

Sponsorship Opportunities

2026



Land Acknowledgement

We acknowledge that the City of Pickering resides on land within the Treaty and traditional territory of the Mississaugas of Scugog Island First Nation and Williams Treaties signatories of the Mississauga and Chippewa Nations. Pickering is also home to many Indigenous persons and communities who represent other diverse, distinct, and autonomous Indigenous nations. This acknowledgement reminds us of our responsibilities to our relationships with the First Peoples of Canada, and to the ancestral lands on which we learn, share, work, and live.

Introduction

The City of Pickering is a vibrant, diverse, and inclusive City with plenty to offer its growing population of 100,000+ residents. Pickering is home to a stunning Lake Ontario waterfront, ample parks and recreation spaces, provincially recognized festivals and events, an award-winning open-air museum village, and more.

If you are interested in giving back to the community while making your presence and brand more visible, Pickering is the place for you.

Currently, the City of Pickering accepts both sponsorships (marketing partnerships) and donations from partners:

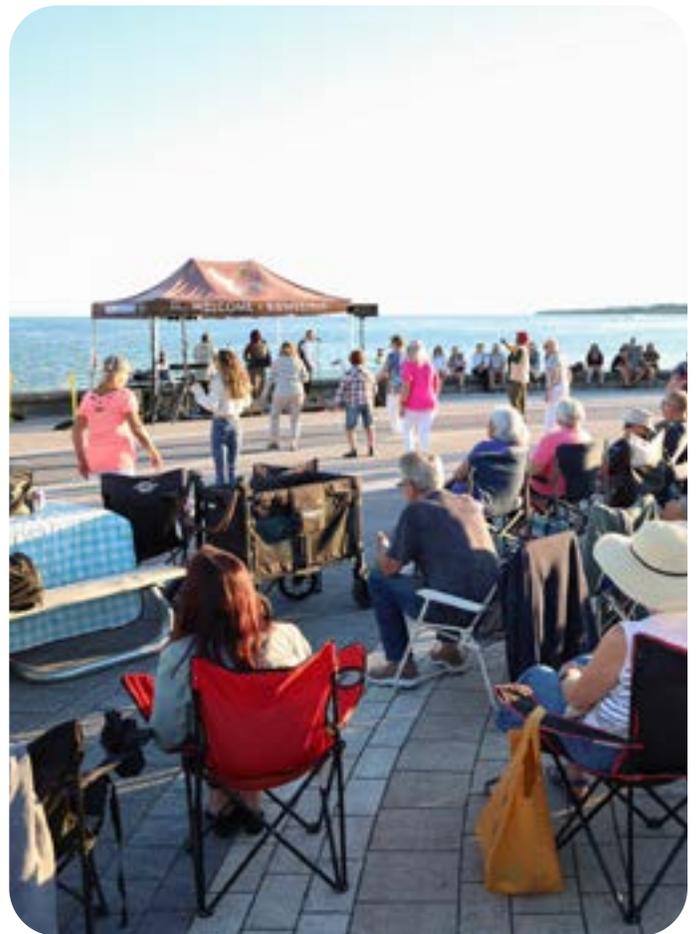
- 1** Sponsorships are a mutually beneficial business arrangement between the City of Pickering and an external party wherein the external party provides monetary and/or in-kind services to the City in return for agreed upon marketing benefits (HST charged).
- 2** Donations are a gift or contribution of cash, goods, or services given voluntarily toward an event, project, program or corporate asset with no return of marketing benefits. Token recognition, such as a plaque, will be displayed for an agreed upon amount of time.

Both sponsorships (marketing partnerships) and donations must be in compliance with the **Marketing Partnership and Advertising Policy (ADM 150)** and the **Community Festivals and Events Policy (CUL 070)**.

The City of Pickering has an unbeatable track record in executing unique and attractive partnerships with both small and large-scale companies at our festivals, events, programs, and through other community initiatives. The Corporate Sponsorship Package outlines several opportunities with substantial marketing benefits for your consideration.

If you have an idea for a partnership that is not included in the package, please feel free to reach out with your proposal. The City of Pickering has a team of dedicated staff members eager to find new and meaningful ways to collaborate with local, national and international partners.

We look forward to working with you!



**For more information,
please contact:**

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Event Coordinator
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905.420.4660 ext. 1122

Table of Contents

Community Festivals & Events

| | |
|---------------------------------------|----|
| Spring Fling | 10 |
| Petapolooza | 12 |
| Artfest | 15 |
| Pickering City Centre Farmers' Market | 17 |
| Canada Day | 19 |
| Summer Concerts | 22 |
| Fall Fling | 24 |
| Winter Nights, City Lights | 26 |
| Winter Wonderland | 30 |
| Brand Experience | 32 |

Youth Programs & Events

| | |
|------------------------------------|----|
| Mobile Skatepark | 36 |
| Youth Week & Hip Hop in the Park | 39 |
| Support the Summer Camp Experience | 41 |
| Youth Art Show | 43 |
| Pre-teen Social | 45 |

Adults 55+ Programs & Events

| | |
|------------------------------------------|----|
| Games Day, Bingo & Chess | 47 |
| Spotlight Series | 49 |
| Socials & Dances | 50 |
| Seniors' Month and Big Bands | 52 |
| Aging Well Together & Active Living Fair | 54 |
| Poinsettia Tea | 56 |

Recreation Programs & Events

| | |
|----------------------------------------------------|----|
| Free Swim & Public Skate | 59 |
| Yoga Retreat | 60 |
| June is Recreation & Parks Month (JRPM) Initiative | 61 |

Public Art & Placemaking

| | |
|-----------------------------|----|
| Murals | 64 |
| Winter Nights Illuminations | 67 |

Animal Services

| | |
|---------------------------------------|----|
| Tails of Hope Short Story Contest | 69 |
| Rabies Vaccination & Microchip Clinic | 71 |
| Animal Services Photo Station | 73 |

Pickering Museum Village

| | |
|---------------------------------------|----|
| Mother's Day Tea | 75 |
| Saturday S'mores | 77 |
| Fairy Tour & Fairy Tour After Dark | 79 |
| Pickering Ghost Walk & Halloween Fest | 82 |
| A Storybook Christmas | 86 |

Dorsay Community & Heritage Centre

| | |
|----------------------------------|----|
| John E. Anderson Exhibit Gallery | 91 |
| Movies Under the Stars | 93 |
| Duffins Creek Festival | 95 |
| Cultural Fusion | 97 |
| Car Show | 99 |



Community Festivals & Events



Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

Spring Fling



Saturday, April 11 & Sunday, April 18



11:30 am – 3:00 pm



Millennium Square



1,500+ Guests per Date

Spring Fling is a family-friendly event at Pickering's beautiful waterfront dedicated to welcoming a new season! The event features local vendors, seasonal décor, arts and crafts, miniature train rides, and much more!

This community-oriented event is ideal for sponsors looking to connect with residents at our Waterfront, specifically young families and pet-owners.



| Presenting Sponsor | Miniature Train Sponsor | Event Activation |
|------------------------|-------------------------|----------------------|
| \$3,000 + HST | \$1,500 + HST | \$500 + HST |
| 1 available | 1 available per date | 2 available per date |
| Value: \$4,000 | Value: \$2,000 | Value: \$750 |
| Confirm by February 15 | Confirm by March 1 | Confirm by March 1 |

Pre-Event Promotions

| | | | |
|-----------------------------------------------------------------------------------|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | | |

At Event

| | | | |
|-----------------------------------------------------------------------------------------------|---|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | | |
| Your brand displayed with roaming artist or performer | | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | | |
| Logo Placement on event program 4,500 impressions | ✓ | | |

Post-Event

| | | | |
|---------------------------------------------|---|--|--|
| Recognition on City Website or Social Media | ✓ | | |
|---------------------------------------------|---|--|--|

*Insurance required

Petapolooza



Saturday, May 9



10:00 am - 5:00 pm



Esplanade Park



5,000+ Guests

Petapolooza is the first of the City's signature festivals in Esplanade Park each year and Animal Services' largest fundraiser of the year.

The attendance continues to grow annually for this beloved pet-friendly event, which features 80+ local vendors, entertainment, food trucks, giveaways, and activities for people and pets alike. Guests can meet industry professionals, rescue groups, vendors, and other members of the pet industry.

