

Event Sponsorship Opportunities 2026

townofws.ca/events





Land Acknowledgement

The Town of Whitchurch-Stouffville acknowledges this land is the treaty territory of the Williams Nations. It is also the traditional territory of other Anishinaabeg peoples, the Wendat, and the Haudenosaunee. We also recognize the contributions of all Indigenous peoples to this place and commit to a continued dialogue and greater respect for the land we have come to share. This recognition of the contributions and historic importance of Indigenous peoples must also be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our community.



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Antique & Classic Car Show

Santa Visits the Museum



55,000+
Growing population



25+ events
per year

80+
Spoken **Languages**



6,327,158
Organic social media **impressions**



234,149
Organic 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 2026 Sponsorship Program!



Dear Friends and Partners,

Welcome to the 2026 Sponsorship Guide for the Town of Whitchurch-Stouffville! We're excited to share the many opportunities available for you to connect with our community and make a lasting impact.

Stouffville is a town built on partnerships. Every event, every initiative, and every success story reflects the strength of working together. As we look ahead, your involvement is more important than ever. This guide brings all sponsorship opportunities, from our signature Stouffville Celebrates events to the Mayor's Charity Golf Classic, into one convenient resource designed to make partnering with us simple and rewarding.

Our vision is bold: a thriving community where businesses prosper, residents feel connected, and innovation drives progress. By joining us, you're not just sponsoring an event, you're helping shape the future of Stouffville.

We're proud to share that Stouffville was recently ranked #1 in York Region and #2 in Ontario on The Globe and Mail's list of Canada's Most Livable Cities. This achievement reflects the quality of life we've built together, and the opportunities ahead.

Thank you for considering a partnership with us. We invite you to explore this guide, discover how your organization can make a difference, and create something extraordinary together.

**With appreciation,
Iain Lovatt, Mayor**

Our Awards:



THE GLOBE AND MAIL 2024

CANADA'S MOST LIVABLE CITIES

#1 in York Region

#2 in Ontario

#13 in all of Canada



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 & 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.

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, values and budget.

Audience Reach

Stouffville's community events attract different types of audiences. Whether through onsite activations to brand awareness - you can engage with potential customers in a relaxed and enjoyable environment, fostering a personal connection.



Align your brand with our international **award-winning events** and be a part of our success story.

E-mail brandi.pickering@townofws.ca with any Sponsorship inquiries.



Family Favourites

Movies in the Park

July 24 & August 14 Memorial Park

This free, family favourite event happens twice each summer. Attendees bring out their lawn chairs and blankets at sundown to watch a movie in Memorial Park under the stars! A food vendor is available at each movie selling delicious treats for you to enjoy before and during the movie and sponsors are invited to activate family-friendly activities.

1,000+ visits

Stouffville Strawberry Festival

June 26-28 Memorial Park

Stouffville's Strawberry Festival has been an institution for the Stouffville community for over 40 years. Taking place on the weekend before Canada Day, this FREE family festival is for the benefit of the entire community. Attendees can enjoy the festival market, live entertainment, food zone, the Pancake Breakfast, the Sandy Stronach Red Berry Café and Picnic in the Park. Strawberry Festival brings together thousands of our neighbors in the heart of Stouffville in Memorial Park.

40,000 attendees **150** vendors

“ Vendor Testimonial

“We were told about [Strawberry Festival] when we were at another Town of Whitchurch-Stouffville event and everyone was so friendly that we wanted to be part of a bunch of events in Whitchurch-Stouffville. We just loved the feeling of community throughout the whole festival.”

– Strawberry Festival Vendor



Stouffville Celebrates

The Stouffville Celebrates Series is a lively collection of free, inclusive events throughout the year, offering residents and visitors a chance to come together and celebrate the heart of our community.

With both summer and holiday events, this series highlights the beauty and spirit of Stouffville, drawing over 110,000 attendees annually.

