



## Sponsorship Packages and Benefits 2023

	Festival Event	Festival Event	Friends	Bronze	Silver
	\$1000 (or in-kind equivalent)	\$2500 (or in-kind equivalent)	\$2500-5000	\$10,000	\$15,000
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 (wartonwillie.com)	✓ (cash only)	✓	✓	✓	✓
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
Acknowledgement by Master of Ceremonies on prediction morning				✓	✓
Use of the Warton Willie mascot for promotional purposes. Use to be pre-approved and scheduled with the Town				✓ Half Day	✓ Half 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
One preferred on-site parking space on prediction morning					✓
Sector Exclusivity					✓
Contact Danielle Edwards at danielle.edwards@southbrucepeninsula.com					