



Be Part of the Excitement at THE 2009 CALEDON DAY FESTIVAL!

Dear Potential Sponsor:

Thank you for your interest in exploring sponsorship opportunities to help support the 2009 Caledon Day Festival. This information package includes our plans for creating a fantastic 2009 event, how your organization can get involved, and why we need your support to keep this festival tradition alive in our community.



The second annual 2009 Caledon Day Festival will take place Saturday October 3rd from 11am to 9pm at the Caledon East Campus in Caledon East. Building on our success from last year, Caledon Day features a full line up of family oriented activities including:

- Free Outdoor Performances from Local Community Talent
- 5K/1K Fall Into Fitness Run & A Free Family Skate
- Expanded Family Village with games, crafts and activities for children young and old
- Vendor Fair and Caledon Café featuring local merchants
- Lots of grown up fun, such as the Classics Centre, Heritage Bus Tours and Beer Gardens
- Fireworks Grand Finale

We offer your organization an opportunity to renew your support or become a first-time Caledon Day sponsor. Your financial support pays for the events, activities, facilities, staging and collateral materials essential to hosting this event.

You can choose from a variety of sponsorship options as outlined in the *Sponsorship Benefits Chart on page 2*. Let us help you select the right sponsorship level that suits your business objectives and budget.

We have increased our event promotion and public relations activities, improved our website and included a new Facebook group that we encourage you to join. Please see our *2009 Media and Public Relations plans on page 3* for full details on sponsorship visibility and promotional opportunities.



WHO ATTENDS the Caledon Day Festival?

Last year's event drew a strong audience of 1300 participants from Caledon and the surrounding areas with many attending as entire families, couples and youth. The event also recruited over 150 student volunteers who assisted with the operations on the day of the event. In return, the event helps students earn their community hours for high school graduation.

BUT WE CAN'T DO IT ALONE.

Caledon Day depends entirely on the generosity of our corporate sponsors and advertisers. We ask for your commitment by June 30th so that we can move forward with implementing our event plans. This festival is growing in popularity and is establishing itself as an annual "must attend" event in Caledon. Won't you help us make sure that this wonderful event remains a tradition in our community?

Contact us to make a financial contribution or to learn more about Caledon Day - Heather Savage | 905.584.2272 x.4292
heather.savage@caledon.ca

*Caledon Day Planning Committee
& Town of Caledon Recreation & Property Services Department*





2008 PUBLICITY CAMPAIGN

We are committed to promoting the Caledon Day festival and encourage residents of Caledon and surrounding areas to attend this great event.

Here's a list of what was advertised in 2008.

PRINT

- 2500 Event Programs – distributed onsite at event with sponsorship ads, logos and/or names.
- 1500 Flyers – distributed to community, retail and sponsor locations with Area and Presenting Sponsor logos.
- 50 Posters - distributed to community centres and retail locations with Area and Presenting logos.
- 3 Generic Caledon Day News Releases in Caledon Citizen & Caledon Enterprise.
- 7 Ads in Caledon Citizen and Caledon Enterprise displaying sponsors' logos
- 1 In the Hills Magazine Ad
- 2 Snap Magazine Ads
- 800 Fun Run Flyers – distributed in Runners Kits with sponsors' logos
- 7500 Caledon Public Library Events Calendar
- 150 Heritage Bus Tours Programs with logos and name displayed
- 200 Camp Carnival Flyers – distributed through Town of Caledon Summer Camp Program

ONLINE

- Town of Caledon Website with Caledon Day Feature Page with Activity, Area and Main Stage Logo and Links
- Caledon Day Facebook Group
- Festival Ontario E-Newsletter
- Caledon Today E-Newsletter
- 'What's On' Event Calendar
- RunningRoom.com
- Hills of Headwaters E-Newsletter and Events Calendar
- Caledon Citizen & Caledon Enterprise Newspaper Website

RADIO

Radio Caledon spots on B105.5 FM and 102.7 FM with Area and Presenting Sponsorship recognition

OTHER

- Roadtop Banner over Hwy 50 in Bolton
- Caledon community signs and electronic billboards
- 100 Volunteer T-Shirts displaying sponsor logos
- 150 Runners T-Shirts

Publicity projections for 2009 will see an increase in media and print visibility. Some examples include, advertising on Caledon Regional Roads, additional websites, event calendar and newsletter postings.