

CITY OF PORT COQUITLAM

CORPORATE SPONSORSHIP PROGRAM



Support the community while gaining positive exposure for your organization!

Port Coquitlam is known for hosting successful family-friendly events, festivals and programs that attract thousands from across the region.



Target your audience at a major City event or a community event or program.



Custom packages to meet your organization's needs and budget.



In-kind contributions of goods and services accepted at any level and amount.



Variety of promotion for sponsors both in the community and at the event.



Provide support to help the City create better events and programs.

VISIT: portcoquitlam.ca/sponsorship

EMAIL: sponsorship@portcoquitlam.ca



SPONSORSHIP OPPORTUNITIES

MAJOR EVENTS

Port Coquitlam is a seasoned festival host, with a variety of major events attracting thousands from across the region to its parks, public spaces and downtown streets.

EVENTS AND ESTIMATED ATTENDANCE*



May Days



Canada Day



Car-Free Day

Have another idea for something you'd like to sponsor?
We'd love to hear it!

COMMUNITY EVENTS AND PROGRAMS

Our community-level events and programs are supported by our active, engaged community.

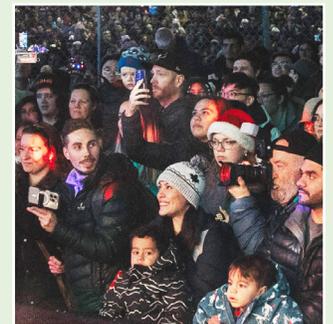
EVENTS/PROGRAMS AND ESTIMATED ATTENDANCE*



Music in the Park



Cinema Under the Stars



Winter in the City

All the above are successful family-friendly events, festivals and programs.

*Event attendance only. See next page for sponsor promotion reach. **Litter clean-up program with signage at each adopted spot.



SPONSORSHIP REWARDS & BENEFITS



GARBAGE TRUCK WRAPS
(8 trucks)
CITY-WIDE WEEKDAY TRAVEL



DIGITAL BILLBOARDS
(2 locations, Lougheed Hwy. & Mary Hill Bypass)
450-850 AVG. DAILY VIEWS



TRANSIT SHELTER ADS
(2 locations, downtown & near Gates Park)
4,000+ MONTHLY VIEWS

Gold sponsor: OpenRoad Group
Silver sponsor: IUSC Local 82 - Elevators Construction Union
Bronze & media sponsors: Global BC Curiosity Vancouver Daily Hive The Tri-City News DVC Ventures: Vancouver Gun Range
Community sponsors: Coquitlam Florist Paris everyBODY Poco Sweet Shop Quantum Properties Inc. Wilson Seniors Advisory Association, Woodbridge Homes, Fujita Retirement Living
For all the event details, visit portcoquitlam.ca/maydays.



SOCIAL MEDIA
(Facebook, X, Instagram, Bluesky & LinkedIn)
11,000 AVG. DAILY FB REACH
40,000+ FOLLOWERS (FB, X, IG)



DIGITAL ADS
(All Loadestar Media online publications)
25,000 AD VIEWS



FACILITY SCREENS
(City Hall & recreation centres on north & south sides)
1,250 AVG. DAILY VISITORS



MEDIA RELEASES & CITY E-NEWS NEWSLETTERS
85% media pickup rate
4,800+ E-NEWS SUBSCRIBERS



BUSINESS MARKETS AT MAJOR EVENTS
4,000+ VISITORS

We can create a custom sponsorship package to meet your goals and budget.

OTHER RECOGNITION

Based on sponsorship level, additional recognition may include:

LOGO ON EVENT WEBPAGE | SPONSOR THANK-YOU SIGN AT EVENT

SPONSOR DISPLAY AT EVENT | LOGO ON EVENT SCREENS | LOGO ON PHOTO BACKDROP

EMCEE ANNOUNCEMENTS | RECOGNITION IN EVENT PROGRAM | LOGO ON COUNCIL MEETING SLIDE



SPONSORSHIP LEVELS

Sponsorship levels vary based on event budget, audience and reach, but in general, levels will include:

TITLE SPONSOR

All benefits and highest level of exposure, with sponsor name mentioned in all references

GOLD SPONSOR

All benefits and high exposure

SUPPORTING SPONSOR

All benefits and high exposure

SILVER, BRONZE AND COMMUNITY SPONSORS

Benefits and exposure tiered, based on contribution
Individual events may offer specific opportunities, such as:

- VOLUNTEER SPONSOR
- TRANSPORTATION SPONSOR
- FOOD OR BEVERAGE SPONSOR
- CHILDREN'S ACTIVITY SPONSOR
- ENTERTAINMENT SPONSOR
- MEDIA SPONSOR

IN-KIND CONTRIBUTIONS ACCEPTED AT ANY LEVEL AND AMOUNT

All sponsors have the option of providing some or part of their contribution in-kind, as a good or service required for the event.

Examples include:

- ADVERTISING/PROMOTIONS
- AUDIO-VISUAL
- DECOR
- DOOR PRIZES
- ENTERTAINMENT
- FOOD OR BEVERAGES
- PHOTOGRAPHY OR PRINTING

