



Bayside Summer Soirée Sponsorship

Event Description

The Bayside Summer Soirée is a weekly outdoor event set upon the beautiful shores of Georgian Bay in Penetanguishene. Each Friday night from 6:30 - 8:30pm, the Bayside Summer Soirée will present live music and entertainment from the first Friday in June to the last Friday in August. Two nights during the summer we will present a Kid's Night featuring additional entertainment outlined below.

We welcome local businesses to participate as sponsors to showcase their products and/or services on Friday evenings from 6:30pm - 8:30pm. Bayside Summer Soirée's focus is live entertainment, bringing together community members, tourists and vendors to our beautiful waterfront park to listen to and enjoy an evening soirée. With the help of sponsorships the Town has had the ability to enhance the event by adding more variety, more quality acts and assist with operational costs to enhance the experience.

2020 Sponsorship Options

Event Title Sponsor: \$5,000 (1 Spot)

Kids Night Sponsor: \$2,500 (2 Spots)
Live Music and Other Entertainment
Face Painters
Bouncy Castles
Outdoor Movie

Single Night Sponsor: \$500 (10 Spots)
Live Music



Please contact events@penetanguishene.ca for more information or alternative ways your business would like to participate.



TITLE SPONSOR

Bayside Summer Soirée Title Sponsor

All promotions and marketing completed by the Town for programming related to the applicable event/night will be referred to as the following:
“ _____ Bayside Summer Soirée.”

All promotions and marketing completed by the Town for programming related to the applicable event/night will have your company logo displayed as provided by you. This logo will be on the top right hand corner of each material produced. The Bayside Summer Soirée logo will be present on the left.

Prior to Event

Promotion and marketing efforts completed by the Town will include but are not limited to:

- Social Media Promotion
- Website Promotion including Logo and Link on Town of Penetanguishene website
- Printed Event Materials
- Town Newsletter
- Radio Advertisements

During the Event

- The Town will post banners, tents or signage provided by the sponsoring company each event night.
- Any flags or banners that are secure can stay attached throughout the summer, not just the Friday night events.
- Town staff or hired entertainers will publicly acknowledge the title sponsorship 3 (beginning, intermission and end) times at each event in the series.

All levels of sponsorship are open to negotiation. If you have an idea of how your business can sponsor the Bayside Summer Soiree that is not listed, please feel free to contact:

Recreation and Events Coordinator
Email: events@penetanguishene.ca
Phone: 705-549-7453 ext. 223



KIDS NIGHT

Kids Night, \$2500 Sponsorship Benefits

All promotions and marketing completed by the Town for programming related to the applicable event/night will be referred to as the following: “Bayside Summer Soiree - Tonight’s event brought to you by _” and will include a logo as provided by you.

Prior to Event

Promotion and marketing efforts completed by the Town may include but are not limited to:

- Social Media Promotion
- Website Promotion including Logo and Link on Town of Penetanguishene website
- Radio Advertisement
- Printed Event Materials
- Town Newsletter

During the Event

- The Town will post banners, tents or signage provided by the sponsoring company during applicable night(s).
- Town staff or hired entertainers will publicly acknowledge the sponsorship 3 (beginning, intermission and end) times at each applicable event in the series.

All levels of sponsorship are open to negotiation. If you have an idea of how your business can sponsor the Bayside Summer Soiree that is not listed, please feel free to contact:

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SINGLE NIGHT

Single Night, \$500 Sponsorship Benefits

Prior to Event

Promotion and marketing efforts completed by the Town may include but are not limited to:

- Social Media Promotion
- Website Promotion including Logo and Link on Town of Penetanguishene website
- Printed Event Materials
- Town Newsletter

During the Event

- The Town will post banners, tents or signage provided by the sponsoring company during applicable night(s).
- Town staff or hired entertainers will publicly acknowledge the sponsorship at the beginning and end of each applicable event in the series.

All levels of sponsorship are open to negotiation. If you have an idea of how your business can sponsor the Bayside Summer Soiree that is not listed, please feel free to contact:

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