



TOWN OF CALEDON



Caledon Day

CONNECTING OUR COMMUNITIES

2026 Sponsorship Opportunities



**Zone Sponsor - Community Stage
Caledon Day 2025**

EVENT OVERVIEW

Caledon Day is the Town's **largest annual free public event**, attracting more than 15,000 residents and visitors for a full day of entertainment, connection, and community celebration. Now in its **17th year**, the event delivers consistently high attendance, strong community participation, and extended on-site engagement, with attendees spending an average of five hours enjoying the event experience.

Held annually on Father's Day weekend, Caledon Day is recognized provincially as a **Festival and Events Ontario Top 100 Event**, reflecting excellence in programming, event management, and community impact. This designation positions Caledon Day as a trusted, high-quality platform for sponsors seeking meaningful visibility and alignment with a well-established municipal event.

The event attracts a **family-focused, multi-generational audience** and is intentionally positioned to encourage participation by individuals and households. With over **100 vendors**, including a strong representation of local businesses, Caledon Day actively supports and celebrates **shop local initiatives**, reinforcing Caledon's commitment to a vibrant local economy.

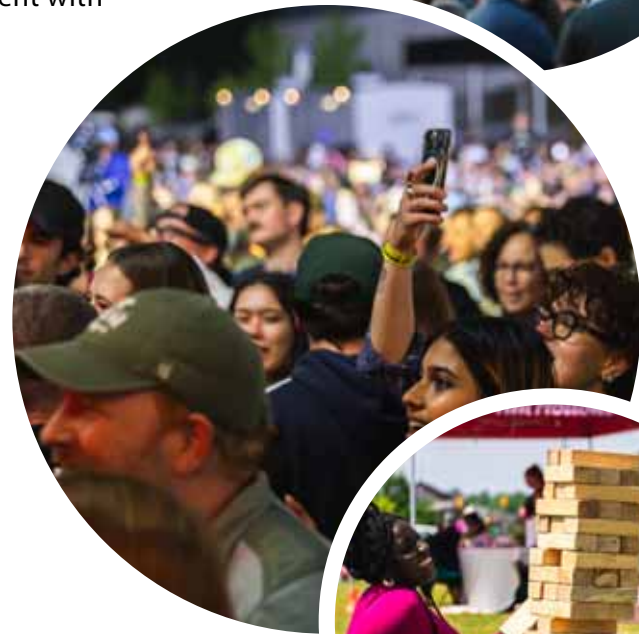
Caledon Day directly supports the Town of Caledon's **Strategic Plan priorities of Community Vitality and Livability**, making sponsorship a clear alignment with municipal values, community pride, and place-making.

EVENT DETAILS

Date: Saturday, June 20, 2026

Time: 2 p.m. – 10 p.m.

Location: Caledon East Community Complex
6215 Old Church Road, Caledon East, Ontario





Brett Kissel
*Headline performer for
Caledon Day 2026*



Taylor Swift Tribute
*Ricki Lee Wilson
Opening act for Caledon Day 2026*

EVENT EXPERIENCE & AUDIENCE ENGAGEMENT

Caledon Day features multiple themed zones, including Community, Safety, Food & Vendor, and Cheers Caledon zones intentionally designed to encourage exploration, and meaningful interaction, across the event site. This layout provides sponsors with meaningful opportunities for **on-site activation**, direct audience engagement, and brand integration within high-traffic areas.

Sponsors may receive recognition through a combination of **main stage acknowledgements**, print advertising, on-site signage, curbside advertising, social media mentions and tags, inclusion in paid advertising campaigns, and additional exposure opportunities depending on sponsorship tier.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES AVAILABLE:

- **Presenting Sponsor**
- **Green Initiatives Sponsorship (Caledon Goes Green)**
- **Zone Sponsorships**, with one exclusive sponsor per event zone
- **Volunteer Sponsor**

HEADLINE ENTERTAINMENT & FIREWORKS FINALE

The evening programming features a high-energy live music experience, beginning with a **Taylor Swift Tribute Band**, followed by a headline performance from **Canadian country music star Brett Kissel**. With **23 CCMA Awards, 3 JUNO Awards, multiple Gold and Platinum singles, and 20 Top 10 radio hits**, Brett Kissel brings national recognition and broad audience appeal to the event.

