



MATTAMY HOMES CANADA DAY IN BARRHAVEN

March 2019

Canada Day Barrhaven Inc. is very excited for this year's edition of Mattamy Homes Canada Day in Barrhaven. We are a partnership of local Community Associations, Business members, City of Ottawa Councillors, Service Groups, Churches and Youth Groups that are dedicated and committed to bringing the best Canada Day in Barrhaven celebration to our community at Clark Fields.

Our event could not take place without the support of our title sponsor Mattamy Homes, grants from Heritage Canada and the City of Ottawa, our Major sponsors Majic 100, Homeniuk Rides, Ottawa Special Events and the Barrhaven Business Improvement area, donations from various business and of course our 100+ volunteers that come out each and every year.

Our **Kidz Zone** has a free **Activity Area and a Gym area** with interactive games for children of all ages and a **Kidz Zone Stage** with many young child friendly acts. Our four day midway held from June 27 to July 1 has lots of games, food and amusement.

An essential portion of our activities incorporates multi-cultural expression in song and dance, language and dress, bringing together the various ethnic and religious persuasions represented in our diverse community on our **Multi-Cultural Stage**. As our community becomes so much more diverse culturally we want to bring in even more multi-cultural activities, to partner with this we will be offering cuisines from the many different cultures.

On our **Main Stage** we will have a parade of Territorial, Provincial and Canadian Flags carried by people from different cultures, the singing of our National Anthem, official remarks from Federal, Provincial and municipal elected officials. Our master of ceremony duties will be performed in both official languages and where feasible promotion and advertising will incorporate both official languages. The day ends with spectacular fireworks choreographed to music which always amazes people of all ages.

New this year, a Family Breakfast which we will be selling tickets at \$5.00 per person and will be giving out free tickets to seniors.

Every year our crowd grows with an estimated 20,000 people attending over the day. As the crowd grows so does the cost for this free event for the community. We are at a point now where our expenses exceed \$120,000 and we need more financial backing to keep it going. Therefore, we are asking all businesses and groups in this great community to have a look at our sponsorship package and if you could help out, even with the smallest donation that would be great as they all add up. If you don't see a sponsorship opportunity that suits you and would like to discuss other possibilities, we are always open to that.

Thank you,

Darrell Bartraw OStG
President, Canada Day Barrhaven Inc.
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Ottawa, Ontario K2J 3V8
www.canadadaybarrhaven.ca
613-298-9119



Canadian
Heritage

Patrimoine
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Mattamy Homes Canada Day in Barrhaven Inc

July 1, 2019, 11a.m. - 11p.m., Clarke Fields

Sponsorship / Vendor Opportunities

The Barrhaven community is one of the fastest growing neighbourhoods in Ontario. With the anticipation of 20,000+ spectators, your contribution will realize significant advertising value. Sponsorship packages for Mattamy Homes Canada Day in Barrhaven have been designed to provide maximum sponsor recognition and exposure to community. Publicity for the event will be generated through local newspapers, signage & posters throughout Barrhaven. Sponsors will also be recognized with on-site signage. The profile for the event will build through articles and advertisements in community newspapers, web sites and through the attendance of media at the event.

Title Sponsor - Investment of \$15,000 - - MATTAMY HOMES

Media Sponsor - Investment of \$15,000+ in radio / TV advertising -- IN KIND -- BELL MEDIA

- Preferred logo position on advertising, promotional material, web site with link to your web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters

Main Stage Sponsor - Investment of \$5,000 - - BARRHAVEN BUSINESS IMPROVEMENT AREA

- Recognition as Main stage sponsor on promotional material and company logo and link on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters
- Name and logo on main stage top banner and on large main stage line-up boards

Kidz Zone Title Sponsor - Investment of \$5,000 -- AVAILABLE

- Recognition as Kids Zone sponsor on all promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony in media advisory and in thank you letters
- Logo on large gateway to Kidz Zone

Fence Sponsor - Investment of \$5,000 or In-kind - - AVAILABLE

- Recognition as Fence sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters
- Signs on fence indicating official fencing sponsor of the event

Main Stage Entertainment Sponsor - Investment of \$3,000 - WEST BARRHAVEN COMMUNITY ASSOCIATION

- Recognition as Main stage entertainment sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.
- Name and logo on main stage side panels and on large main stage line-up boards

Volunteer Sponsor - Investment of \$3,000 - ROSS' INDEPENDENT

- Recognition with company logo on the back of all volunteer t-shirts
- Recognition as Volunteer sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Advertising Sponsor - Investment of \$3,000 - JAN HARDER

- Recognition as Advertising sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Security sponsor - Investment of \$3,000 - - CAROL ANNE MEEHAN

- Recognition as Security sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters

Seniors Breakfast Tent Sponsor - Investment of \$3,000 - - BARRHAVEN LEGION

- Recognition as Breakfast tent sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Food Court Dinning Tent Sponsor - Investment of \$2,000 - - MYERS GROUP

- Recognition as Food Court Dinning Tent sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Seniors Breakfast Meal Sponsor - Investment of \$1,000 - - VIVA RETIREMENT COMMUNITY

- Recognition as Senior Breakfast meal sponsor on all promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Family Breakfast Meal Sponsor - Investment of \$1,000 - - AVAILABLE

- Recognition as Family Breakfast meal sponsor on all promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Shuttle Bus Sponsor - Investment of \$1,000 - - HEART & CROWN BARRHAVEN

- Recognition as Shuttle bus sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Sponsors name and logo posted at all pick up and drop off points
- Special mention included in media advisory and in thank you letters.

