



## CORPORATE SPONSORSHIP PROGRAM

Support the community while gaining positive exposure for your organization!

CITY OF  
**PORT**  
COQUITLAM



More about Canada Day:  
[portcoquitlam.ca/canadaday](http://portcoquitlam.ca/canadaday)

# Support Canada Day in 2025

### WHAT

Fishing derby and festival with entertainment, family fun, market, food, beer garden, fireworks

### WHO

25,000+ residents of Port Coquitlam and across the region

### WHEN

Fishing derby / breakfast: July 1, 8 to 11 a.m.  
Main event: July 1, Noon to dusk

### WHERE

Fishing derby / pancake breakfast: Lions Park  
Main event: Castle Park

## SPONSOR REWARDS

We promote our sponsors in these and other ways. See back for more details.

(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**



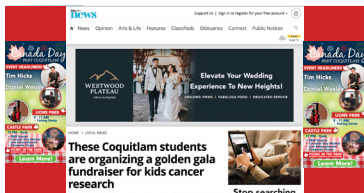
**Transit shelter ads**  
(2 locations, downtown & near Gates Park)

**4,000+ monthly views**



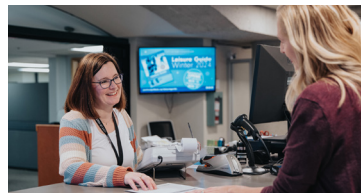
**Social media**  
(Facebook, X, Instagram)

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



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

**25,000 ad views in typical two-week run**



**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**



**On-site Promotion**  
(Banners, signs and other recognition)

**25,000+ people**

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

**SPONSORSHIP LEVELS & REWARDS ON BACK >>**

Sponsoring Canada Day is a great way to gain visibility while supporting a beloved community tradition. With entertainment, family fun, a market, delicious food, a beer garden, and a spectacular fireworks display, it's an event everyone looks forward to. Get involved today and make your brand a part of this exciting celebration!

\$10,000 Gold Sponsor	\$5,000 Silver Sponsor	\$2,500 Bronze Sponsor	\$1,000 Community Sponsor
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## COMMUNITY PROMOTION

Garbage truck wraps (8 trucks, min. 2 weeks)	•			
Billboards (2 sites, min. 2 weeks)	•			
Transit shelter ads (2 sites, min. 2 weeks)	•	•		
Media release mention (min. 2)	•	•	•	
Digital ads (min. 2 weeks)	• (logo included)	• (logo included)	• (name listed)	
Facility screens (2 rec centres, City Hall)	• (logo included)	• (logo included)	• (logo included)	
Social media posts (includes logo, tags)	• (5+ posts)	• (5+ posts)	• (2+ posts)	• (1 post)
E-News email newsletter (min. 2)	•	•	•	•
High-traffic webpage (includes logo)	•	•	•	•
Council meeting slide (livestreamed)	• (logo included)	• (logo included)	• (name listed)	• (name listed)

## IN-EVENT PROMOTION & REWARDS

### FISHING DERBY AT LIONS PARK: 8 TO 11 A.M.

Sponsor recognition banners	• (logo included)	• (logo included)	• (logo included)	• (name listed)
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### MAIN EVENT AT CASTLE PARK: 12 P.M. TO DUSK

Event schedule (min. 4) and wayfinding signs (min. 20)	• (logo included)			
Logo on large stage screen between acts	• (min. 4 appearances)	• (min. 2 appearances)		
Emcee comments on stage	• (min. 3 mentions)	• (min. 2 mentions)		
Logo sign (3x2ft) on perimeter fencing	• (10 signs)	• (5 signs)	• (up to 2 signs)	
Stage sign banners	• (logo - side of stage)	• (logo - side of stage)	• (name - below stage)	• (name - below stage)
Display space at Canada Day Market	• (prominent location)	•	•	•
Sponsor recognition rectangular signs	• (logo included)	• (logo included)	• (logo included)	• (name listed)

## IN-KIND CONTRIBUTIONS AND CUSTOM PACKAGES AVAILABLE - ANY LEVEL AND AMOUNT

All sponsors have the option to contribute in-kind, either partially or fully, by providing goods or services required for the event. Contact us to discuss creating a custom package at any level, or explore available opportunities. Min. contribution: \$250

Additional in-kind examples:

- Trophies
- Flowers
- Program printing
- Balloons, decor
- Linens, chairs
- Door prizes

### Sponsorships

sponsorship@portcoquitlam.ca

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

CITY OF PORT COQUITLAM