The event accepts pay-what-you-can (recommended \$5 per person) donations upon admission. All proceeds from Petapolooza go towards building Pickering a permanent animal shelter. Last year's event raised over \$40,000.



| Presenting Sponsor | Entertainment Sponsor | Event Activation | Swag Bag Sponsor |
|--------------------|-----------------------|--------------------|--------------------|
| \$5,500 + HST | \$3,500 + HST | \$1,000 + HST | \$300 + HST |
| 1 available | 3 available | 5 available | 5 available |
| Value: \$7,000 | Value: \$5,000 | Value: \$1,500 | Confirm by April 1 |
| Confirm by March 1 | Confirm by March 1 | Confirm by April 1 | |

Pre-Event Promotions

| | | | | |
|-----------------------------------------------------------------------------------|---|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ | ✓ |
| Your brand displayed on promotional road signage | ✓ | | | |
| Your brand displayed on website (pickering.ca/petapolooza) | ✓ | ✓ | ✓ | |

At Event

| | | | | |
|--------------------------------------------------------------------------------------------------------|---|---|---|--|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | | | |
| Your brand displayed as presenting at Gazebo Stage, Superdogs, Lure Course or Other Entertainment Area | | ✓ | | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | ✓ | |

*Insurance required



| | Presenting Sponsor | Entertainment Sponsor | Event Activation | Swag Bag Sponsor |
|-----------------------------------------------------------|--------------------|-----------------------|------------------|------------------|
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ | | |
| Logo Placement on event program 5,000 impressions | ✓ | ✓ | ✓ | |
| Distribution of Sponsors' marketing materials in Swag Bag | ✓ | ✓ | ✓ | ✓ |
| Post-Event | | | | |
| Recognition on City Website or Social Media | ✓ | ✓ | | |

Artfest



Saturday, May 23 & Sunday, May 24



11:00 am - 5:00 pm



Esplanade Park



5,000+ Guests

Artfest brings together artisans and art enthusiasts from across Durham Region and other regions in the Greater Toronto Area in Esplanade Park to celebrate a diverse range of cultural creativity in the visual and performing arts.

This highly anticipated annual event has operated in Pickering for over two decades and features 100+ local vendors, live entertainment on the Gazebo stage, art demonstrations, food trucks, and much more.



| Presenting Sponsor | Roaming Artist / Performer Sponsor | Event Activation |
|--------------------|------------------------------------|------------------|
| \$5,500 + HST | \$1,500 + HST | \$1,000 + HST |
| 1 available | 2 available | 3 available |
| Value: \$7,000 | Value: \$2,000 | Value: \$1,500 |
| Confirm by March 1 | Confirm by May 1 | Confirm by May 1 |

| Pre-Event Promotions | | | |
|-----------------------------------------------------------------------------------------------|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | | |
| At Event | | | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | | |
| Your brand displayed with roaming artist or performer | | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | | |
| Logo Placement on event program 4,500 impressions | ✓ | | |
| Post-Event | | | |
| Recognition on City Website or Social Media | ✓ | | |

*Insurance required



@RecreationPickering
pickering.ca/artfest

Pickering City Centre Farmers' Market



Tuesdays from June 16 until October 6



9:00 am – 2:00 pm



Northwest parking lot at Chestnut Hill Developments Recreation Complex



22,000+ Guests per Season

The award-winning Pickering City Centre Farmers' Market has been operating for eight years. This vibrant outdoor community market hosts 20+ local vendors each week.

All produce, baked goods, meats, and artisan vendors are unique, as they grow, make, or bake the items that they sell. Guests can also enjoy the ambiance of live entertainment weekly.

Pickering City Centre Farmers' Market received the 2024 1st Place - Diamond Award for Best Farm Market in the Ajax Pickering Readers' Choice Awards.



| Sold | |
|--------------------|------------------------------------|
| Presenting Sponsor | Event Activation |
| \$5,500 + HST | \$350 + HST |
| sold out | 1 available per date (17 total) |
| Value: \$7,000 | Value: \$500 |
| | Confirm by June 1 |

| Pre-Event Promotions | | |
|---------------------------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| Your brand displayed on electronic and/or print newsletters 30,000 impressions | ✓ | |
| Logo Placement on Farmers Market Landing Page with link to your website 10,000 impressions annually | ✓ | |
| At Event | | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' banner displayed behind weekly entertainment booth | ✓ | |
| Logo Placement on select promotions | ✓ | |
| Distribution of Sponsors' marketing materials at City booth each week (printed and provided by sponsor) | ✓ | |
| Roadside Signage (2 locations) | ✓ | |
| Post-Event | | |
| Recognition on City Website or Social Media | ✓ | |

*Insurance required

Canada Day



Wednesday, July 1

Daytime Program



12:00 pm –
5:00 pm



Esplanade Park



7,000+ Guests

Nighttime Program



7:00 pm –
10:00 pm



Kinsmen Park



10,000+ Guests

The City of Pickering celebrates Canada Day from noon until night, citywide, each year. The Daytime Program is a celebration of our local community groups and members. Each year, community groups program the park with free family-friendly activities, entertainment, and giveaways. The event also features performances on the gazebo stage, games, food trucks and designated areas for unique activities (Seniors' Area, Children's Area, etc.).

The Evening Program features a line-up of professional talent on the mainstage with a giant pyro musical fireworks display to end the night. Guests can enjoy pre-show activities, food trucks, and free shuttles from the Pickering GO station; nothing is stopping this party!



@RecreationPickering
pickering.ca/canadaday

| Daytime Presenting Sponsor | Nighttime Presenting Sponsor | Roaming Artist/ Performer Sponsor | Event Activation |
|----------------------------|------------------------------|-----------------------------------|------------------|
| \$5,500 + HST | \$10,000 + HST | \$2,000 + HST | \$1,500 + HST |
| 1 available | 1 available | 4 available | 10 available |
| Value: \$10,000 | Value: \$15,000 | Value: \$3,000 | Value: \$3,500 |
| Confirm by April 1 | Confirm by April 1 | Confirm by May 1 | Confirm by May 1 |

Pre-Event Promotions

| | | | | |
|-----------------------------------------------------------------------------------|---|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | ✓ | | |

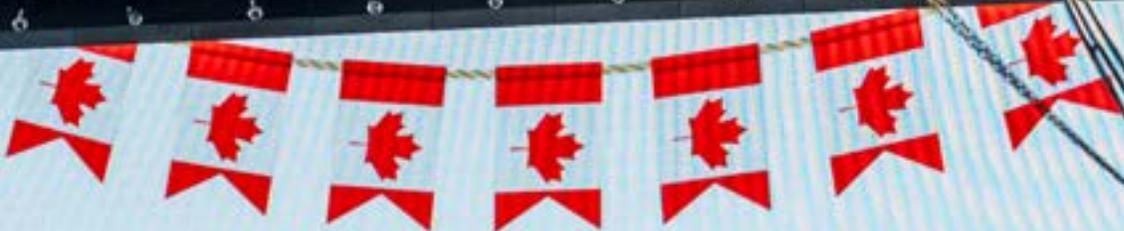
At Event

| | | | | |
|------------------------------------------------------------------------------------------------------------|---|---|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | ✓ | | |
| Your brand displayed as presenting at Children's Area, Seniors' Area, Fireworks, or Entertainment Areas* | ✓ | ✓ | | |
| Your brand displayed with roaming artist or performer | | | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ | | |
| Logo Placement on event program or on select site signage in lieu of printed programs 4,500 impressions | ✓ | ✓ | | |
| VIP Status – Limited on-site parking and backstage passes for staff residing in Pickering | | ✓ | | |

Post-Event

| | | | | |
|---------------------------------------------|---|---|--|--|
| Recognition on City Website or Social Media | ✓ | ✓ | | |
|---------------------------------------------|---|---|--|--|

*Insurance required



Happy Canada Day

From The City of Pickering

City of
PICKERING

pick

20-6946



Summer Concert Series

Thursdays

Millennium Square
7:00 pm – 9:00 pm
750+ Guests per Day

Fridays

**Rick Johnson
Memorial Park**
5:30 pm - 7:30 pm
250+ Guests per Day

Sundays

Esplanade Park
2:00 pm - 4:00 pm
500+ Guests per Day



Hosted in Pickering's signature parks, the Summer Concert Series brings a wide array of local talent to residents and visitors every July & August.

Pickering's Summer Concerts series attract music enthusiasts from across Durham Region. Concert attendees are known to dance, sing, plan with a group, and are often up for a quick game of Giant Jenga. If you are looking to reach adults, families, and older adults with your messaging, Pickering Summer Concerts are an excellent opportunity for your business.

| Presenting Sponsor | Event Activation (Millennium Square or Esplanade Park) | Event Activation (Rick Johnson) |
|--------------------------|--------------------------------------------------------|---------------------------------|
| \$7,500 ^{+ HST} | \$750 ^{+ HST} | \$500 ^{+ HST} |
| 1 available | 5 available | 3 available |
| Value: \$10,000 | Value: \$1,000 | Value: \$750 |
| Confirm by March 1 | Confirm by May 1 | Confirm by May 1 |

Pre-Event Promotions

| | | | |
|-----------------------------------------------------------------------------------|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | | |

At Event

| | | | |
|-----------------------------------------------------------------------------------------------|---|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ | ✓ |
| Logo placement on event brochure 4,500 impressions | ✓ | | |

Post-Event

| | | | |
|---------------------------------------------|---|--|--|
| Recognition on City Website or Social Media | ✓ | | |
|---------------------------------------------|---|--|--|

*Insurance required

Fall Fling



**Saturday, October 17 &
Saturday, October 24**



11:30 am – 3:00 pm



Millennium Square



3,000+ Guests per Date



Fall Fling celebrates all things Fall with pumpkin painting, photo stops, fall décor, miniature train rides, Halloween costume contests, trick-or-treating, hands-on crafts, and local artisans in the vendor market.

