



Pelham

Celebrates

Sponsorship Opportunities

Pelham Canada Day is a family-friendly event that takes place at Harold Black Park, where thousands of spectators watch the Grande Parade down Haist St and participate in the Kids Zone at Harold Black Park. A fireworks show, interactive activities, live musical performances, and an assortment of food and market vendors tantalize taste buds and keep everyone entertained!

Sponsorship commitment is required by: May 1



Firework Sponsor

Pelham's July 1st Celebration is held in Harold Black Park and attracts close to 10,000 people throughout the day. The firework display has been a staple of this event and is one of the favourite parts of the celebration.

This is the Lead Sponsor.

\$10,000*

*Opportunity to split with another sponsor.



Vendor Marketplace

Pelham's July 1st Celebration showcases local vendors, food trucks and artisans! This is a major activities sponsor.

\$3,000

Grande Parade

The Grande Parade has been a staple of the Canada Day event from the very beginning and is one of the attendees' favourite part of the celebration. This is a major activities sponsor.

\$3,000



Main Stage

The Canada Day main stage features up to 5 local bands from 3:30pm to 10pm on July 1st. The main stage sponsor will be exclusively featured on all aspects associated with the main stage.

This is a major activities sponsor.

\$3,000 or \$1,000/band





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Volunteer Program

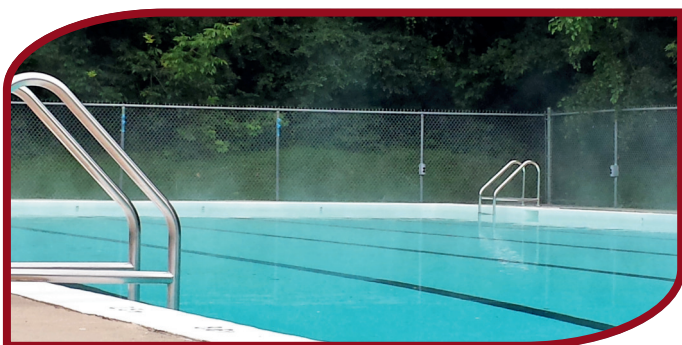
Community volunteers put in countless hours to support the event from advance preparations to day of! Volunteers are at the heart of Pelham's July 1st Celebration! This is a supporting sponsor.
\$500

Community Partner

Support and connect your organization with the 10k+ attendees with a community-based, family-oriented event.

The Town of Pelham's Canada Day event is family-focused and offers interactive elements, including live performances, youth-gearred activities and inflatables.

This is a supporting sponsor.
\$500



Public Swim

Pelham's Public Pool is free for public use from 1pm-8pm on July 1st. This sponsorship is on hold while the pool is undergoing renovations during the 2026 season.

This is a supporting sponsor.
\$500

A detailed benefits summary is available for your preferred sponsorship level.



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Sponsor Rights and Benefits			
Town Event Sponsorship Rights & Benefits	Sponsorship Levels		
	Lead	Major Activity	Supporting
Print			
Marketing materials (event poster, program, registrations)*	✓	✓	✓
Life in Pelham Flyer and/or Mailer	✓	✓	
Digital/Audio			
Digital Screens	✓		
Online Logo Recognition -Town event webpage (linking to sponsor landing page)	✓	✓	✓
Town (pelham.ca/calendar) online event calendars	✓	✓	✓
Sponsor name inclusion in relevant event press releases	✓	✓	
Social/Virtual Platforms - Facebook, Instagram			
Promotion/Recognition throughout duration of campaign (prior to event)	✓	✓	✓
Live post (during event)	✓		
Thank you post (after event)	✓	✓	
Facebook event page	✓	✓	
On-Site Recognition			
On-site A-frame signage including logo	✓	✓	✓
On-site signage at event entrances	✓	✓	
On-site booth space (10'x10') (equipment supplied by sponsor)?	✓		
Renewal option - first right of acceptance for following sponsorship year	✓	✓	✓