Hallmark events like the award-winning Ribfest and the Holiday Market showcase a range of local and regional businesses, food trucks, performers, and vendors, creating unforgettable experiences for all ages.

Various sponsorship levels provide opportunities for businesses to participate, from onsite activations to entertainment and presenting sponsorships. Our team is committed to working with sponsors to tailor a partnership that enhances their presence and impact within this dynamic series.



“ Vendor Testimonial

“We are beyond grateful for the amazing turnout and the overwhelming support you showed us at the Stouffville Holiday Market. From the warm conversations and smiling faces to the festive energy filling the air, it was an unforgettable experience for our small business.”

– Holiday Market Vendor

Stouffville Celebrates Sponsorship Levels

Presenting Sponsor \$50,000 per series

As Presenting Sponsor of either the Summer or Holiday Stouffville Celebrates Series, your brand receives premier visibility across the season's events, with top billing on promotional materials, signage, and social media, plus verbal recognition at each event. This sponsorship aligns your brand with Stouffville's most popular traditions, building a strong community connection.

Series Sponsor \$25,000 per series

As a Series Sponsor of either series, your brand is recognized as a valued supporting partner throughout the season, with consistent logo placement on select materials, digital platforms, and onsite signage. This level provides sustained exposure, aligning your business with these beloved events.

Entertainment Sponsor \$10,000 per event

The Entertainment Sponsor level supports live performances that energize Stouffville Celebrates. Your brand is featured alongside premier entertainment at events like Symphony Under the Stars, Ribfest (3 available), and the Holiday Market, making your business part of these unforgettable experiences.



Celebration Sponsor \$5,000

As a Celebration Sponsor, your brand receives targeted recognition at three events, including one Hallmark* event date and two additional events. Benefits include name placement on select publications and materials and emcee recognition, giving your brand visibility at key moments throughout the season.

Specialty Sponsor \$2,000 - \$6,000

Specialty Sponsorships directly support popular event enhancements, from fireworks to face painting and other high-traffic attractions, creating memorable moments linked to your brand. Packages are tailored with the events team, priced between \$2,000 and \$6,000 based on the cost and impact of the activation, with options ranging from photo booths to amusement rides.

Community Sponsor \$500 - \$750

Available on a first-come, first-served basis, as spaces are limited, Community Sponsorship includes an onsite community outreach space for direct engagement with attendees and emcee recognition. Hallmark* events are priced at \$750 per day, while other Stouffville Celebrates events are \$500 per day. This level is ideal for brands seeking personal connections within the community.

*Hallmark events: Ribfest, Holiday Market



Stouffville Celebrates Summer Series



Victoria Day Fireworks

 May 15  Memorial Park

Celebration with food trucks, music and fireworks.

 **7,500** attendees



Canada Day Fireworks

 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 17  Memorial Park

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

 **4,000+** attendees



 **50,000+** attendees

Stouffville Ribfest

 August 7-9  Memorial Park

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

 **107**
social posts

 **43,510+**
website visits

 **182,820+**
social impressions



 **305,018**
social impressions

 **15,000+**
attendees

Stouffville Holiday Market

 November 20-21  6240 Main Street

Kicking off with the official Christmas Tree Lighting and including a local artisan vendor marketplace, magical lighting displays, festive entertainment, food and beverage, visits with Santa Claus and more.

 **27,880**
webpage views

 **8,124**
social engagements

 **+ 101**
unique social posts

Sponsor Testimonial

"Partnering with the Town of Stouffville on their Holiday Market gave us the chance to share warmth and joy while strengthening community bonds. A simple cup of hot chocolate helped create smiles and lasting memories, showing how meaningful these local connections are."

– Devon Smith, Senior Advisor, Municipal and Stakeholder Affairs,
Enbridge Gas Inc.

Stouffville Celebrates Holiday Series

Halloween on Main Street

 October 31  Main Street

A spook-tacular Halloween celebration with trick-or-treating along Main Street at participating businesses while supplies last! Free family fun to get you into the Halloween spirit!