This community-oriented event is ideal for sponsors looking to connect with residents at our Waterfront, specifically young families and pet-owners.



| Presenting Sponsor | Miniature Train Sponsor | Event Activation |
|--------------------|-------------------------|----------------------|
| \$5,500 + HST | \$1,500 + HST | \$750 + HST |
| 1 available | 1 available per date | 2 available per date |
| Value: \$7,000 | Value: \$2,000 | Value: \$1,000 |
| Confirm by July 1 | Confirm by August 1 | Confirm by August 1 |

Pre-Event Promotions

| | | | |
|-----------------------------------------------------------------------------------|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | | |

At Event

| | | | |
|-----------------------------------------------------------------------------------------------|---|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | | |
| Your brand displayed with miniature train | | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | | |
| Logo Placement on event program 4,500 impressions | ✓ | | |

Post-Event

| | | | |
|---------------------------------------------|---|--|--|
| Recognition on City Website or Social Media | ✓ | | |
|---------------------------------------------|---|--|--|

*Insurance required



@RecreationPickering
pickering.ca/fall-fling

Winter Nights, City Lights



**Friday, November 13 &
Saturday, November 14**



5:30 pm – 8:30 pm



Esplanade Park



15,000+ Guests

Winter Nights, City Lights attracts 15,000+ attendees annually to Esplanade Park to celebrate and welcome the holiday season. This magical two-day event is known for its state-of-the-art tandem pyro musical fireworks show and tree lighting to kick-off the festivities each night.



| Presenting Sponsor | Entertainment Sponsor | Roaming Artist/ Performer Sponsor | Event Activation |
|---------------------------|--------------------------|-----------------------------------|--------------------------|
| \$10,000 ^{+ HST} | \$7,000 ^{+ HST} | \$2,000 ^{+ HST} | \$1,500 ^{+ HST} |
| 1 available | 1 available | 2 available | 3 available |
| Value: \$15,000 | Value: \$10,000 | Value: \$2,500 | Value: \$2,000 |
| Confirm by August 1 | Confirm by August 1 | Confirm by October 1 | Confirm by October 1 |

Pre-Event Promotions

| | | | | |
|-----------------------------------------------------------------------------------|---|---|---|---|
| Print Media: newspapers or magazines 45,000 impressions | ✓ | ✓ | | |
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | ✓ | | |
| Logo Placement on Eventbrite ticket portal | ✓ | | | |
| Roadside Signage (3 locations) | ✓ | | | |

At Event

| | | | | |
|-----------------------------------------------------------------------------------------------|---|---|--|--|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | | | |
| Your brand displayed at Gazebo Stage | | ✓ | | |

| | Presenting Sponsor | Entertainment Sponsor | Roaming Artist/ Performer Sponsor | Event Activation |
|--------------------------------------------------------------------------------|--------------------|-----------------------|-----------------------------------|------------------|
| Your brand displayed with roaming artist or performer | | | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ | | |
| Logo Placement on event program 10,000 impressions | ✓ | ✓ | | |
| VIP Status - designated VIP section or seating for staff residing in Pickering | ✓ | | | |
| Post-Event | | | | |
| Recognition on City Website or Social Media | ✓ | ✓ | | |

*Insurance required





 @RecreationPickering
pickering.ca/wncf



Winter Wonderland



**Saturday, December 5 &
Saturday, December 12**



11:30 am – 3:00 pm



Millennium Square



1,500+ Guests per Date

Winter Wonderland encourages residents to celebrated the start of Winter, with ice skating, hands-on crafts, live entertainment, miniature train rides, and local artisans in the vendor market. Guests can also warm up with hot chocolate from Open Studio Cafe and fireside s'mores.

This community-oriented event is ideal for sponsors looking to connect with residents at our Waterfront, specifically young families and pet-owners.



| Presenting Sponsor | Miniature Train Sponsor | Event Activation |
|---------------------|-------------------------|------------------------|
| \$3,000 + HST | \$1,500 + HST | \$500 + HST |
| 1 available | 1 available per date | 2 available per date |
| Value: \$4,000 | Value: \$2,000 | Value: \$750 |
| Confirm by August 1 | Confirm by September 1 | Confirm by September 1 |

Pre-Event Promotions

| | | | |
|-----------------------------------------------------------------------------------|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | | |

At Event

| | | | |
|-----------------------------------------------------------------------------------------------|---|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | | |
| Your brand displayed with miniature train | | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | | |
| Logo Placement on event program 3,000 impressions | ✓ | | |

Post-Event

| | | | |
|---------------------------------------------|---|--|--|
| Recognition on City Website or Social Media | ✓ | | |
|---------------------------------------------|---|--|--|

*Insurance required

Brand Experience



Esplanade Park

Eligible Events: Petapolooza, Artfest, Canada Day, Cultural Fusion, and Winter Nights, City Lights

Please see specific event pages for dates, times, and more information.

Bring your brand experience to City of Pickering's signature festivals and events in Esplanade Park! This landmark park in City Centre is home to a majority of Pickering's signature festivals and events. Esplanade Park is the perfect place to connect with residents and visitors to our City with your Company's brand.

Esplanade Park is just steps away from The Shops at Pickering City Centre, Cineplex VIP Theatres, versatile family-friendly restaurants and fine dining, and is widely accessible by key transit options such as the Lakeshore East and West GO lines and several Durham Region Transit bus routes.

The area also has robust recreational and leisure opportunities for the community to enjoy. Esplanade Park neighbors the Pickering Public Library - Central Branch, Chestnut Hill Developments Recreation Complex, and sports fields and courts, and Esplanade Park itself.

Annually, Pickering's City Centre hosts approximately 6 million local visitors and half a million tourist visits.

This is an exclusive opportunity reserved for partners with the experience and/or capacity to execute quality experiential marketing activations.

Partnership proposals will be reviewed by the Corporate/Community Events Committee in accordance with the **Community Festivals and Events Policy (CUL 070)**.

Brand Experience

\$5,000-10,000 + HST
 Varies depending on physical requirements and scale of the event.

1 available per event

Pre-Event Promotions

Print Media: newspapers or magazines
 45,000 impressions

✓

Social Media: lead up campaign and program promotions
 30,000 impressions

✓

eCommunications: eNews, eBlasts, Family Calendar, ActiveNet
 50,000 impressions

✓

Rights to share event promotions through your corporate channels

✓

Mention in media releases and promotions

✓

At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)

✓

Activation, Sampling, or Retail Opportunities (organized and funded by sponsor)*

✓

Sponsor 'Thank You' during speaking notes

✓

Logo Placement on event program

✓

Post-Event

Recognition on City Website or Social Media

✓

*Insurance required



Santa Claus Parade



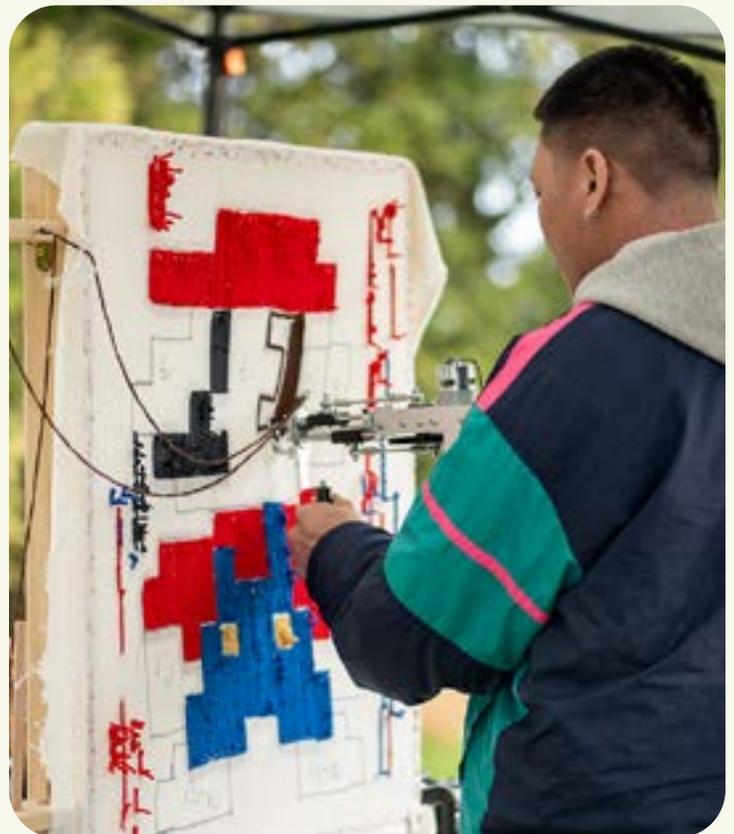
November 21, 2026

10:00 am start

Join the City of Pickering in partnership with the Kinsmen & Kinette Club in celebrating the annual Santa Claus Parade. This year, the Parade's theme is "Holiday Movie Magic" – showcase your favourite holiday films and characters! With extravagant floats from Pickering businesses and community groups, marching bands, and Santa Claus himself, the Santa Claus Parade is the spectacle to kick off everyone's holiday season. This is a joyous celebration that will impress all ages.

