

CORPORATE SPONSORSHIP PROGRAM

Support the community while gaining positive exposure for your organization!



Scan QR Code to Learn More!

Support Car Free Day

WHAT	Street festival with live entertainment, family-friendly activities and games, food and beverage garden, electric vehicle displays, and more.	WHEN	Late Summer
WHO	5,000+ attendees from Port Coquitlam and across the region	WHERE	McAllister Avenue, Downtown Port Coquitlam

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

Premium recognition: Top-tier logo placement across event signage, digital promotions and on-site	•			
Category recognition: Category exclusivity may be considered where feasible and subject to City approval	•			
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)	• (4+ posts)	• (2-3 posts)	• (2+ posts)
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)	• (name listed)
Event schedule (min. 4) and wayfinding signs (min. 20)	• (logo included)	• (logo included)		• (logo on event)	
Logo on large stage screen between acts	• (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)	• (1 sign)
Stage banners	• (Logo - premium first-position side-of- stage placement)	• (logo - side-of-stage)	• (logo - side-of- -stage)	• (name - below stage)	• (name - below stage)
Display space at Car Free Day Market	• (premium location)	• (prominent location)	•		
Sponsor recognition rectangular signage	• (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:

- Activity supplies
- EV display support
- Stage / AV support
- Seating / shade
- Family zone materials
- Prize support