



PARTNERSHIP OPPORTUNITIES 2024

The biggest asset of our partnerships is the access to our audience and/or viewership. When taking part in this regional 39 year old community festival you show you are a true community partner with pride of place!

Exclusive** PRESENTING sponsor of Port Elgin Pumpkinfest, \$30,000 over two years

**We like to work with our sponsors to create unique win/win partnerships; this is just a general outline. Contact us and we'll discuss the perfect fit!

	GOLD	GIANT	BUSHEL	Investment
organization's name as exclusive title sponsor of the attraction, category, building, etc.	✓			GOLD \$5,000+
Title/event/attraction sponsors will be included and/or mentioned in all media interviews and social media posts when that attraction or event is the topic or focus of the promotional ad.	✓			<u>Examples of Support:</u> Bruce Power International Weigh Off OLG Cinderellas Carriage Car Show OPG Environmental Tent/Activity Bruce Telecom's Entertainment Stage United Society of Professionals Squash Category
sponsors and is shown on every page of the website, and is linked to the sponsors. page/site of choice. The logo bar is also included in all relevant print material.	✓			
LIVE BROADCAST Logo bar of GOLD sponsors will be placed in the top/bottom banner bar throughout the live broadcast, and remain in place all year.	✓			
Listed as a GIANT sponsor with logo placed on sponsor page on the website with links to the sponsor and rotated into the LIVE BROADCAST throughout the day.		✓		GIANT \$1,000 to \$5,000
Sponsorship mentioned in advertising and social media posts.	✓	✓		Huron Tractor, Circuit Scales, Your Carsons Plumbing & Supplies, Sunbelt Rentals, Port Elgin Super 8, HiBerry Farm, Power Workers Union, SNC Lavalin, Port Elgin Lions Club, Donnelly Murphy Law Services, Giant Tiger,
Multiple live announcements of involvement and support as an event sponsor throughout Pumpkinfest weekend and access to booth space if desired.	✓	✓		
All sponsors are recognized as community partners who are invested in supporting their community	✓	✓	✓	
Listed as a BUSHEL sponsor on the sponsor posters placed at stages, gates and in the Car show also rotated into the live broadcast throughout the day.			✓	BUSHEL \$100+
Opportunity to attach you business name to various themed activity submissions/contests, colouring artwork, unique crafts	✓	✓	✓	<u>Examples of Sponsorship & Partnerships in this category include local retail businesses that supply door prizes, gift</u>
Opportunity to be recognized by donating gift certificates or product for car show goody bags and/or contest prizes.	✓	✓	✓	

Ideas for 2024 Partnerships in various categories

- Sponsor the GIANT Pumpkin Carver; the Midway; the Petting Zoo; the Shuttle buses; with signage placed at the attraction and mentions in social media and interviews
- Weigh Off set decoration, Opening Ceremonies
- Kids interactive performer(s) - various
- Judges - be recognized as the sponsor that allows us to obtain official judges from the agricultural world
- Musician sponsor - sponsor one of our talented local bands / musicians / entertainers that are scheduled in the Bruce Telecom Harvest Entertainment Tent
- Decorating contest sponsor - help us with funding prizes and promotion for our business and local decorating contests

contact: Joanne Robbins; pumpkinfestpe@gmail.com; 519-389-3714; 519-832-7455

Organization's Mandate:

Port Elgin Pumpkinfest is a not for profit community organization for the purpose of developing and fostering community spirit by hosting, supporting and implementing a safe shoulder season event showcasing our Town as a destination of choice for future visitation and creating positive economic impact in the slower Fall shoulder season.

Description & Strategies:

Port Elgin Pumpkinfest is a two day harvest festival which was created 39 years ago, when an extensive town tourism business study encouraged the Town to create a "shoulder season" event to extend the tourist season and attract additional tourist dollars to Saugeen Shores and our surrounding communities. The strategic goal of the Pumpkinfest team has been to increase engagement and visitor attendance while enhancing our core events by adding new experiences to our offerings. Attendance now tops 30,000 happy local residents and visitors!

Our historical successful core programming includes two International Giant Vegetable Weigh Off's, one of Ontario's largest two-day outdoor car shows, local musicians and performers in our entertainment tent, Pumpkin Carving, Artist's Village and Craft Show, midway, Kiddie Carnival and Petting Zoo. Our motto has always been "Family Fun, Second to None." Pumpkinfest continues to draw visitors during the shoulder season to our area by offering new and enhanced