More information on how your business can participate is available at pickering.ca/santaclausparade

Youth Programs & Events



Mobile Skatepark



June – September



2,000+ Guests per season

"Skaters Gonna Skate" Days

June 20, 12:00 pm - 5:00 pm

Princess Diana of Wales Park

August 8, 12:00 pm - 5:00 pm

West Shore Skate Park

The City of Pickering's Mobile Skatepark brings skateboarding to youth across the City up to four times a week, all summer long! Designed for both beginners and experienced riders, the Mobile Skatepark provides a fun, inclusive environment where youth can develop new skills, build confidence, and stay active.

In addition to regular pop-up sessions across Pickering, Free Teen Stuff hosts community "Skaters Gonna Skate" days for youth aged 13 - 19.

These days are open to all wheels, and feature great tunes and snacks, prizes for best runs, and enthusiastic coaching from staff with tricks and tips to help skaters improve.

Tour the City with Us!

As a sponsor, your brand will travel alongside the Mobile Skatepark across Pickering, gaining visibility at multiple events and programs throughout the summer. This is your chance to support youth engagement, promote active lifestyles, and align your brand with fun, inclusive, and community-driven programming.

| Presenting Sponsor | Event Activation Sponsor |
|--------------------|--------------------------|
| \$3,000 + HST | \$250+ HST per day |
| 1 available | 1 available per date |
| Value: \$5,000 | Value: \$500 |
| Confirm by March 1 | Confirm by May 1 |

| Pre-Program | | |
|--------------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| During Program | | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Activation or Sampling Opportunities at "Skaters Gonna Skate" Days* | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | |
| Logo Placement on Mobile Skatepark Trailer | ✓ | |

*Insurance required



This event also accepts in-kind donations for participation prizes and/or giveaways. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/teen



Youth Week and Hip Hop in the Park

Youth Week

May 4 - 10

Various Locations & Times

Hip Hop in the Park

Saturday, May 9

12:00 - 5:00 pm



Youth Week is a national celebration focused on connecting with and empowering youth through free programs, interactive activities, and community giveaways. In recognition of Youth Week, Free Teen Stuff connects with youth in Pickering through free programs, initiatives, and giveaways.

The highlight of the week is Hip Hop in the Park. This free event offers live breakdancing performances, skateboarding showcases and demos, roller skating sessions, hands-on graffiti art walls, DIY tie-dye stations, chess challenges, tasty eats from local food trucks, live DJs and more!

Support youth. Celebrate community. Promote creativity. Partner today.

| Presenting Sponsor | Meal Sponsor |
|------------------------|------------------------|
| \$2,000 + HST | \$1,000 + HST |
| 1 available | 1 available |
| Value: \$3,000 | Value: \$1,500 |
| Confirm by February 15 | Confirm by February 15 |

| Pre-Program | | |
|------------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| During Program | | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Activation or Sampling Opportunities at Hip Hop in the Park (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ |
| Logo Placement on award certificate | ✓ | |
| Logo Placement at concessions table | | ✓ |

*Insurance required



This event also accepts in-kind donations for competition prizes and/or giveaways. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/teen

Support the Summer Camp Experience

Summer Camp



July & August



4,000 Youth per Season



The City of Pickering offers a wide range of fun-filled day camps for children and youth each summer, including:

- Arts Camp
- Specialty Arts Camp
- Sports Camp
- Adventure Camp
- Eco-Adventure Camp
- Jr. Firefighter Camp
- Skateboard Camp
- Mini Pidaca Camp

***New – Support Sponsor**

Support Sponsors are a unique new way for partners to contribute directly to two essential services that make camp accessible for children and youth in our community: Transportation & Nutrition.

Your generous support helps ensure campers arrive safely and on time, and that while at camp, they have access to healthy snacks all season long!

| Presenting Sponsor | Support Sponsor |
|------------------------|------------------|
| \$5,500 + HST | \$2,500 + HST |
| 1 available | 2 available |
| Value: \$10,000 | Value: \$3,500 |
| Confirm by February 15 | Confirm by May 1 |

| Pre-Program | | |
|-----------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | |
| Your brand displayed at Camps outreach at events (i.e. Artfest, Canada Day) | ✓ | ✓ |
| Logo Placement on Camps landing page with link to your website 10,000 impressions annually | ✓ | ✓ |
| During Program | | |
| Your brand displayed on weekly session letters to parents 8,000 impressions | ✓ | ✓ |
| Logo placement on camp staff and volunteer shirts | ✓ | |
| Distribution of sponsors' marketing materials in Swag Bag | ✓ | ✓ |



March Break and Summer Camps also accepts in-kind donations for prizes, giveaways, and campers Swag Bags. All in-kind donations are subject to approval.

  @RecreationPickering
pickering.ca/teen

Youth Art Show



May 23 & 24 at Artfest



11:00 am – 5:00 pm



5,000+ Guests

Established as part of Artfest, Free Teen Stuff proudly hosts the annual Youth Art Show, a free event open to youth ages 13 - 19. This program offers youth artists a platform to showcase their creativity and compete for prizes, while gaining valuable experience and exposure.

Artists can participate in the award ceremony live at Artfest, as well as exhibit their artwork in a City facility for a month following the event.



| Presenting Sponsor |
|--------------------|
| \$2,000 + HST |
| 1 available |
| Value: \$3,000 |
| Confirm by March 1 |

| Pre-Program | |
|-----------------------------------------------------------------------------------------------|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ |
| Rights to share event promotions through your corporate channels | ✓ |
| During Program | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ |
| Activation or Sampling Opportunities at Artfest (organized and funded by sponsor)* | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ |
| Present "Sponsor's Choice" Award and opportunity to provide a judge | ✓ |
| Logo Placement on award certificate | ✓ |

*Insurance required



This event also accepts in-kind donations for competition prizes and/or giveaways. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/teen

Pre-teen Social



100+ Youth per Social

The City of Pickering hosts seasonal pre-teen socials which give children in Grades 5 - 8 the opportunity to play games, dance to music provided by a DJ, win prizes and socialize with one another.

| Presenting Sponsor | Concessions Sponsor |
|-----------------------|-----------------------|
| \$2,500 + HST | \$300 + HST |
| 1 available | 1 available per event |
| Value: \$3,000 | Confirm by February 1 |
| Confirm by February 1 | |

| Pre-Program | | |
|-----------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| During Program | | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Sponsor 'Shout Out' from DJ | ✓ | |
| Logo Placement on DJ booth | ✓ | |
| Logo Placement at concessions table | | ✓ |



This event also accepts in-kind donations for giveaways, youth games, or activations. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/teen

Adults 55+

Programs & Events



55+ Games Day, Bingo & Chess

55+ Games Day

Thursday, September 10, 1:00 pm – 3:00 pm

George Ashe Library & Community Centre

Thursday, June 18, 6:00 pm – 8:00 pm

Dr. Nelson F. Tomlinson Community Centre

55+ Games Days are filled with classic and modern games that encourage cooperation, strategic thinking, and social connection. Participants can try new activities and compete in friendly challenges in a respectful and welcoming environment.

Plus - the opportunity to explore other 55+ Recreation programs available in Pickering.

Summer Bingo & Chess

- Tuesday, July 7, 2026
- Tuesday, July 14, 2026
- Tuesday, July 21, 2026
- Tuesday July 28, 2026
- Tuesday August 4, 2026
- Tuesday, August 11, 2026
- Tuesday, August 18, 2026
- Tuesday August 25, 2026

Summer Bingo and Chess offers fun, laughter, and great prizes in a low-pressure, high-fun atmosphere. Whether participants are seasoned players or new to the game, Bingo and Chess is a great way to connect with friends and neighbours.

| Presenting Sponsor | Event Activation |
|--------------------|-------------------------------------------|
| \$3,000 + HST | \$500 + HST (inclusive of both events) |
| 1 available | 2 available |
| Value: \$5,000 | Value: \$750 |
| Confirm by April 1 | Confirm by May 1 |

Pre-Program

| | | |
|-----------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| Logo Placement on 55+ Activities & Events landing page with link to your website | ✓ | |

During Program

| | | |
|--------------------------------------------------------------------------------------------------|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Activation or Sampling Opportunities at Games Day Event (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ |
| Award Presentation at Games Day | ✓ | |

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/55plus

55+ Spotlight Series

The 55+ Recreation Committee proudly hosts free educational sessions in partnership with local community organizations, designed specifically for Pickering residents aged 55 and over. These sessions provide valuable information on topics that matter most to older adults, including health and wellness, financial planning, community resources, and more.

