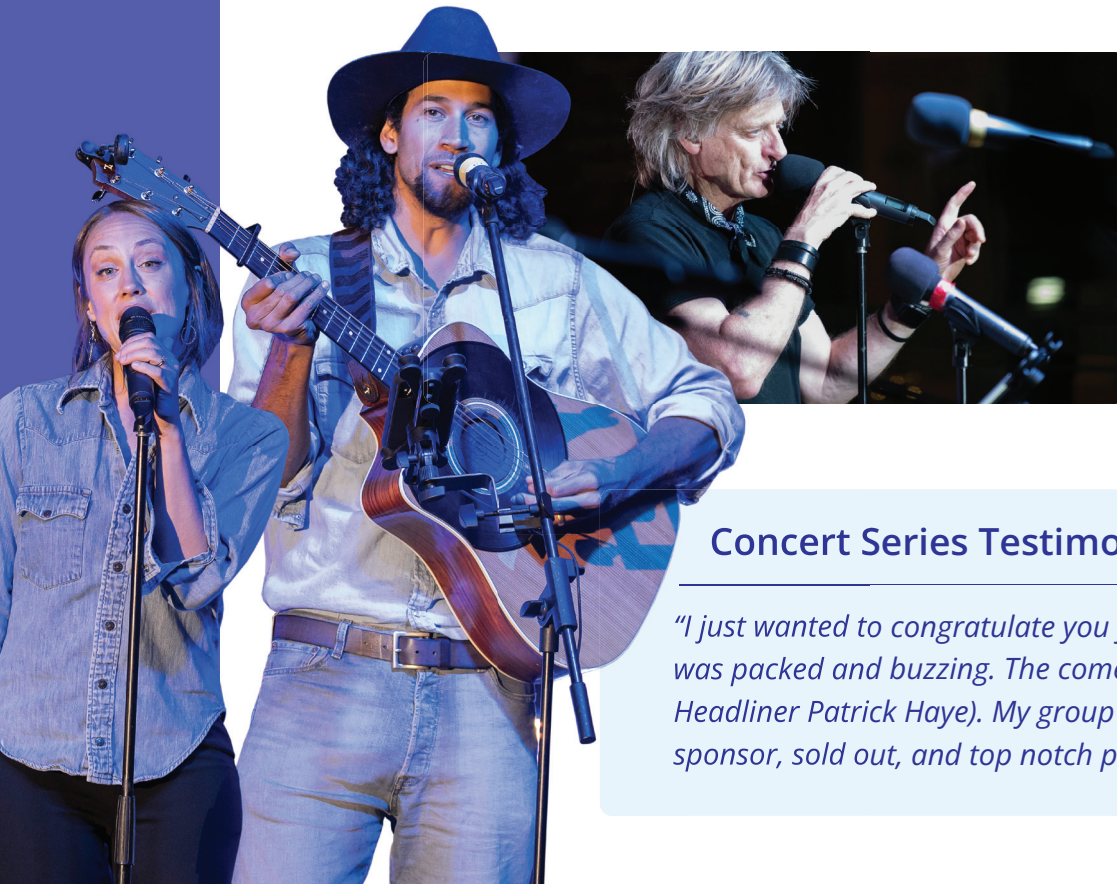
* Expanded deck available for Holiday Series sponsorship

19 on the Park

Patio Series 📅 June 27, July 27, August 17
📍 19 on the Park

The Patio Series is a free outdoor performance series that showcases local talent right in the centre of historic Downtown Stouffville! With a vision to create unique event experiences throughout the summer months, the Patio Series will focus on Country (June), Latin (July), and '90s Rock (August) to bring an exclusive experience to 19 on the Park.

★ 3 shows throughout the summer



Concert Series with Opening Night Celebration

📅 November 15, Early December, Mid December
📍 19 on the Park

The Concert Series at 19 on the Park offers an impressive and engaging line-up of performances including comedy shows, interactive family performances, tributes of beloved bands, and award winning artists.

In 2024, the Concert Series includes two Yuk-Yuk's comedy tours, top Canadian tribute artists Practically Hip and ABBA Revisited, an engaging children's holiday show, and an Opening Night Reception in October that will provide a heightened experience, passed signature food and beverage, and award-winning talent.

★ 6 shows throughout the year

Concert Series Testimonial

"I just wanted to congratulate you for an outstanding Yuk Yuk's production last night. The theatre was packed and buzzing. The comedians were fantastic (especially the MC Adrienne Fish and Headliner Patrick Hays). My group had a amazing time. It was an ideal event for 19OTP - great sponsor, sold out, and top notch performers."

Museum

Antique & Classic Car Show

📅 August 11 📍 WS Museum & Community Centre

Our longest running event includes over 400 vintage cars, performances, and exhibits.

👤 **3,200+** attendees

❤️ **11,663** social engagements

👁️ **79,215** social impressions

👁️ **2,353** webpage views



Santa Visits the Museum

📅 December 14

📍 WS Museum & Community Centre

Bringing the holiday spirit to the Museum, this is a fun-filled day for families that includes visits with Santa Claus, holiday crafts, horse-drawn wagon rides, and more!

👁️ **41,553** social impressions



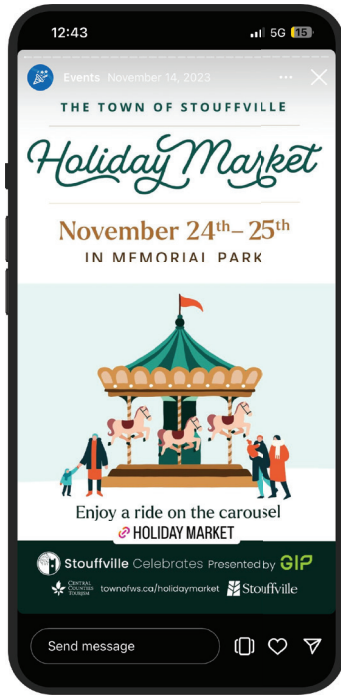
Car Show Testimonial

"A model of organization and efficiency for any car show!!! Thank you to all admin and support staff for a smooth entry and exit experience...fantastic show!!!"

Samples of Event Marketing

*Disclaimer: The scope of event marketing may vary per event

Event Promotion



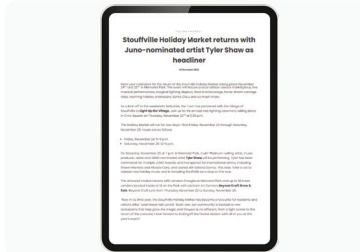
Social media

- Instagram
- Facebook
- Twitter



Mobile Signage

- Strategically installed in high traffic areas throughout town.



Media Releases

- Distributed to local media and posted to Town website



eNewsletters

- Promotion of upcoming events in our bi-weekly eNewsletter.



Talk of the Town Podcast

- Event segment in weekly Town podcast.

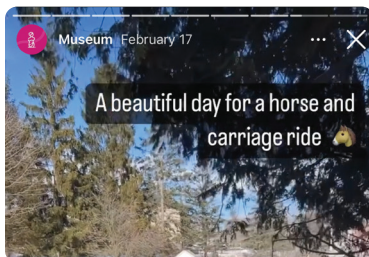


Posters

- Located at Town facilities and local businesses.



Event Day Marketing



Instagram Story Updates



Activation Signage



Sponsor Thank You Signage



E-mail sponsorship@townofws.ca with any Sponsorship inquiries.