



## 40<sup>TH</sup> ANNIVERSARY MATTAMY HOMES CANADA DAY IN BARRHAVEN

January 2021

Canada Day Barrhaven Inc. is very excited for this year's **40<sup>th</sup> Anniversary of Mattamy Homes Canada Day in Barrhaven**. We are a partnership of local Community Associations, Business members, Service Groups, Churches and volunteers 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, Celebrate Ontario and the City of Ottawa, our Major sponsors Majic 100, Homeniuk Rides, Tomlinson Group, 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 six day midway held from June 30 to July 5 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.

**Join our Barrhaven Legion Sponsored Free Seniors Breakfast and our Family Breakfast which we will be selling tickets at \$5.00 per person.**

Every year our crowd grows with an estimated 20,000 people attending over the days. 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 \$100,000. 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.  
c/o 18 Pepperrall Cres  
Ottawa, Ontario K2J 3V8  
[www.canadadaybarrhaven.ca](http://www.canadadaybarrhaven.ca)  
613-298-9119



Canadian  
Heritage

Patrimoine  
canadien



**TOMLINSON**  
FOUNDED ON STRENGTH GUIDED BY VISION



# 40<sup>th</sup> Anniversary Mattamy Homes Canada Day in Barrhaven

## July 1, 2021, 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 30,000+ 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, Websites 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, Website with link to your Website
- Logo included on Large "thank you" board on site
- 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 Website
- Logo included on "thank you" board on site, on main stage banners and on large main stage line-up boards
- Special mention included at ceremony, in media advisory and in thank you letters

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

- Recognition as Kids Zone sponsor on all promotional material and company logo on Website
- Logo included on Large "thank you" board on site and on large gateway to Kidz Zone
- Special mention included at ceremony in media advisory and in thank you letters

#### Security Fence Sponsor - Investment of \$3,000 or In-kind - - **THREE \$1,000 SPONSORSHIPS AVAILABLE**

- Recognition as Security Fence sponsor on promotional material and company logo on Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters

#### Comfort Station Sponsor - Investment of \$3,000 or In-kind - - **TOMLINSON**

- Recognition as Comfort Station sponsor on promotional material and company logo on Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters

#### 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 Website
- Logo included on Large "thank you" board on site, on main stage side panels and main stage line-up boards
- Special mention included at ceremony, in media advisory and in thank you letters.

#### Volunteer Sponsor - Investment of \$3,000 - **BARRHAVEN INDEPENDENT TO BE CONFIRMED**

- Recognition as Volunteer sponsor on promotional material and company logo on Website
- Logo included on Large "thank you" board on site and logo on the back of all volunteer t-shirts
- 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 Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

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

- Recognition as Security sponsor on promotional material and company logo on Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters

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

- Recognition as Senior Breakfast Meal sponsor on promotional material and company logo on Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

**Photo booth Sponsor - Investment of \$1,500 - - AVAILABLE**

- Recognition as Photo booth sponsor on promotional material and company logo on Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters
- Logo on back drop of all photos send to clients phones with a #hashtag

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

- Recognition as Family Breakfast Meal sponsor on promotional material and company logo on Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

**Senior / Family Breakfast Tent Sponsor - Investment of \$1,000 - - AVAILABLE**

- Recognition as Family Breakfast Tent sponsor on all promotional material and company logo on Website
- Logo included on Large "thank you" board on site
- 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 Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

**Security Lighting Sponsor - Investment of \$1,000 - - JENNA AND COMPANY**

- Recognition as Security Lighting sponsor on promotional material. company logo on Website
- Logo included on Large "thank you" board on site
- 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 Website
- Logo included on Large "thank you" board on site and 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 Website
- Logo included on Large "thank you" board on site
- 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 Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

**Kids Zone Stage Sponsor - Investment of \$1,000 - - PARENTING TIMES**

- Recognition as Kids Zone stage sponsor on promotional material and company logo on Website
- Logo included on large "thank you" board on site and 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 Website
- Logo included on Large "thank you" board on site
- 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 Website
- Logo included on Large "thank you" board on site
- 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 Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters

**Volunteer Meals Sponsor - Investment of \$1,000 - - CAPITAL FUNERAL HOME AND CEMETARY**

- Recognition as Volunteer meals sponsor on all promotional material and company logo on Website
- Logo included on Large "thank you" board on site
- 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, tent banner, company logo on Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

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

- Recognition as First Aid Tent sponsor on promotional material, tent banner, company logo on Website
- Logo included on Large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

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

- Recognition as Waste Management sponsor on promotional material and company logo on Website
- Logo included on large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

**Green Room Sponsor -Investment of \$1,000-RIDEAU CARLETON RACEWAY CASINO-FUTURE HOME OF HRC**

- Recognition as Green Room sponsor on promotional material and company logo on Website
- Logo included on large "thank you" board on site
- Special mention included at ceremony, in media advisory and in thank you letters.

**Main Stage Ceremony Sponsor - Investment of \$500 - - SURGENOR BARRHAVEN**

- Recognition as Main Stage Ceremony sponsor on promotional material. company logo on Website
- Logo included on Large "thank you" board on site
- 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 Website
- Logo included on Large "thank you" board on site
- 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
- Company logo on Mattamy Homes Canada Day in Barrhaven Website
- 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
- Company logo on Mattamy Homes Canada Day in Barrhaven Website.
- 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
- Company logo on Mattamy Homes Canada Day in Barrhaven Website.

**Non-food Vendor-Cost is \$300.00 + \$100.00 FOR HYDRO. Submit plan for approval. Hours 11am to 4pm**

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

# 40<sup>TH</sup> Anniversary of Mattamy Homes

## Canada Day in Barrhaven

July 1st, 2021, 11 a.m. to 11 p.m.

Sponsorship Registration Form



Sponsor name: \_\_\_\_\_

Sponsor address: \_\_\_\_\_

Contact name/title: \_\_\_\_\_

Phone number(s): \_\_\_\_\_ E-mail address: \_\_\_\_\_

Your Website: \_\_\_\_\_

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
Hydro for food or non-food vendors	\$100
TOTAL - Cheque payable to 'Canada Day Barrhaven Inc.	\$

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 above sign and a booth included with sponsorship

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

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](mailto:ucanemaildbart@gmail.com)

Mailing address: 18 Pepperrall Cres Ottawa (Barrhaven) Ontario K2J 3V8

[www.canadadaybarrhaven.ca](http://www.canadadaybarrhaven.ca)



Canadian Heritage

Patrimoine canadien