Multi-Cultural Stage Sponsor - Investment of \$1,000 - - BRADLEY HISCOCK MCCrackEN LAWYERS

- Recognition as Multi-Cultural stage sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Multi-Cultural Stage named after sponsor with large banner
- Special mention included at ceremony, in media advisory and in thank you letters.

Multi-Cultural Stage Entertainment Sponsor - Investment of \$1,000 - - SOUTH NEPEAN MUSLIM COMMUNITY

- Recognition as Multi-Cultural Entertainment sponsor on promotional material, company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Kids Zone Stage Sponsor - Investment of \$1,000 - - HAVENLEA CHAPMAN MILLS COMMUNITY ASSOCIATION

- Recognition as Kids Zone stage sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Multi-Cultural Stage named after sponsor with large banner
- Special mention included at ceremony in media advisory and in thank you letters.

Kids Zone Stage Entertainment Sponsor - Investment of \$1,000 - - BROKERLINK

- Recognition as Kids Zone Entertainment sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Kids Zone Activities Sponsor - Investment of \$1,000 - - BARRHAVEN OPTOMETRIC

- Recognition as Kids Zone Activities sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included, at ceremony, in media advisory and in thank you letters.

Kids Zone Gym Sponsor - Investment of \$1,000 - - BOSTON PIZZA

- Recognition as Kids Zone Gym sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters

Relaxation Tent Sponsor - Investment of \$1,000 - - ALIGN MASSAGE THERAPY BARRHAVEN

- Recognition as Relaxation Tent sponsor on promotional material. company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters

Information Tent Sponsor - Investment of \$1,000 - - BARRHAVEN PHARMASAVE

- Recognition as Information Tent sponsor on promotional material. company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.
- Large sign on Information Tent

First Aid Tent Sponsor - Investment of \$1,000 - - EXHĀLŌ SPA

- Recognition as First Aid Tent sponsor on promotional material. company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.
- Large sign on First Aid Tent

Waste Management Sponsor - Investment of \$1,000 - - DEAN RYANS - IN KIND

- Recognition as Waste Management sponsor on promotional material and company logo on Web site
- Logo included on large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included at ceremony, in media advisory and in thank you letters.

Bicycle lock-up Sponsor - Investment of \$500 - MR. LUBE

- Recognition as bicycle lock-up sponsor on promotional material and company logo on Web site
- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Special mention included in thank you letters.

Gold - Sponsors - Investment of \$700 - \$1,000 (donations of \$1,000 are eligible for a vendor space) AVAILABLE

- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Company logo on Mattamy Homes Canada Day in Barrhaven Web site
- Special mention in thank you letters.

Silver - Sponsors - Investment of \$500 - \$699 (add a vendor space for \$300.00) AVAILABLE

- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Company logo on Mattamy Homes Canada Day in Barrhaven Web site.
- All sponsors taking a minimum \$500.00 sponsorship plus a one-time donation of \$125.00 gets you a 4' x 4' logo sign posted at event in perpetuity as long as you continue with a minimum \$500.00 donation

Bronze - Sponsors - Investment of \$300 - \$499 (add a vendor space for \$300.00) AVAILABLE

- Logo included on Large "thank you" board on site, which is expected to receive 20,000+ spectators
- Company logo on Mattamy Homes Canada Day in Barrhaven Web site.

Non-food Vendor-Cost is \$300.00 +NEW \$100.00 FOR HYDRO. Submit plan for approval in a letter or an email.

Food Vendor-Cost is \$300.00 +NEW \$100.00 FOR HYDRO Submit your menu, set up plan, copy of insurance policy

For more information on these or other sponsorship opportunities please contact
Darrell Bartraw 613-298-9119(c) E-mail ucanemaildbart@gmail.com www.canadadaybarrhaven.ca

Mattamy Homes Canada Day in Barrhaven



July 1st, 2019, 11 a.m. to 11 p.m.
Sponsorship Registration Form



Sponsor name: _____

Sponsor address: _____

Contact name/title: _____

Phone number(s): _____

E-mail address: _____

Your Web site: _____

SPONSORSHIP OPPORTUNITY PACKAGE	AMOUNT
(Please fill in requested sponsorship opportunity package here)	\$
Gold - Sponsors	\$700 - \$1,000
Silver - Sponsors	\$500 - \$700
Bronze - Sponsors	\$300 - \$500
Food or non-food vendor space request	\$300
NEW Hydro for food or non-food vendors	\$100
TOTAL	\$

Major sponsors of \$5,000.00+ will have their logo on every page on our website
In addition to the above, all sponsors taking a minimum \$500.00 sponsorship plus a one-time donation of \$125.00 gets you a 4' x 4' logo sign posted at event in perpetuity as long as you continue with a minimum \$500.00 donation in the following years.

Sponsors of at least \$1,000.00 get the sign included with sponsorship

Sponsors of at least \$1,000.00 can set up a booth at no cost

Please send us a copy of your logo and link to your website.

Payment by cheque payable to 'Canada Day Barrhaven Inc'

For more information on these or other sponsorship opportunities not mentioned please contact Darrell Bartraw 613-298-9119(c)

Email form to ucanemaildbart@gmail.com

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www.canadadaybarrhaven.ca



Canadian Heritage

Patrimoine canadien

