



KERRFEST

SPONSORSHIP
OPPORTUNITIES

2015

Kerr Village BIA presents Oakville's Premier Fall Event, **Kerrfest**.

Kerrfest celebrated its first year in 2014 and was a resounding success! Enjoyed by thousands of people of all ages, from all over southern Ontario, with Live Music by major headlining bands including Cowboy Junkies, Wide Mouth Mason, Bill Durst and more; A Kids Zone with carnival rides, magic show, children's performers; The 10th Annual Beaver Has Landed skateboarding competition; The Vintage Car Show; and Beer Garden.

Kerrfest is destined to be the most unique event in Oakville going forward, with exciting additions every year. *This is the time to associate your great company with this great event!*



Watch the 2014 Kerrfest highlights: youtu.be/NFjRQqGeN8Y
Search on YouTube: **KerrVillage BIA**



KERR VILLAGE

323 Kerr Street, Suite 201
Oakville, ON L6K 3B6
T. 905.849.8865
F. 905.849.1399
E. info@kerr-village.ca

TITLE SPONSOR

Main Stage: \$ 10,000 | 2nd Stage: \$ 5,000

- Naming rights to the Main Stage or Second Stage
- Participation on stage at the event (details to be discussed)
- Display area for company at the stage (details to be discussed)
- Premier recognition in all news releases
- **All of the benefits of the Gold Sponsorship**

Event Naming Rights: \$ TBA

- Opportunity to brand KerrFest with your company name, details to be negotiated with interested parties.



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GOLD - SILVER - BRONZE

Gold - Sponsorship Commitment: \$ 2,000

- Sponsor to be introduced and invited to give a 30-second intro (on the main stage).
- Sponsor logo to be included on both stage banners and all signage on day of event.
- Sponsor logo to be included in print advertising.
- Sponsor logo + link to sponsor's website to be included on Kerr Village / Kerrfest website.
- **All of the benefits listed below**

Silver - Sponsorship Commitment: \$ 1,000

- Sponsor logo to be included on all signage on day of event.
- Sponsor name to be included in print advertising.
- **All of the benefits listed below**

Bronze - Sponsorship Commitment: \$ 500

- Sponsor business name to be included on 11 x 17 posters distributed to/displayed by Kerr Village merchants 6 weeks prior to the event.
- Sponsor posters for personal display, plus a digital version for email distribution.
- Sponsor business name to be included on Kerr Village website.
- Sponsor business name to be included in pre- and post-event email blasts to Constant Contact distribution list, including all Oakville residents' associations.
- Sponsor business name to be included in pre-event press releases to selected Oakville media.
- Tax receipt



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EVENT SPONSOR

Kids Zone - Sponsorship Commitment: \$ 2,500

- Naming rights to Kids Zone and all associated advertising.
- **All of the benefits of the Gold Sponsorship**

Vintage Car Show - Sponsorship Commitment: \$ 2,500

- Naming rights to Vintage Car Show and all associated advertising.
- **All of the benefits of the Gold Sponsorship**

Libation Tent - Sponsorship Commitment: \$ 2,500

- Naming rights to Libation Tent and all associated advertising, including product exclusivity.
- **All of the benefits of the Gold Sponsorship**

Beaver Has Landed Skateboard Event - Sponsorship: \$ 2,500

- Naming rights to Beaver Has Landed Skateboard Competition and all associated advertising.
- **All of the benefits of the Gold Sponsorship**

Kerr Village Train - Sponsorship Commitment: \$ 2,500

- Naming rights to Kerr Village Train and all associated advertising.
- **All of the benefits of the Gold Sponsorship**



For all sponsorship levels, corporate logo to be provided to the Kerr Village BIA for use in promotional materials. Sponsor approval of event materials will not be provided.



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Please do not hesitate to contact us by email or phone to discuss any questions you may have. We look forward to working with you and creating a long term community partner.

For sponsor enquiries : sponsorship@kerr-village.ca



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Sponsorship Pledge Form

YES! We would like to be a Kerr Village Sponsor.

Contact information:

Sponsor Name: _____
Contact Name: _____
Address 1: _____
Address 2: _____
Email Address: _____
Phone: _____

Please select a sponsorship level:

- | | |
|--|-----------|
| <input type="checkbox"/> Title Sponsor - Main Stage | \$ 10,000 |
| <input type="checkbox"/> Title Sponsor - 2nd Stage | \$ 5,000 |
| <input type="checkbox"/> Gold Sponsorship | \$ 2,000 |
| <input type="checkbox"/> Silver Sponsorship | \$ 1,000 |
| <input type="checkbox"/> Bronze Sponsorship | \$ 500 |
| <input type="checkbox"/> Naming Rights + Gold Sponsorship - "The Kids' Zone" | \$ 2,500 |
| <input type="checkbox"/> Naming Rights + Gold Sponsorship - "Vintage Car Show" | \$ 2,500 |
| <input type="checkbox"/> Naming Rights + Gold Sponsorship - "Libation Tent" | \$ 2,500 |
| <input type="checkbox"/> Naming Rights + Gold Sponsorship - "Beaver Has Landed Skateboard Event" | \$ 2,500 |
| <input type="checkbox"/> Naming Rights + Gold Sponsorship - "Kerr Village Train" | \$ 2,500 |

Payment method:

- Cheque Enclosed Please Invoice Us

Please make cheque payable to: **Kerr Village BIA**
KerrFest
c/o Kerr Village BIA
323 Kerr Street, Oakville, ON
L6K 3B6

Thank you for your support!