



Sponsorship Packages and Benefits 2022

	Festival Event	Festival Event	Friends	Bronze	Silver	Gold	Platinum
	\$1000 (or in-kind equivalent)	\$2500 (or in-kind equivalent)	\$2500-5000	\$10,000	\$15,000	\$20,000	\$25,000
Opportunity for brand recognition at festival event being sponsored. (Ground sign at event)(Does not include recognition at prediction morning event.) Branding materials to be supplied by sponsor prior to festival weekend.	✓	✓					
Placement of logo on Willie's official website (wiarthonwillie.com)	✓ (cash only)	✓	✓	✓	✓	✓	✓ Predominant
Placement of logo in Prediction Program		✓ (cash only)	✓	✓	✓	✓	✓
Local & regional media exposure			✓	✓	✓	✓	✓
National media exposure			✓	✓	✓	✓	✓
Placement of logo on prediction morning stage backdrop seen nationwide			✓	✓	Prominent	Prominent	✓ Predominant
Acknowledgement by Master of Ceremonies on prediction morning				✓	✓	✓	✓
Use of the Wiarthon Willie mascot for promotional purposes. Use to be pre-approved and scheduled with the Town				✓ Half Day	✓ Half Day	✓ Full Day	✓ Full Day
Exclusive photo opportunity with Willie and the dignitaries on prediction morning (if requested)					✓	✓	✓
Acknowledgement in radio advertising undertaken by the Town					✓ 1 Ad 1 Station	✓ All Ads	✓ All Ads
One preferred on-site parking space on prediction morning					✓	✓	✓
Sector Exclusivity					✓	✓	✓
Placement of logo at a festival event under jurisdiction of the Town						✓ Prominent	✓ Predominant
No charge participation in sponsor run festival events and or/on-site brand activation at prediction morning events under jurisdiction of the Town						✓	✓
Opportunity to have branded entertainment on Prediction morning stage to be pre-approved by the Town						✓ 5 minutes	✓ 10 minutes
Invitation to attend Mayor's Media Night (Includes dinner for 2-cash bar)						✓	✓
Opportunity to speak on stage						✓ 30 seconds	✓ 1 minute
Accommodation at a venue of the Town's choosing						✓ One room if requested prior to January 1st	✓ Up to three rooms if requested prior to January 1st
On stage participation on prediction morning as a member of Willie's Shadow Cabinet							✓