



40TH ANNIVERSARY MATTAMY HOMES CANADA DAY IN BARRHAVEN

March 2022

Canada Day Barrhaven Inc. is very excited for this year's **40th Anniversary 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 a wonderful 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, Province of Ontario and the City of Ottawa, our Major sponsors Majic 100, Pure Country 94, Robertson Amusements Ltd., Tomlinson Group, Ottawa Special Events and the Barrhaven Business Improvement area, donations from various businesses and of course our 100+ volunteers.

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 30 to July 3 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 many different cultures. **New this year** we will have a large interactive Indigenous exhibit to raise more awareness of Indigenous people, their customs and traditions

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 us for our Family Breakfast for \$5.00 per person, our Seniors and volunteers will enjoy the breakfast free of charge.

Every year our crowd grows with an estimated 30,000 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 \$110,000. 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.

As a result of the pandemic hurting many of our sponsors we understand if some are unable to participate this year however we will still list them as active sponsors in honor of their previous and anticipated future support. In view of this though, we will more than ever, be counting on some of our other sponsors to help out by perhaps giving just a little more this year so we can continue to have the greatest Canada Day Celebration in the city of Ottawa.

Thank you,

Darrell

Bartraw <http://www.google.ca/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjkt4TB0LHSAhUI34MKHQ0mDF8QjRwIBw&url=http://www.927rock.ca/audio/listen-ontarios-150-logo-cost-much/&psig=AFQjCNEHRMB9gdiKGtjMmWlIbFhTm8m6QQ&ust=1488331341434034>

President, Canada Day Barrhaven Inc.

613-298-9119



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40th Anniversary Mattamy Homes Canada Day in Barrhaven

July 1, 2022, 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.

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.

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.

Volunteer Sponsor - Investment of \$3,000 - MCDONOUGH'S INDEPENDENT GROCER

- 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.

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.

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.

Seniors / Family Breakfast Meal Sponsor - Investment of \$3,000 - - BARRHAVEN LEGION

- Recognition as Breakfast Meal sponsor on promotional material and company logo on Website
- Name and logo on large banner on tent
- Logo included on all breakfast tickets
- Opportunity for Legion to have members serve and/or enjoy a free breakfast
- Logo included on large "thank you" board on site
- Special mention included at ceremony.

Kidz Zone Title Sponsor - Investment of \$3,000 - 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
- Large gateway banner at the entrance of the Kidz Zone
- Special mention included at ceremony.

Electrical Sponsor - Investment of \$3,000 - AVAILABLE

- Recognition as Electrical 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.

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

- Recognition as Food Court Dining Tent sponsor on promotional material and company logo on Website
- Name and logo on large banner on tent
- Logo included on large "thank you" board on site
- Special mention included at ceremony.

Security Fence Sponsor - Investment of \$1,000 X 3 or In-kind - - TWO AVAILABLE PARENTING TIMES

- 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.

Headliner Band Accomodation Sponsor - Investment of \$1,000 - - HAMPTON INN BARRHAVEN

- Recognition as Headliner Band Accom. sponsor on all promotional material and company logo on Website
- Logo included on large "thank you" board on site
- Special mention included at ceremony.

Senior / Family Breakfast Tent Sponsor - Investment of \$1,000 - - VIVA RETIREMENT COMMUNITY

- Recognition as Family Breakfast Tent sponsor on all promotional material and company logo on Website
- Name and logo on large banner on tent
- Logo included on large "thank you" board on site
- Special mention included at ceremony.

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.

Shuttle Bus Sponsor - Investment of \$1,000 - - HEART & CROWN BARRHAVEN (IN KIND)

- 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
- Name and logo on large banner on stage
- Logo included on large "thank you" board on site
- Special mention included at ceremony.

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
- Name and logo on large banner on stage
- Logo included on large "thank you" board on site
- Special mention included at ceremony.

Kidz Zone Stage Sponsor - Investment of \$1,000. -- CANADIAN SPORTS MARTIAL ARTS ACADEMY

- Recognition as Kids Zone stage sponsor on promotional material and company logo on Website
- Name and logo on large banner on stage
- Logo included on large "thank you" board on site and stage named after sponsor with large banner
- Special mention included at ceremony.

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

- Recognition as Kids Zone Entertainment sponsor on promotional material and company logo on Website
- Name and logo on large banner on stage
- Logo included on large "thank you" board on site
- Special mention included at ceremony.

Kidz 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.

Kidz 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.

Kidz Zone Prize Tent Sponsor - Investment of \$1,000 - - COBS BREAD BAKERY

- Recognition as Kids Prize Tent sponsor on promotional material and company logo on Website
- Logo included on large "thank you" board on site
- Special mention included at ceremony.

Volunteer Meals Sponsor - Investment of \$1,000 - AVAILABLE

- 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.

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.

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.

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.

Green Room Sponsor -Investment of \$1,000 - RIDEAU CARLETON CASINO/FUTURE HARD ROCK

- 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.

Senior / Family Breakfast Entertainment Sponsor - Investment of \$500 - - HALF MOON BAY PHARMACY

- Recognition as Breakfast Entertainment sponsor on promotional material and company logo on Website
- Logo included on large "thank you" board on site

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

- Recognition as Main Stage Ceremony sponsor on promotional material and company logo on Website
- Logo included on large "thank you" board on site

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

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

- Logo included on large "thank you" board on site
- Logo on Mattamy Homes Canada Day in Barrhaven Website

Silver - Sponsors - Investment of \$500 - \$699 (add a vendor space for \$200.00) AVAILABLE

- Logo included on large "thank you" board on site
- Logo on Mattamy Homes Canada Day in Barrhaven Website.

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

- Logo included on large "thank you" board on site
- Logo on Mattamy Homes Canada Day in Barrhaven Website.

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

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



Mattamy Homes Canada Day in Barrhaven

July 1st, 2022, 11 a.m. to 11 p.m.

Sponsorship Registration Form

Sponsor name: _____

Sponsor address: _____

Contact person name/title: _____

Phone number(s): _____ E-mail address: _____

Sponsor 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+ will have their logo on every page on our website and letterhead

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

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

www.canadadaybarrhaven.ca



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