Spotlight Series occur once a month, excluding July and August. Sponsorship terms run from September to June.

| Presenting Sponsor |
|--------------------|
| \$3,000 + HST |
| 1 available |
| Value: \$5,000 |
| Confirm by April 1 |

| Pre-Program | |
|-----------------------------------------------------------------------------------------------|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ |
| Rights to share event promotions through your corporate channels | ✓ |
| Mention in media releases and promotions | ✓ |
| Logo Placement on 55+ Activities & Events landing page with link to your website | ✓ |
| During Program | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ |



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/55plus

55+ Socials & Dances

Connecting Pickering's 55+ Community through Music & Movement!

The City of Pickering hosts a series of highly-anticipated and well-attended 55+ socials and dances throughout the year. Attendees enjoy live music, dancing, refreshments, and spending time with their peers in fun and welcoming environment.

| | Band Sponsor | Event Activation Sponsor |
|-----------------------------------------------------------------------------------------------|------------------------|--------------------------|
| | \$1,500 + HST | \$300 + HST |
| | 1 available per social | 1 available per social |
| | Value: \$2,000 | Value \$500 |
| | Various deadlines | Various deadlines |
| Pre-Program | | |
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| During Program | | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ |

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/55plus



Seniors' Month and Big Bands

Seniors' Month



June 1 – June 30

Big Bands



Sunday, March 22 & Sunday, June 7



2:00 pm - 4:00 pm



**Chestnut Hill Developments
Recreation Complex**

The Seniors' Month and two seasonal Big Band events brings all 55+ Pickering residents to our community centre dance floors with nostalgic and upbeat music. These events are an integral part of our 55+ Pickering residents' social lives and overall well-being.

Throughout June, the City of Pickering offers workshops, free programs, presentations, giveaways, and outreach.

The Senior of the Year Award is presented annually by the Mayor at the June Big Band. This award recognizes one senior citizen (65+) who has made a remarkable contribution to the community.

Your company can make their remarkable contribution to our 55+ Pickering residents by supporting the Seniors' Month programming and two seasonal Big Bands.

| |
|---------------------------|
| Sold |
| Presenting Sponsor |
| \$3,500 + HST |
| 1 available |
| Value: \$5,000 |
| Confirm by February 1 |

| Pre-Program | |
|--------------------------------------------------------------------------------------------------|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ |
| Rights to share event promotions through your corporate channels | ✓ |
| Mention in media releases and promotions | ✓ |
| During Program | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ |
| VIP Status - Designated VIP section or seating for staff or clients residing in Pickering | ✓ |

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

  @RecreationPickering
pickering.ca/55plus

Aging Well Together & Active Living Fair



Thursday, October 29



10:00 am – 2:00 pm



Chestnut Hill Developments Recreation Complex



500+ Guests

The Aging Well Together Information & Active Living Fair, held annually in early November, offers a variety of opportunities for Adults 55+. Participants can visit vendor booths, listen to guest speakers, attend workshops, and network with others. The event aims to provide information and resources for healthy and active aging.

Set your brand apart at this event by becoming a Presenting or Keynote sponsor, or providing an in-kind door prize and/or giveaway donation.



| Presenting Sponsor | Keynote Sponsor |
|------------------------|------------------------|
| \$5,500 + HST | \$2,000 + HST |
| 1 available | 1 available |
| Value: \$7,000 | Value: \$2,500 |
| Confirm by September 1 | Confirm by September 1 |

| Pre-Program | | |
|--------------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| During Program | | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Your brand displayed at Banquet Hall Stage | | ✓ |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | |
| VIP Status - Designated VIP section or seating for staff or clients residing in Pickering | ✓ | |

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/55plus

Poinsettia Tea



Sunday, December 6



2:00 pm – 4:00 pm



Chestnut Hill Developments Recreation Complex



200+ Guests

The City of Pickering offers a festive afternoon for 55+ Pickering residents to enjoy live music and dancing. Guests can enjoy tea and snacks while at the event, and they can leave with a beautiful poinsettia plant to take home and care for throughout the holiday season.



| Presenting Sponsor | Event Activation |
|------------------------|----------------------|
| \$2,000 + HST | \$750 + HST |
| 1 available | 2 available |
| Value: \$5,000 | Value: \$1,500 |
| Confirm by September 1 | Confirm by October 1 |

Pre-Program

| | | |
|-----------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |

During Program

| | | |
|--------------------------------------------------------------------------------------------------|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Logo Placement on photo booth station | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ |
| VIP Status - Designated VIP section or seating for staff or clients residing in Pickering | ✓ | |

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.



@RecreationPickering
pickering.ca/55plus

Recreation

Programs & Events



Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

Free Swim & Public Skate

Your company can support the community by presenting a Free Swim or Public Skate at Chestnut Hill Developments Recreation Complex. This is your chance to connect with Pickering residents of all ages and make a lasting impression for your company's brand.

Please reach out to confirm available dates and approximate pricing for your sponsored Free Swim or Public Skate. Prices vary depending on the length of time, number of anticipated attendees, and staff required.

Dates are subject to availability.

| Pre-Event | |
|-----------------------------------------------------------------------------------|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ |
| Rights to share event promotions through your corporate channels | ✓ |
| Event Listing on calendar.pickering.ca | ✓ |
| During Event | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ |
| Post-Event | |
| Recognition on City Website or Social Media | ✓ |

*Insurance required

Yoga Retreat

The City of Pickering hosts two one-day Yoga Retreats at the beautiful, historic Whitevale Community Centre and Park in May and October annually. The retreat features five different yoga formats taught by a variety of Yoga instructors, between both indoor and outdoor space.

This is the perfect opportunity for your company to connect directly with a largely female identifying audience that appreciates health and wellness, group fitness excursions, and elevated outdoor experiences.



This event only accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

  @RecreationPickering
pickering.ca/fit

June is Recreation & Parks Month (JRPM) Initiative

The City of Pickering offers free fitness and recreation programs city-wide annually in support of the June is Recreation & Parks Month (JRPM) Initiative. The free fitness and recreation programs may include, but are not limited to, Yoga in the Park, Free Fitness Fridays, and Furry Friend Walks.

JRPM also includes the Physical Activity and Wellness Fair on the first Saturday of June to recognize National Health and Fitness Day. The fair features vendors, fitness demonstrations, and attracts over 500+ attendees annually.



| |
|---------------------------|
| Presenting Sponsor |
| \$3,000 + HST |
| 1 available |
| Value: \$5,000 |
| Confirm by March 1 |

| Pre-Program | |
|-----------------------------------------------------------------------------------------------------------------------------------|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ |
| Rights to share event promotions through your corporate channels | ✓ |
| Mention in media releases and promotions | ✓ |
| During Program | |
| Your brand displayed at Chestnut Hill Developments Recreation Complex lobby for the month 5,000 impressions | ✓ |
| Activation or Sampling Opportunities at Physical Activity and Wellness Fair (organized and funded by sponsor)* 500 impressions | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ |
| Post-Event | |
| Recognition on City Website or Social Media | ✓ |

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

  @RecreationPickering
pickering.ca/fit

Public Art & Placemaking



ayukwenodih by Jah Qube X Tamaro



Community Banner by Yen Linh Thai



Crimson Inflorescence by Linfeng Zhou

Murals

The City of Pickering is dedicated to enhancing public spaces through the development of high-quality public art murals across the city. These projects contribute to cultural enrichment, placemaking, and the overall beautification of Pickering's urban landscape.

Each mural initiative prioritizes collaboration with local artists and meaningful community engagement, ensuring the artwork reflects and resonates with the community it serves.

There are several potential mural locations throughout the City. Customized mural sponsorship packages are available and can be tailored to align with your organization's objectives and vision.

Mural sponsorship opportunities are valued between \$5,000.00 - 10,000.00, depending on the size and location of the mural.



Winter Illuminations

Your company can add to the illumination of the City's brightest event, Winter Nights, City Lights, as a Seasonal Illumination or Selfie Station Sponsor.

A benefit to contributing to the lights in Esplanade Park is being part of the opening ceremony of Winter Nights, City Lights. This event to kick off the lights in the Park, attracts 15,000 + attendees annually to Esplanade Park to celebrate and welcome the holiday season. The provincially recognized two-day event is known for its state-of-the-art tandem pyro musical fireworks show and tree lighting to kick-off the festivities each night.

