



## CORPORATE SPONSORSHIP PROGRAM

Support the community while gaining positive exposure for your organization!

CITY OF  
**PORT**  
COQUITLAM



More about Car Free Day:  
[portcoquitlam.ca/carfreeday](http://portcoquitlam.ca/carfreeday)

# Support Car Free Day in 2025

### WHAT

Street fest with live entertainment, family-friendly activities and games, food and beverages, electric vehicle displays, and more.

### WHO

5,000+ residents of Port Coquitlam and across the region

### WHEN

Saturday, September 6, 2025

### WHERE

McAllister Avenue, Downtown Port Coquitlam

## 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**



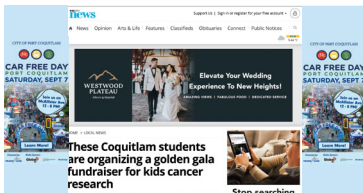
**Transit shelter ads**  
(2 locations, downtown & near Gates Park)

**4,000+ monthly views**



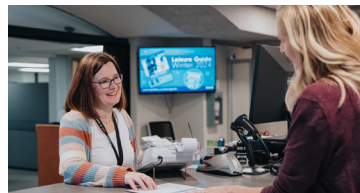
**Social media**  
(Facebook, X, Instagram)

**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 Car Free Day offers a great opportunity to gain visibility, connect with a diverse audience, and support a vibrant community event featuring live entertainment, family activities, food, games, and electric vehicle displays. Be part of this memorable celebration that promotes sustainability and provides excellent marketing opportunities. **Get involved today and make your brand a key part of this unforgettable experience!**

\$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)	•	•	•	•

## IN-EVENT PROMOTION & REWARDS

Sponsor recognition banners	• (logo included)	• (logo included)	• (logo included)	• (name listed)
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)	• (1 sign)
Stage banners	• (logo - side of stage)	• (logo - side of stage)	• (name - below stage)	• (name - below stage)
Display space at Car Free Day Market	• (prominent location)	•	•	•
Sponsor recognition rectangular signage	• (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](mailto:sponsorship@portcoquitlam.ca)

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