



# CITY OF PORT COQUITLAM CORPORATE SPONSORSHIP PROGRAM



CANADA DAY

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.



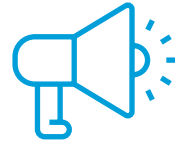
**Target your audience**  
at a major City event  
or a community event  
or program



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



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



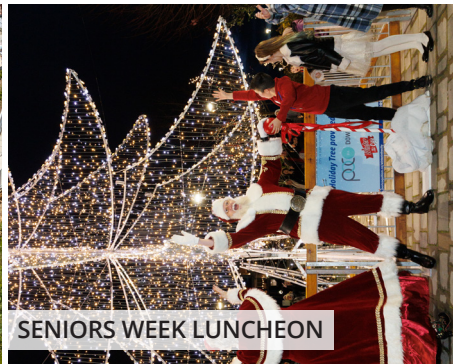
**Variety of promotion**  
for sponsors both in  
the community and  
at the event



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



MAY DAYS



SENIORS WEEK LUNCHEON



CAR-FREE DAY

**Sponsorships**  
[sponsorship@portcoquitlam.ca](mailto:sponsorship@portcoquitlam.ca)

[portcoquitlam.ca/sponsorship](http://portcoquitlam.ca/sponsorship)

CITY OF  
**PORT**  
COQUITLAM



# 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** – May, 30,000+ (e.g. Opening Ceremonies, Mayor's Breakfast, May Days Lounge, May Days Kids Bike Race, Party in the Square and Kids Area)
- **Canada Day** – July, 25,000+
- **Car-Free Day** – Sept., 6,000+
- **Winter in the City** – Nov./Dec., 5,000+
- **\*NEW Parade of Lights** – Dec., 3,000+



CAR-FREE DAY



MAY DAYS



CANADA DAY

## COMMUNITY EVENTS AND PROGRAMS

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

### EVENTS/PROGRAMS AND ESTIMATED ATTENDANCE\*

- **Adopt-a-SPOT Program** – year-round\*\*
- **Block Party Program** – Spring-Fall, 25 parties
- **Cinema Under the Stars** – July/Aug., 500+ each
- **Music in the Park** – July/Aug., 250-500+ each
- **PoCo Best Biz Awards** – Feb., 200+
- **Seniors' Events** (e.g. Seniors' Week, Diwali, Lunar New Year, Christmas) – year-round, 200+ each
- **Volunteer Recognition Awards** – April, 200+
- **Youth Week** – May, 7 days, 50+ each
- **Halloween Howl** – Oct., 600+



MUSIC IN THE PARK



CINEMA UNDER THE STARS



WINTER IN THE CITY

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



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



## CORPORATE SPONSORSHIP PROGRAM



Looking for new opportunities to increase awareness of your business?

## Sponsorship Rewards & Benefits

We promote our sponsors in these and other ways (rewards based on sponsorship levels).  
(Please note: images below are samples only.)



**Garbage truck wraps**  
(8 trucks)

**City-wide weekday travel**



**Digital billboards**  
(2 locations, Lougheed Hwy. & Mary Hill Bypass)

**450-850 avg. daily views**



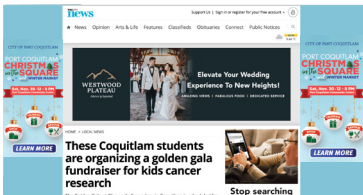
**Transit shelter ads**  
(2 locations, downtown & near Gates Park)

**4,000+ monthly views**



**Social media**  
(Facebook, X, Instagram)

**11,000 avg. daily FB reach**  
**40,000+ followers** (FB, X, IG)



**Digital ads**  
(All Glacier Media online publications)

**25,000 ad views**



**Facility screens**  
(City Hall & recreation centres on north and 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**

## 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

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



## CORPORATE SPONSORSHIP PROGRAM



MAY DAYS

## 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
- Silver, bronze and community sponsors – benefits and exposure tiered, based on contribution

Individual events may offer specific opportunities, such as:

- Volunteer sponsor
- Children's activity sponsor
- Transportation sponsor
- Entertainment sponsor
- Food or beverage 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. Contact us to discuss event needs and what you have to offer. Examples include:

- Advertising/promotions
- Audio-visual
- Decor
- Door prizes
- Entertainment
- Food or beverages
- Photography or printing



Contact us about creating a custom sponsorship package that meets your needs and budget!

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