Both Seasonal Illuminations and Selfie Stations remain in Esplanade Park along with the tree lighting display until January 31 of the following year.



| Seasonal Illumination Sponsor | Photo Station Sponsor |
|-------------------------------|-----------------------|
| \$15,000 + HST | \$5,000 + HST |
| 2 available | 1 available |
| Value: \$25,000 | Value: \$10,000 |
| Confirm by September 1 | Confirm by October 1 |

Included in Pre-Winter Nights, City Lights Event Promotions

| | | |
|-----------------------------------------------------------------------------------|---|---|
| Print Media: Newspaper and/or Magazine 45,000 impressions | ✓ | |
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |

At Winter Nights, City Lights Event

| | | |
|-----------------------------------------------------------------------------------------------|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Your brand displayed on recognition plaque beside art installation | ✓ | |
| Your brand displayed with photo station | | ✓ |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes at Winter Nights, City Lights | ✓ | |

*Insurance required



Lest We Forget Remembrance Crosswalks by Jia Lin and Alex Vongsavath of Paintint Inc

Animal Services



Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

Short Story Contest



May

In it's 6th year, Animal Services and the Pickering Public Library work with like-minded community businesses to foster the love of literacy between businesses and a short story contest for young authors. Winners will be announced during a presentation early Fall 2026.



| Sponsor |
|---------------------------------------------|
| \$1,500 |
| 1 available |
| Total Value - \$2,500 Confirm by March 1 |

Pre-Program Promotions

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| Logo or Mention on select marketing throughout the year including print promotions (flyers, posters, banner) and eCommunications (enewsletters, social media, family calendar) | ✓ |
| Sponsor mention during Tales for Hope launch announcement at Petapolooza | ✓ |
| Activation/Sampling opportunity at Petapolooza event | ✓ |
| Invitation to Library Presentation for winners | ✓ |
| Sponsor mention on event calendar listing | ✓ |



Rabies Vaccination & Microchip Clinics

Saturday, April 18

11:00 am - 4:00 pm

Chestnut Hill Developments Recreation Complex

Saturday, November 14

12:00 pm - 3:00 pm

Chestnut Hill Developments Recreation Complex

Animal Services hosts a minimum of two low-cost Rabies Vaccination and Microchip Clinics in partnership with Durham Region Health Department and local veterinary clinics. This event offers approximately 200+ pet owners per session an affordable clinic to ensure their pet's safety.

If you are a pet-friendly business looking to support pet owners, then this opportunity is for you. Your company's brand can be a champion for pet safety.



| Presenting Sponsor |
|--------------------------|
| \$2,500 ^{+ HST} |
| 1 available |
| Confirm by March 1 |

| Pre-Event | |
|-----------------------------------------------------------------------------------------------|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ |
| Rights to share event promotions through your corporate channels | ✓ |
| Mention in media releases and promotions | ✓ |
| At Event | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ |
| Activation, Sampling, or Retail Opportunities (organized and funded by sponsor)* | ✓ |

*Insurance required



Animal Services conducts outreach year-round at festivals, events, and other community initiatives, where we connect with pet-owners, prospective fosters and adopters, and pet-enthusiasts.

We are seeking in-kind donations of pet-friendly goodies to distribute at our outreach and in adoption kits. Your products will have a direct impact on each existing and new pet family.

Animal Services Photo Station



This picture-perfect sponsorship will display your brand at our pet-friendly photo station that will be at Petapolooza, Artfest, and Cultural Fusion. Each of these events attract over 5,000 attendees each.

Ensure your logo is on everyone's Instagram this Summer!

Photo Station Sponsor

\$5,000 + HST

1 available

Total Value: \$7,500

Confirm by March 1

Pre-Events

Rights to share event promotions through your corporate channels

✓

At Events

Your brand displayed with Photo Station

✓

Activation, Sampling, or Retail Opportunities at Petapolooza (organized and funded by sponsor)*

✓

*Insurance required

  @CityofPickering
pickering.ca/animalservices

Pickering Museum Village



The Pickering Museum Village is a community hub where people come together to learn, share stories, and build relationships through progressive, fun, and vibrant experiences. The Museum is home to 19 heritage buildings, a green space with a seating area, and picnic shelter. The Museum is part of a larger site that is home to the Dorsay Community & Heritage Centre.

Over 21,000 guests visit each year to experience our top-rated education tours, participate in hands-on exploratory exhibits, and join a variety of programs and events! Visitors include school children and multi-generational families. Popular events include Fairy Tours in September, various spooky programs in October, and A Storybook Christmas in December which welcomes 1,000+ guests per event.



Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

Mother's Day Tea



Saturday, May 9 & Sunday, May 10



Pickering Museum Village



130+ Guests

Your company can sponsor the popular and regularly sold-out Mother's Day Tea celebration at the Pickering Museum Village. Guests enjoy a high tea complete with homemade treats made by Pickering Museum Village's resident bakers.



| Presenting Sponsor | Event Activation |
|--------------------|--------------------|
| \$1,500 + HST | \$750 + HST |
| 1 available | 2 available |
| Value: \$3,000 | Value: \$1,500 |
| Confirm by March 1 | Confirm by March 1 |

Pre-Event Promotions

| | | |
|-----------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Logo Placement on CanadaHelps ticket platform | ✓ | |
| Mention in media releases and promotions | ✓ | ✓ |

At Event

| | | |
|--------------------------------------------------------------------------------------------------|---|---|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' on recognition sign | ✓ | ✓ |
| Logo Placement on menu card and take-away boxes | ✓ | |
| VIP Status: Designated seating (4 guests) for staff or clients | ✓ | |

Post-Event Promotions

| | | |
|--------------------------------------------|--|--|
| Recognition on PMV Website or Social Media | | |
|--------------------------------------------|--|--|

*Insurance required



This event also accepts in-kind donations for decor items, door prizes and/or giveaways. All in-kind donations are subject to approval.

  @PickeringMuse
pickeringmuseumvillage.ca

H2Whoa! Groundwater Festival



Friday, May 29



Pickering Museum Village



300 - 500 students

The H2Whoa! Groundwater Festival is an immersive, curriculum connected education day designed for students in Grades 2 - 5. Teachers and classes rotate through hands-on activity stations exploring groundwater, watersheds, water protection, and environmental stewardship. The festival supports science and social studies learning outcomes while giving students an engaging outdoor museum experience.

This program leverages the historic site, green space, and interactive teaching capacity to deliver a one-of-a-kind environmental education experience for students in Durham Region.

Generous sponsorship would allow students to attend the festival at no-cost (fully subsidized) or enjoy the whole day of festival programming, for the Museum's half day rate (partially subsidized).

The Presenting Sponsor (Fully Subsidized) will receive will the added benefit of their brand displayed alongside the H2Whoa! educational activations featured at the Duffins Creek Festival, happening on Saturday, May 30, across the new Dorsay Community & Heritage Centre and Pickering Museum Village.

If you value conservation, sustainability, and supporting local educators by making meaningful, memorable learning experiences more accessible, then look no further!



| Presenting Sponsor (Fully Subsidized) | Presenting Sponsor (Partially Subsidized) | Activity Station Sponsor |
|---------------------------------------|-------------------------------------------|--------------------------|
| \$6,000 + HST | \$2,500 + HST | \$300 + HST |
| 1 available | 1 available | 4 available |
| Value: \$7,500 | Value: \$4,000 | Value: \$500 |
| Confirm by March 15 | Confirm by April 1 | Confirm by May 1 |

Pre-Event Promotions

| | | | |
|---------------------------------------------------------------------------------------------|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | | |
| eCommunications: Education eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | | |
| Rights to share event promotions through your channels | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | | |
| Logo Placement on Teacher Registration Page with link to your website | ✓ | ✓ | |

At Event

| | | | |
|-------------------------------------------------------------------------------------------------|---|---|---|
| Your brand displayed at key locations throughout the Festival grounds (entrance, main stations) | ✓ | ✓ | |
| Your brand displayed at designated learning station | | | ✓ |
| Your brand displayed alongside educational activations at the Duffins Creek Festival | ✓ | | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | |
| Sponsor 'Thank You' on recognition sign | ✓ | ✓ | |
| Logo Placement on station map provided to teachers | ✓ | ✓ | |
| Distribution of Sponsors' marketing materials (provided by sponsor and subject to approval) | ✓ | | |

Post-Event

| | | | |
|---------------------------------------------------------------------------|---|---|--|
| Recognition on Pickering Museum Village website and social media channels | ✓ | ✓ | |
| Sponsor "Thank You" in Media Release | ✓ | | |

*Insurance required



The festival also accepts in-kind donations for teaching materials, student giveaways, and hands-on activity supplies. All in-kind contributions are subject to approval


 @PickeringMuse
pickeringmuseumvillage.ca

Saturday S'mores



June – September
First Saturday of the Month



Pickering Museum Village



350+ Guests

Your company can sponsor an evening at Pickering Museum Village that brings fun for the whole family! Guests can explore the exhibits, try some treats, and enjoy the scenic and peaceful museum site.

