

Sponsorship Opportunities

2025

GRAVENHURST WINTER CARNIVAL

Family Day Weekend | Feb 14-17

Dear Business and Community Partners,

We're excited to announce that the 55th anniversary of the Gravenhurst Winter Carnival is taking place February 14-16, 2025, over the Family Day weekend. This year, we're aiming to attract more tourists with exciting new features, including the Brent and Sarah Magic Show, an Escape Room, and Axe Throwing. Of course, our fan favs are back like the Polar Dip and Demo Derby. The main carnival events will be held at Gull Lake Rotary Park offering a concentrated and enhanced experience.



The carnival is a major investment which costs over \$30,000 annually. But it generates more than \$220,000 in local spending which represents a vital boost to our community during the off-season. To ensure the carnival's continued success, we are seeking sponsorships and have new opportunities for increased exposure and involvement. We are happy to work with you to find the best fit for your business.

For more information, please contact our Community Recreation Coordinator at 705-687-3412, ext. 2122, or email skokie@gravenhurst.ca.

Sincerely,



Skokie

Join us! To become a Carnival sponsor please complete the contract on page 5.



GravenhurstWinterCarnival.ca



Gravenhurst Winter Carnival Sponsorship Opportunities

Presenting Sponsor – \$3500

► only one opportunity

As the presenting sponsor, you will receive the following

- * Naming rights—Gravenhurst Winter Carnival presented by “your company name”
- * Recognition of presenting sponsor in Print Ads and Digital Channels
- * Recognition of presenting sponsor Winter Carnival Program
- * Recognition of presenting sponsor on GWC Website
- * Opportunity of vendor space at the Carnival
- * 25 Free Passes to the Winter Carnival
- * Placement of Promotional Signage at Specific High Traffic Locations including admission booths and main events (sponsor to provide signage)
- * Recognition sticker to put up in your business



**Great exposure for
your business!**

Demo Derby Sponsor – \$2000

► only one opportunity

As the Demo Derby sponsor, you will receive the following

- * Free promotion by the announcer during the Demo Derby
- * Recognition of “Demo Derby Sponsor” in Print Ads and Digital Channels
- * Recognition “Demo Derby Sponsor” in Winter Carnival Program
- * Recognition of “Demo Derby Sponsor” on the GWC Website
- * Opportunity of vendor space at the Carnival
- * 15 Free Passes to the Winter Carnival
- * 15 Free Passes to the Demo Derby
- * Placement of Promotional Signage at the Demo Derby (sponsor to provide signage)
- * Recognition sticker to put up in your business



**Support your
community.**



Gravenhurst Winter Carnival Sponsorship Opportunities

Entertainment Sponsor – \$1500

► two opportunities

1. Sponsor the Brent and Sarah Magic Show

2. Sponsor the Entertainment Tent

As an entertainment sponsor, you will receive the following

- * Recognition of “entertainment sponsor” in Print Ads and Digital Channels
- * Recognition of “entertainment sponsor” Winter Carnival Program
- * Recognition of “entertainment sponsor” on GWC Website
- * Recognition of “entertainment sponsor” announced during the entertainment
- * 10 Free Passes to the Winter Carnival
- * Placement of Promotional Signage at the entertainment location (sponsor to provide signage)
- * Recognition sticker to put up in your business



Help boost
winter tourism.





Gravenhurst Winter Carnival Sponsorship Opportunities

Activity Sponsor – \$500

► multiple opportunities

This type of sponsorship comes with the requirement of providing 2 or more volunteers to help run an activity. While helping the carnival financially and logistically, you get to promote your business by directly interacting with potential customers. Wear company gear, have giveaways, make it fun and build those customer relations!

As an Activity Sponsor, you will receive the following

- * Recognition in Print Ads and Digital Channels
- * Recognition in Winter Carnival Program
- * Recognition on GWC Website
- * 10 Free Passes to the Winter Carnival
- * Placement of Promotional Signage at a Specific High Traffic Location (sponsor to provide signage)
- * Recognition sticker to put up in your business

**Interact with
customers.**



Activities include (but are not limited to)...

► Quick
Tap
Arena



► Horse
& Buggy
Rides



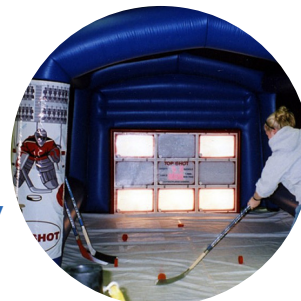
► Box
Races



► Skokie's
Birthday
Party



► Top
Shot
Hockey





Gravenhurst Winter Carnival Sponsorship Opportunities

Tier 1 Sponsor – \$1000

As a Tier 1 Sponsor you will receive the following

- * Recognition in Print Ads and Digital Channels
- * Recognition in Winter Carnival Program
- * Recognition on GWC Website
- * 10 Free Passes to the Winter Carnival
- * Placement of Promotional Signage at a Specific High Traffic Location (sponsor to provide signage)
- * Recognition sticker to put up in your business

Tier 2 Sponsor – \$500

As a Tier 2 Sponsor you will receive the following

- * Recognition in Print Ads and Digital Channels
- * Recognition in Winter Carnival Program
- * Recognition on GWC Website
- * 6 Free Passes to the Winter Carnival
- * Placement of Promotional Signage at certain locations (sponsor to provide signage)
- * Recognition sticker to put up in your business

Tier 3 Sponsor – \$250

As a Tier 3 Sponsor you will receive the following

- * Recognition in Print Ads and Digital Channels
- * Recognition in Winter Carnival Program
- * Recognition on GWC Website
- * 4 Free Passes to the Winter Carnival
- * Recognition sticker to put up in your business

Friend of the Carnival Sponsor

► any amount!

- * Recognition on the GWC Website
- * Recognition on social posts thanking all sponsors



**Community Members
and Businesses
alike are welcome
to be part of
our Sponsorship
Campaign!**

Sponsorship Contract Form

Contact Person:

Organization:

Mailing Address:

Town/City:

Province:

Postal Code:

Email Address:

Website:

Daytime Phone Number:

Social Media Handles:

Select Sponsorship Opportunity:

- ☐ Presenting Sponsor \$5000
- ☐ Demo Derby Sponsor \$3000
- ☐ Entertainment Sponsor \$1500
- ☐ Activity Sponsor \$500 ***required to provide 2+ volunteers**
- ☐ Tier 1 Sponsor \$1000
- ☐ Tier 2 Sponsor \$500
- ☐ Tier 3 Sponsor \$250
- ☐ Friend of the Carnival amount \$ _____

Would you like a receipt issued?

YES

NO

Preferred Method of Communication?

Email

Phone

Date:

Signature:

Please complete this form and email to skokie@gravenhurst.ca
or mail to 3-5 Pineridge Gate, Gravenhurst ON P1P 1Z3 (Attn: Winter Carnival).

Payment can be made by Credit Card, Cash or Cheque. Cheques can be made payable to the Town of Gravenhurst. To pay by credit card, visit the Taxation and Revenue department at Town Hall or call Cathy Ley at 705-687-3412 ext. 2227.