The celebration concludes with a **large-scale fireworks finale**, providing a memorable closing moment and a powerful brand-association opportunity for sponsors.

Interested in partnering with one of Caledon's most recognized community events? Sponsorship opportunities are available and can be tailored to align with your organization's goals.

CONTACT

Jessica DeRose, Coordinator Events
Jessica.derose@caledon.ca
437-424-3285



PAST SPONSORS



SPONSORSHIP OPPORTUNITIES

	Category-exclusive – limit of one partner				Non-exclusive partnership opportunities	
	PRESENTING	ZONE	VOLUNTEER	CALEDON GOES GREEN	COMMUNITY	CONTRIBUTING
	\$100,000.00	\$10,000.00	\$7,500.00	\$7,500.00	\$5,000.00	\$1,000.00
Web and Social Media – Pre-event and post-event visibility across Town-owned channels						
Recognition on event webpages	logo	logo	logo	logo	text	text
Direct website link from caledon.ca/caledonday to sponsor website	•	•	•	•	•	•
Post-event brand recognition in social media thank you post	•	•	•	•	•	•
Tagged mentions on social media highlighting sponsor partnership	•	•	•	•		
Brand inclusion in Recreation email communications to 18,000 subscribers (3x)	•	•	•			
Brand presence on Indoor digital screens at high-traffic municipal facilities	•					
Dedicated pre-event social media spotlight post recognizing sponsor partnership	•					
Logo inclusion on official Caledon Day social media graphics	•					
Brand integration within paid social advertising campaigns	•					
Print & Outdoor Advertising – High frequency exposure in community spaces and commuter corridors						
Brand recognition in full-page, full-colour newspaper advertising pre-event	•	•	•	•	•	•
Post-event brand recognition in full-page, full-colour thank you newspaper advertisement	•	•	•	•	•	•
Brand visibility on mobile road signage at 4 high-traffic locations throughout May and June	•	•	•	•	•	
Logo inclusion on distributed posters and flyers in advance of the event	•	•	•	•		
Rinkboard advertising at arenas - graphic to be provided by Sponsor	•					
Event Day – Direct engagement with high-dwell time, family-focused audience						
Shared brand recognition on main stage video wall	logo	logo	logo	logo	text	text
Shared brand recognition on 'Thank You to our Sponsors' signage onsite	logo	logo	logo	logo	text	text
Booth space (10x10) for community outreach and opportunity to distribute promotional materials	•	•	•	•	•	
Verbal recognition by Emcee on mainstage throughout the event	•	•	•	•	•	
Exclusive Presenting sponsor recognition during the Mayor's public address on the mainstage	•					
Recognition on-site in the Volunteer break room	•		•			
Recognition at 6 Eco Stations across event grounds	•			•		
Recognition on 30+ waste management bins across event grounds	•			•		
Recognition as Presenting Sponsor on the main stage banner where Brett Kissel will perform	•					
Recognition on the official event day program and event map	•					
Recognition onsite as the sponsor of an official zone (Community Zone, Cheers Caledon Zone, Vendors Market Zone, VIP Zone, Touch a Truck Zone)		•				
Additional Benefits						
Pre-event correspondence to event volunteers (emails, day of schedules)	•		•			
VIP Area for Brett Kissel Performance - 20 guests, 40 drink tickets for the Cheers alcohol vendors on Caledon Day	•					
Meet & Greet with Brett Kissel	•		•			
VIP Parking spots for 5 cars at Caledon Day	•					
VIP Area for Brett Kissel Performance - 5 guests, 10 drink tickets for the Cheers alcohol vendors on Caledon Day		•				
Five drink tickets to be used at the Cheers alcohol vendors on Caledon Day			•			
First right of refusal for following year's Caledon Day event	•					
Two-year renewal option	•	•	•	•	•	•



Visibility in Caledon that hits home.



CONTACT

Jessica DeRose, Coordinator Events
Jessica.derose@caledon.ca
437-424-3285
caledon.ca/caledonday