This family-friendly program occurs monthly in the summer and offers a fresh theme each month. Dive into engaging activities, create fun crafts, explore exhibits, and enjoy delicious s'mores around the campfire. This event engages young families and multi-generational families.



| Season Sponsor | Evening Sponsor |
|--------------------|----------------------|
| \$1,500 + HST | \$300 + HST |
| 1 available | 1 available per date |
| Value: \$3,000 | Value: \$500 |
| Confirm by April 1 | Confirm by May 1 |

| Pre-Event Promotions | | |
|--------------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | |
| Logo Placement on CanadaHelps ticket platform | ✓ | |
| During Event Promotions | | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Post-Event Promotions | | |
| Recognition on PMV Website or Social Media | ✓ | |

*Insurance required



This event also accepts in-kind donations for door prizes, giveaways, and/or s'mores supplies. All in-kind donations are subject to approval.

  @PickeringMuse
pickeringmuseumvillage.ca

Fairy Tour & Myth & Moonlight

Fairy Tour



Saturday, September 19 & Sunday, September 20



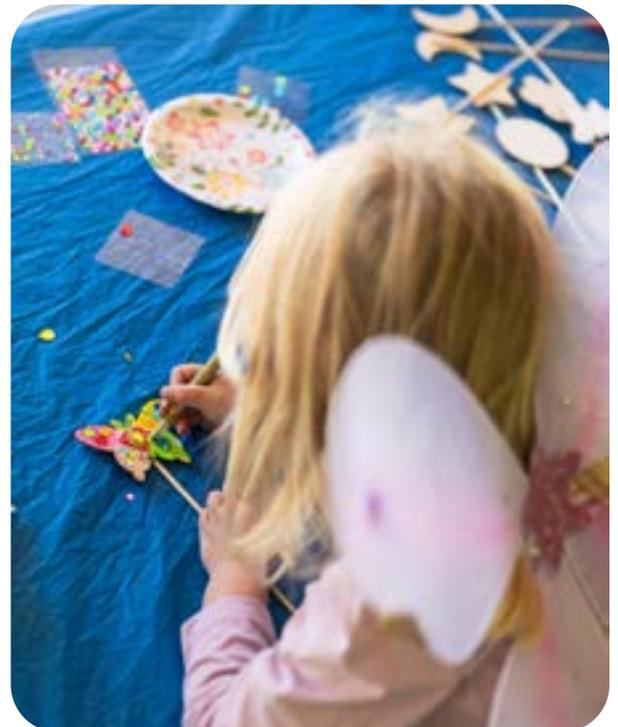
Pickering Museum Village



500+ Guests per day

The Fairy Tour gives children and families an opportunity to step into the magical, mystical world of fairies, gnomes, and countless other magical creatures. The program features stories and myths, themed stations, interactive activities, take-home crafts, and more.

Guests will experience a multi-sensory adventure representing fairy folklore from all around the globe.



Myth & Moonlight: An After Dark Experience



Friday, October 2 & Saturday, October 3



Pickering Museum Village



100+ Guests per day

As darkness creeps over the village, wicked creatures come out to play! This unique, after-hours event is geared towards adults and teens, and explores the sinister side of the fairy world. Delve into the world of dark magic through exhibits, interactives, and take-home DIYs!



| Bundled | Fairy Tour |
|---------------------------|--------------------------|
| Presenting Sponsor | Enchanted Sponsor |
| \$2,500 + HST | \$750 + HST |
| 1 available | 2 available |
| Value: \$5,000 | Value: \$2,000 |
| Confirm by June 1 | Confirm by June 1 |

Pre-Event Promotions

| | | |
|-----------------------------------------------------------------------------------|---|---|
| Print Media: Newspaper and/or Magazine 45,000 impressions | ✓ | |
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| Logo Placement on CanadaHelps ticket platform | ✓ | |
| Logo Placement on Pickering Museum Village webpage 85,000 impressions annually | ✓ | |

At Event

| | | |
|-----------------------------------------------------------------------------------------------|----------|--------|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Activation or Sampling Opportunities at Fairy Tour dates (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' on recognition sign | ✓ | ✓ |
| Logo Placement on program materials | ✓ | |
| Family Pass(es) to Program Events for your staff or clients | 3 passes | 1 pass |

*Insurance required



This event also accepts in-kind donations for decor items, door prizes and/or giveaways. All in-kind donations are subject to approval.

  @PickeringMuse
pickeringmuseumvillage.ca

Pickering Ghost Walk & Halloween Fest

Pickering Ghost Walk



October 8 – 31



Pickering Museum Village



400+ Guests

The Ghost Walk is a spine-tingling tour that will turn even the toughest cynic into a believer... of the supernatural! Participants are led through the Village by lantern-light to learn about the paranormal investigations that have taken place on site, hear the Museum's most infamous staff stories, and uncover the tragedies that have occurred in Pickering's past.

This event is targeted to thrill seekers aged 16 and up living in the Durham Region.



Halloween Fest



**Saturday, October 24 &
Sunday, October 25**



Pickering Museum Village



800+ Guests

Children of all ages can experience Halloween at the Village! Embrace the spookiest season by playing games, participating the costume parade, and trick or treating throughout the historic village. This event is targeted to young families with children ages 5 - 10.

Become Pickering Museum Village's spookiest sponsor with these unique opportunities!



| Bundled | Halloween Fest |
|---------------------|------------------------|
| Presenting Sponsor | Event Activation |
| \$5,000 + HST | \$750 + HST |
| 1 available | 2 available |
| Value: \$7,500 | Value: \$1,000 |
| Confirm by August 1 | Confirm by September 1 |

| Pre-Event Promotions | | |
|-------------------------------------------------------------------------------------------------------------------------------|---|---|
| Print Media: Newspaper and/or Magazine 45,000 impressions | ✓ | |
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| Logo Placement on Pickering Museum Village webpage 85,000 impressions annually | ✓ | |
| Logo Placement on CanadaHelps ticket platform | ✓ | |
| During Event Promotions | | |
| Your brand displayed at key locations throughout exhibit space | ✓ | |
| Sponsor 'Thank You' on recognition sign | ✓ | ✓ |
| Family Passes to Ghost Walk (10 Individual) and PMV Trick or Treat (3 Family) for your staff or clients residing in Pickering | ✓ | |
| Roadside Signage (2 locations) | ✓ | |
| Post-Event Promotions | | |
| Recognition on PMV Website or Social Media | ✓ | |

*Insurance required



Trick or Treat at PMV! also accepts in-kind donations for door prizes, giveaways, and/or Halloween candy. All in-kind donations are subject to approval.

  @PickeringMuse
pickeringmuseumvillage.ca

Storybook Christmas



**Saturday, November 28 &
Sunday, November 29**



Pickering Museum Village



1,200+ Guests

Back by popular demand, Teddy is embarking on a new holiday adventure! Guests can explore the Village through a series of interactive elements, Christmas treats, crafts, trivia, music and more. There's also a chance to visit the man in red himself.



| Presenting Sponsor | Holiday Magic Sponsor |
|------------------------|------------------------|
| \$4,000 + HST | \$750 + HST |
| 1 available | 6 available |
| Value: \$6,500 | Value: \$1,500 |
| Confirm by September 1 | Confirm by September 1 |

Pre-Event Promotions

| | | |
|-----------------------------------------------------------------------------------|---|---|
| Print Media: Newspaper and/or Magazine 45,000 impressions | ✓ | |
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| Logo Placement on Pickering Museum Village webpage 85,000 impressions annually | ✓ | |
| Logo Placement on CanadaHelps ticket platform | ✓ | |

During Event Promotions

| | | |
|----------------------------------------------------------------------------|----------|--------|
| Your brand displayed at key locations throughout village | ✓ | |
| Your brand displayed on PMV Santa Claus Parade Float 16,000 impressions | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' on recognition sign | ✓ | ✓ |
| Logo Placement on program materials | ✓ | |
| Family Pass(es) to A Storybook Christmas | 3 passes | 1 pass |
| Roadside Signage (2 locations) | ✓ | |

Post-Event Promotions

| | | |
|--------------------------------------------|---|--|
| Recognition on PMV Website or Social Media | ✓ | |
|--------------------------------------------|---|--|

*Insurance required



Storybook Christmas also accepts in-kind donations for decor items, lighting elements, door prizes, and giveaways like hot chocolate and apple cider



 @PickeringMuse
pickeringmuseumvillage.ca

Dorsay Community & Heritage Centre



The brand new 44,000 sq. ft. Dorsay Community & Heritage Centre celebrates Pickering's rich heritage by bringing together our Museum, Library, and a Community Centre into one dynamic space. This facility, which also serves as the Visitor Centre for the Pickering Museum Village features convenient parking and quick, easy access to major highways, making it an ideal location for Pickering residents and visitors to experience our many programs and events.