 **8,000** attendees  **5,524** webpage views



Santa Claus Parade

 December 5  Main Street

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

 **12,000+** attendees  **5,705** webpage views



Mayor and Council's New Year's Eve Levee & Skate

 December 31  Memorial Park

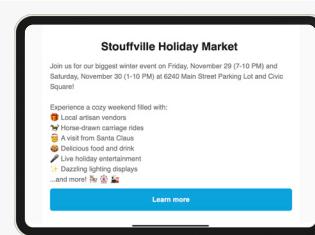
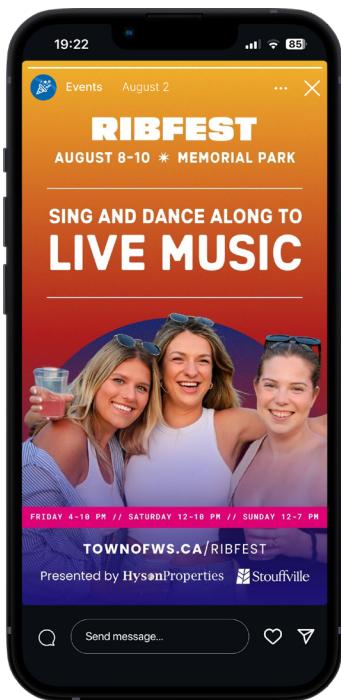
Ring in the New Year with food trucks, entertainers and a spectacular fireworks finale.

 **5,000+** attendees  **9,517** webpage views



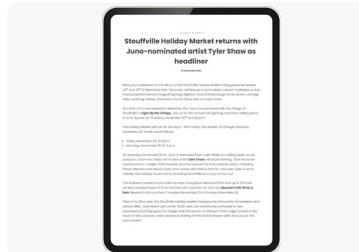
Samples of Event Marketing

Event Promotion



Mobile Signage

- Strategically installed in high traffic areas throughout town.



eNewsletters

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



Social media

- Instagram
- X
- Facebook

Event Day Marketing



Instagram Story Updates



Activation Signage



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Sponsor Thank You Signage

Sponsor Recognition

Disclaimer: Benefits outlined are approximate as scope of deliverables may vary per event.

Sponsor Recognition

- ★ Logo featured
- Name in text
- ✓ Included

Stouffville Celebrates "Presented by"

Print & Signage

Print Posters



Magazine



Stouffville Play Book



Promotional mobile signs



Digital

Highlight video, after season's end on town website



Event survey



Link on Town website



Name on Town website



Handle tagged in Facebook/Instagram captions



Visibility on Facebook, and/or Instagram graphics



Event Venue

On-site thank you signage



Exclusive signage at sponsored activation



Official stage recognition by Town Official



Official stage recognition by Emcee



20' x 20' community outreach space (or sized accordingly as venue layout permits)



10' x 10' community outreach space (or sized accordingly as venue layout permits)



*Includes one (1) Hallmark Event date and two (2) additional event dates



 \$1,500,000

to local
charities

 100+

organizations have received
legacy funding since 2019



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 \$1,500,000 to deserving local charities and clubs.

The WSLF is solely funded by the charitable efforts of Mayor Lovatt's annual fundraising events.



Mayor Lovatt's Charity Golf Classic

CALENDAR June 1 MAP Emerald Hills Golf Club

Now in its 7th 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.

Gala

#ForStouffville



#ForStouffville Gala

CALENDAR September 17 LOCATION 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.





STOUFFVILLE MAIN STREET 5K

5K



Benefiting
Markham Stouffville
Hospital Foundation



Stouffville Main Street 5K

CALENDAR June 21 LOCATION Memorial Park & Main Street

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

PERSON 1,300+ runners

PERSON 28 teams

PERSON 179,848 impressions

+ 70 social posts

“ Partner Testimonial

The Stouffville Main Street 5K brings together families, local businesses and our community to raise funds and awareness for our hospital. It really reflects the community spirit that makes Stouffville such a wonderful place to live and work. Every participant, volunteer, and supporter helps Oak Valley Health's Markham Stouffville Hospital take care of those who need us and helps ensure MSH is here when you need it most.

