



Sponsorship Packages and Benefits 2026

	Shadow	Friends	Bronze	Silver	Gold	Platinum
	Under \$2,500	\$2,500-5,000	\$10,000	\$15,000	\$20,000	\$25,000
Opportunity for brand recognition (ground sign) at Town run festival event (not prediction morning). Sign to be supplied by sponsor two weeks prior to festival weekend	✓					
Brand recognition (ground sign or banner) at Town run festival event (not prediction morning)						✓
Placement of logo on Willie's official website (wiartonwillie.com)	✓	✓	✓	✓	✓	✓ Predominant
Placement of logo in Town produced Prediction Program	✓	✓	✓	✓	✓	✓
Local & regional media exposure		✓	✓	✓	✓	✓
National media exposure		✓	✓	✓	✓	✓
Placement of logo on prediction morning stage backdrop seen nationwide		✓	✓	✓	✓ Prominent	✓ Predominant
Placement of logo on prediction morning stage side banners seen nationwide						✓
Acknowledgement by Master of Ceremonies on prediction morning		✓	✓	✓	✓	✓
Exclusive photo opportunity with Willie and the dignitaries on prediction morning (if requested)				✓	✓	✓
Acknowledgement in radio advertising undertaken by the Town				✓	✓ All Ads	✓ All Ads
One preferred on-site parking space on prediction morning			✓	✓	✓	✓
Opportunity to have branded entertainment on Prediction morning stage to be pre-approved by the Town						✓
Prediction morning on site brand activation pre-approved by the Town				✓	✓	✓
Opportunity to speak on prediction morning stage					✓	✓
On stage participation on prediction morning as a member of Willie's Shadow Cabinet						✓