John E. Anderson Exhibit Gallery

The John E. Anderson Exhibit Gallery is the first of its kind municipal gallery and exhibition space for Pickering. Located in the new Dorsay Community & Heritage Centre, the gallery will showcase engaging and informative exhibits each year for residents and visitors alike to experience and enjoy. In 2026, the gallery will feature:

- Forever Birds-Botanicals by David Constantino Salazar (April – June)
- Ernie Coombs curated by Pickering Museum Village (July – September)
- A Taste of Science (October – December)

By sponsoring the John E. Anderson Exhibit Gallery, you can demonstrate your support for arts and culture. Be a part of bringing art-based education and experiential learning to our newest facility in Pickering.



| Year-Round Gallery Sponsorship | Exhibit Sponsorship |
|--------------------------------|----------------------|
| \$12,500 + HST | \$5,000 + HST |
| 1 available | 3 available annually |
| Value: \$15,000 | Value: \$7,500 |
| Confirm by March 1 | Various Deadlines |

Pre-Event Promotions

| | | |
|------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 90,000 impressions | ✓ | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 120,000 impressions | ✓ | ✓ |
| Rights to share gallery promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | ✓ |

At Event

| | | |
|-----------------------------------------------------------------------------------------------------------------------------|---|---|
| Your brand noted on gallery promotions on Dorsay Community Centre Digital Billboard and City-wide RCC Screens | ✓ | ✓ |
| Your brand displayed at the entrance of the gallery space | ✓ | ✓ |
| Activation or Sampling Opportunities at Duffins Creek Festival and Cultural Fusion Event (organized and funded by sponsor)* | ✓ | |
| Sponsor 'Thank You' during speaking notes during speaking notes at all exhibit unveiling events | ✓ | ✓ |
| Logo Placement on Public Art Landing Page with link to your website (pickering.ca/publicart) | ✓ | ✓ |

*Insurance required

Movies Under the Stars



July 15, August 19 & October 24

Dorsay Community & Heritage Centre

August 15

Pickering Museum Village

August 21

Rick Johnson Memorial Park

Join the City of Pickering for a movies under the stars series at the newly-opened Dorsay Community & Heritage Centre, Pickering Museum Village, and Rick Johnson Memorial Park. Guests are invited to enjoy a free night of outdoor cinema, under the stars, with complimentary concessions.

Both the City of Pickering and community organizers have had success with stand alone Movie Night events in recent years, including showings of Shrek, Kung Fu Panda, and other family-friendly and classic films. In 2025, we had a record 2000 attendees for our screening of Coco in Rick Johnson Memorial Park. Lights. Camera. Action. Partner Today.



| Series Presenting Sponsor | Showing Presenting Sponsor |
|---------------------------|-------------------------------------|
| \$7,500 + HST | \$3,000 + HST |
| 1 available | 5 available (if series is not sold) |
| Value: \$10,000 | Value: \$5,000 |
| Confirm by April 1 | Confirm by May 1 |

| Pre-Event Promotions | | |
|-----------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | ✓ |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| At Event | | |
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Sponsor 'Thank You' during speaking notes | ✓ | ✓ |
| Logo Placement on pre-show reel and at concessions 4,500 impressions | ✓ | ✓ |
| Post-Event | | |
| Recognition on City Website or Social Media | ✓ | |

*Insurance required

Duffins Creek Festival



Saturday, May 30

10:00 am – 3:00 pm



Dorsay Heritage & Community Centre
and Pickering Museum Village



Estimated 2,500+ Guests

The City of Pickering is thrilled to host the first ever Duffin's Creek Festival at Dorsay Community & Heritage Centre and the Pickering Museum Village. This immersive outdoor event will bring communities together through live music, a local artisan vendor market, food trucks, and unique event activations.

Festival attendees can explore the land through nature walks, challenge themselves on a low-ropes course, and learn about the stories and traditions rooted in Duffins Creek through our educational programming. With entertainment, education, and culture all in one place – the Duffins Creek Festival offers a meaningful experience for all ages and fosters a curiosity for the land that sustains us.



| Presenting Sponsor | Outdoor Activation Sponsor | Event Activation Sponsor |
|-------------------------|----------------------------|--------------------------|
| \$3,000+ ^{HST} | \$1,500+ ^{HST} | \$500+ ^{HST} |
| 1 available | 1 available | 1 available per date |
| Value: \$5,000 | Value: \$2,500 | Value: \$750 |
| Confirm by March 1 | Confirm by April 1 | Confirm by May 1 |

| Pre-Event Promotions | | | |
|----------------------------------------------------------------------------------------------|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | | ✓ |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | |
| Mention in media releases and promotions | ✓ | | |
| During Event Promotions | | | |
| Your brand displayed on the Dorsay Community Centre Digital Billboard, City-wide RCC Screens | ✓ | | |
| Your brand displayed on-site at outdoor activation (i.e. paddle boat ride, axe throwing) | ✓ | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | |
| Sponsor 'Thank You' during speaking notes | ✓ | | ✓ |
| Logo Placement on Event Page with link to your website | ✓ | | |

*Insurance required

Cultural Fusion



Saturday, September 11

11:00 am – 5:00 pm



***New** Dorsay Heritage & Community Centre and Pickering Museum Village



2,500+ Guests

Cultural Fusion partners with local community and cultural organizations to offer an exciting experience for residents and guests that showcases the incredible talents of local artists, performers, and artisans. The event features unique tastes from local food vendors, interactive activities, live entertainment, roaming performances, and a vendor market.



| Presenting Sponsor | Roaming Artist/ Performer Sponsor | Event Activation |
|--------------------------|--------------------------------------|--------------------------|
| \$5,500 ^{+ HST} | \$1,500 ^{+ HST} | \$1,000 ^{+ HST} |
| 1 available | 2 available | 3 available |
| Value: \$7,000 | Value: \$2,000 | Value: \$1,500 |
| Confirm by May 1 | Confirm by July 1 | Confirm by July 1 |

Pre-Event Promotions

| | | | |
|-----------------------------------------------------------------------------------|---|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | | |

At Event

| | | | |
|-----------------------------------------------------------------------------------------------|---|---|--|
| Your brand displayed at key locations throughout event space (entrance/exit and site signage) | ✓ | | |
| Your brand displayed with roaming artist or performer | | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ | |
| Sponsor 'Thank You' during speaking notes | ✓ | | |
| Logo Placement on event program 4,500 impressions | ✓ | | |

Post-Event

| | | | |
|---------------------------------------------|---|--|--|
| Recognition on City Website or Social Media | ✓ | | |
|---------------------------------------------|---|--|--|

*Insurance required

Car Show



Saturday, September 5

11:00 am - 4:00 pm



Dorsay Community & Heritage Centre



Estimated 1,000+ Guests

Join the City of Pickering and passionate car exhibitors for the first ever car show at the newly-opened Dorsay Community & Heritage Centre.

Exhibitors and attendees are invited to enjoy a curated fleet of antique, classic, and modern vehicles, competing for unique prizes.



| Presenting Sponsor | Event Activation Sponsor |
|--------------------|--------------------------|
| \$3,000+ HST | \$500+ HST |
| 1 available | 3 available |
| Value: \$5,000 | Value: \$750 |
| Confirm by May 1 | Confirm by August 1 |

| Pre-Event Promotions | | |
|---------------------------------------------------------------------------------------------------------------------------------|---|---|
| Social Media: lead up campaign and program promotions 30,000 impressions | ✓ | |
| eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions | ✓ | |
| Rights to share event promotions through your corporate channels | ✓ | ✓ |
| Mention in media releases and promotions | ✓ | |
| During Event Promotions | | |
| Your brand displayed on the Dorsay Community Centre Digital Billboard, City-wide RCC Screens, and entrance of the Gallery space | ✓ | |
| Sponsor 'Thank You' during speaking notes | ✓ | |
| Activation or Sampling Opportunities (organized and funded by sponsor)* | ✓ | ✓ |
| Logo Placement on event page with link to your website | ✓ | |

*Insurance required



In-kind donations for prizes are also accepted. Token recognition, such as customized award titles, are available (i.e. Your Brand's Best Build).



@RecreationPickering
pickering.ca/events

The background image shows a large, multi-story brick building with a prominent clock tower in the center. The clock tower has two large clock faces. In the foreground, a group of people, including three men in traditional African attire (colorful patterned tunics and headwraps) playing drums, and a group of women in traditional dresses, are gathered in a courtyard area. The sky is overcast.

**For more information,
please contact:**

Isla McLaughlin

Event Coordinator

imclaughlin@pickering.ca

905.420.4660 ext. 1122

Cris Farrell

Supervisor, Cultural Services

cfarrell@pickering.ca

905.420.4660 ext. 3611

City of Pickering

Corporate Sponsorship Package

Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.