- Suzette Strong, CEO, MSH Foundation



NINETEEN ON THE PARK

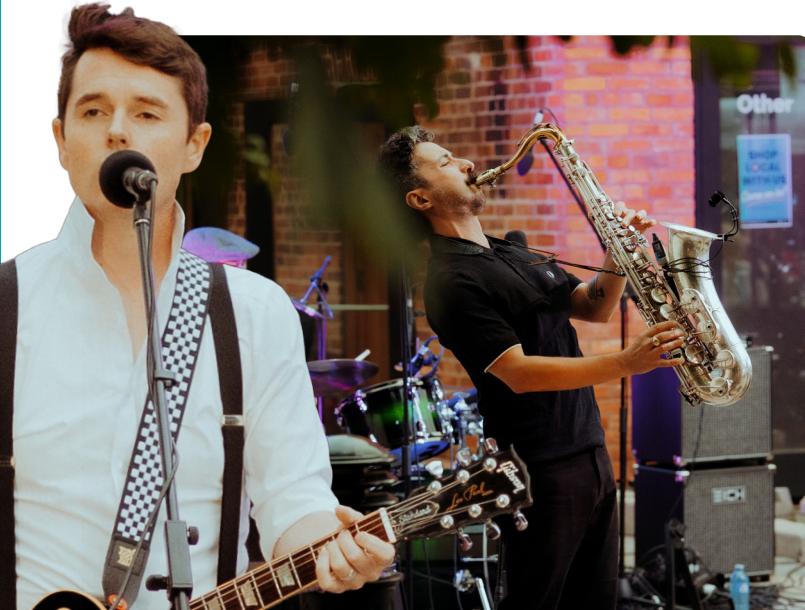
THEATRE

Live on Main

 June - September  6240 Main Street

Live on Main is a new, vibrant pop-up style, open-air concert series bringing the sounds of summer to life in the heart of Stouffville village. Set against the charming backdrop of Main Street, this series invites residents and visitors to gather for free evening performances by talented local artists spanning a variety of genres from folk and indie to pop, country and beyond.

 **12** shows throughout the summer



Patio Series

 June 25, July 23, August 13

The Patio Series is a free outdoor performance series featuring popular bands and crowd-favourite music genres in the centre of historic Downtown Stouffville! This Series creates unique event experiences at 19 on the Park throughout the summer months.

 **3** shows throughout the summer

Concert Series

 October - May  19 on the Park Theatre

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

In 2026, the Concert Series will include eight performances including Yuk Yuk's on Tour, Dufflebag Theatre's Robin Hood, David Francey, and Summer of 69: Bryan Adams Tribute to name a few.

 **8** shows throughout the year

Museum & Heritage Events

Doors Open Whitchurch-Stouffville

 June 6  Various locations throughout Stouffville

From historical houses to modern marvels of construction, Doors Open Whitchurch-Stouffville showcases the buildings, natural spaces, infrastructure and cultural landscapes that shape and define our communities.

 6,000+ visits  12-15 sites

53rd Annual Antique & Classic Car Show

 August 9  WS Museum & Community Centre

Our longest running event includes over 400 vintage cars, demonstrations, activities, food, and exhibits.

 3,200+ attendees  11,575 social engagements
 300+ exhibitors  8,013 webpage views



Santa Visits the Museum

 December 12
 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

Stay Connected with Stouffville!

Join us on social media to stay up to date, get involved, and celebrate our vibrant community!

Facebook

@TownofStouffville
@StouffvillePlay
@wsfes
@wsplibrary
@wstownhall

LinkedIn

Whitchurch-Stouffville

Instagram

@TownofStouffville
@StouffvillePlay

X

@TownofWS
@ws_townhall

Want to get in touch?

Please e-mail brandi.pickering@townofws.ca with any sponsorship inquiries.

