



Dear Sponsor/Advertiser

The Lions Club of Cobourg is busy organizing the 28TH annual Canada Day Celebration on Canada Day weekend, in Victoria Park, Cobourg.

The waterfront festival is a major fundraiser for the Lions and we need YOUR help to make this year's celebration a resounding success.

The Cobourg Waterfront Festival is one of the largest Canada Day Celebrations, attracting over 100 vendors into our Marketplace and Food Court. The Festival also brings several thousand people to the Northumberland area.

All funds raised during the Waterfront Festival help support local capital projects and organizations. In the past, we have supported groups such as the Northumberland Hills Hospital, Baltimore Arena, The Lions Soccer fields and the Picnic Pavilion in Victoria Park.

We have also provided operational funding for a long list of community organizations including the CNIB Leader Dogs, Heart and Stroke Foundation, Vision Screening, Cobourg Minor Hockey, Army Cadets and the Cobourg YMCA just to name a few.

This letter is intended to ask you for your support through our sponsorship/advertising program.

SPONSORSHIP LEVELS

There are four levels of Sponsorships and four levels of effective advertising available for your business. We also have the opportunity for you to be an "in kind" sponsor supplying goods and/or services to the Lions Club of Cobourg during the event.

The number and size of high-quality signs advertising your business varies with the sponsorship package selected. Your advertising dollars will be very well spent reaching the local business and consumer communities on which your business depends.

The chart below showing the sponsorship levels clearly summarizes the advantage of sponsoring/advertising with the 2018 Lions Club of Cobourg Canada Day Celebration, where **YOUR** company identity will be on display to several thousand people.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL		PRIDE	CUB	LION	KING	STAGE
SPONSORSHIP AMOUNT	IN KIND	\$100	\$250	\$500	\$1000	\$5000
ACKNOWLEDGE ON SIGN WITH OTHER SUPPORTERS	X	X	X	X	X	X
ACKNOWLEDGED IN LIONS PROGRAM GUIDE			X	X	X	X
LINE IN THANK YOU AD	X	X				
SIGNS WITH YOUR LOGO PLACED AROUND PARK	1	1	2	4	5	6
COMPANY LOGO IN THANK YOU AD			X	X	X	X
LINK TO YOUR WEBSITE FROM WATERFRONT WEBSITE			X	X	X	X
LINK TO YOUR WEBSITE FROM LIONS WEBSITE			X	X	X	X
WATERFRONT WEBSITE ACKNOWLEDGEMENT	X	X	X	X	X	X
1/16 PAGE AD IN LIONS PROGRAM GUIDE	X	X				
1/8 PAGE AD IN LIONS PROGRAM GUIDE			X			
1/4 PAGE AD IN LIONS PROGRAM GUIDE				X		
1/2 PAGE AD IN LIONS PROGRAM GUIDE					X	
FULL PAGE AD IN LIONS PROGRAM GUIDE (BACK COVER)						X
THANK YOU DINNER TICKETS			2	4	4	6
PLAQUE FOR YOUR OFFICE/WORKPLACE	X	X	X	X	X	X
RECEIPT FOR ADVERTISING EXPENSE		X	X	X	X	X

FOR THE "STAGE/ENTERTAINMENT" LEVEL FOR \$5000.00 YOUR COMPANY WILL ALSO HAVE EXCLUSIVE BANNER SIGNING ON THE STAGE

Thank You for your support

Lion Vicki Davis
 2017 Sponsorship Chair
 Lions Club of Cobourg
 157 Elgin Street East
 Cobourg, ON K9A 4K2



SPONSORSHIP/ADVERTISING LEVEL SELECTED

PLEASE CIRCLE ONE

SPONSORSHIP LEVEL	IN KIND	PRIDE	CUB	LION	KING	STAGE
SPONSORSHIP AMOUNT	IN KIND	\$100	\$250	\$500	\$1000	\$5000

NAME (BUSINESS NAME TO APPEAR IN AD) _____

CONTACT NAME _____

ADDRESS _____

PHONE # _____

POSTAL CODE _____ EMAIL ADDRESS _____

WEBSITE _____

PAYMENT METHOD:

CHEQUE (ENCLOSED), MADE OUT TO: **LIONS CLUB OF COBOURG (ADVERTISING)**

VISA/ MASTERCARD/AMERICAN EXPRESS # _____ EXP DATE _____

PLEASE MAIL TO:

Lions Club of Cobourg
157 Elgin Street East
Cobourg, ON K9A 4K2
ATTEN: SPONSORSHIP/ADVERTISING

OR EMAIL TO:

Lions Marketplace Sponsorship/Advertising - lionssponsorship@waterfrontfestival.ca