

CORPORATE SPONSORSHIP PROGRAM

Support the community while gaining positive exposure for your organization!



Scan QR Code to Learn More!

Canada Day Celebration

WHAT	Fishing derby and community festival with entertainment, family fun, market, food, beverage garden and fireworks	WHEN	July 1, Noon to dusk
WHO	25,000+ attendees from Port Coquitlam and across the region	WHERE	Castle Park

SPONSOR REWARDS

Sponsors may receive recognition through these and other channels. See back for details.



Garbage truck wraps
(8 trucks)

City-wide weekday travel



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

450-850 average daily views per location



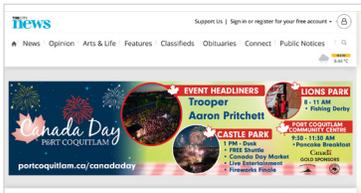
Transit shelter ads
(2 locations, downtown & near Gates Park)

4,000+ monthly views



Social media
(Facebook, X, Instagram, Bluesky and LinkedIn)

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



Digital ads
(Online and print placements, where available)

25,000 estimated ad views



Facility screens
(City Hall & recreation centres)

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



\$10,000 Gold Sponsor	\$7,500 Supporting Sponsor	\$5,000 Silver Sponsor	\$2,500 Bronze Sponsor	\$1,000 Community Sponsor
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COMMUNITY PROMOTION

Category exclusivity may be considered where feasible and subject to City approval	●				
Priority recognition: Premium placement and first-tier consideration across eligible sponsor assets	●				
Garbage truck wraps	●	●			
Digital Billboards	●	●			
Transit shelter ads	●	●	●		
Media release mention (min. 2)	●	●	●		
Digital ads (min. 2 weeks)	● (logo included)	● (logo included)	● (logo included)	● (name listed)	
Facility screens	● (logo included)	● (logo included)	● (logo included)	● (name listed)	
Social media posts	● (5+ posts)	● (3-4 posts)	● (2-3 posts)	● (2+ posts)	● (1 post)
E-News email newsletter (min. 2)	●	●	●	●	●
High-traffic webpage	●	●	●	●	●
Council meeting slide (livestreamed)	● (logo included)	● (logo included)	● (logo included)	● (name listed)	● (name listed)

IN-EVENT PROMOTION & REWARDS

Event schedule (min. 4) and wayfinding signs (min. 20)	● (logo included)	● (logo included)	● (logo on event schedule)		
Logo on large stage screen between acts	● (min. 6 appearances)	● (min. 4 appearances)	● (min. 2 appearances)		
Emcee comments on stage	● (min. 4 mentions)	● (min. 3 mentions)	● (min. 2 mentions)		
Logo sign (3x2ft) on perimeter fencing	● (12 signs)	● (10 signs)	● (5 signs)	● (up to 2 signs)	
Stage sign banners	● (logo - side of stage)	● (logo - side of stage)	● (logo - side of stage)	● (name - below stage)	● (name - below stage)
Display space at Canada Day Market	● (premium / first-choice location)	● (prominent location)	●		
Sponsor recognition rectangular signs	● (logo included)	● (logo included)	● (logo included)	● (name listed)	● (name listed)

IN-KIND CONTRIBUTIONS AND CUSTOM PACKAGES AVAILABLE AT ALL SPONSORSHIP LEVELS

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:**
- Stage or AV support
 - Activity supplies
 - Décor
 - Volunteer hospitality
 - Prize support
 - Market/family zone supplies