



About Us

Over the past 56 years, the Welland Rose Festival has brought together the people of Welland to celebrate our history, heritage and community. The Festival is comprised of several events, including the Coronation Ball, the Street Dance, the Art Exhibition, Days In The Park, the Children's Fishing Derby, the Baby Show and the Grande Parade. The completely volunteer run organization enlists the help of dedicated individuals, community partners and sponsors every year to make these events a success. Your sponsorship can be allocated to an event of your choice.

Our Packages

Platinum - \$10,000 Package

- Full page advertisement in our program guide
- Company provided booth at Days in the Park
- Company provided float in the Grande Parade
- Company logo and profile on the major sponsors page on the Rose Festival Website (provided by company)
- Alignment of your brand with any mention of the festival in the media, press releases, and live interviews (“major sponsor your company”)
- Announcement of the partnership on all social media accounts and advertisements of your company and its services (as discussed before the contract is signed)
- Company logo on all print materials associated with the festival (posters and handouts for all events)
- Company provided banners at all festival events
- Four invitations to the official media launch and acknowledgement at this highly publicized event
- Two tickets to Coronation Ball



Our Packages Continued

Gold - \$5000 Package

- Half page advertisement in our program guide
- Company provided booth at Days in the Park
- Company provided float in the Grande Parade
- Company logo on sponsored events page in the program guide
- Company logo and profile (100 words) on sponsored event page on the Rose Festival Website (provided by company)
- Company provided banners displayed at the sponsored event
- Announcement of hosting partnership on all social media accounts
- Company Logo printed on all print materials associated with the specific event (program guide, posters, handouts)
- Two invitations to the official media launch and acknowledgement at this highly publicized event

Silver - \$2500 Package

- Quarter page advertisement in our program guide
- Company provided booth at Days in the Park
- Company provided float in the Grande Parade
- Company logo on sponsored events page in the program guide
- Company logo on sponsored events page on the Rose Festival Website
- Company provided banners displayed at the sponsored event

Bronze - \$1000 Package

- Business card advertised in our program guide
- Company provided booth at Days in the Park
- Company provided float in the Grande Parade



Additional Sponsorship Opportunities

Coronation Ball Contestant Sponsorship - \$550 Package

- Your logo at the event
- Your logo in event program
- Your name and logo on all social media sites
- Your name on the contestant sash worn for Media Launch, events during the Festival
- Two Invitations to the Coronation and acknowledgment
- Two invitations to the official media launch and acknowledgement at this highly publicized event

Advertising Opportunities

All advertisements will be featured in our annual Program Guide, which outlines the events of the festival and will be distributed across the Niagara Region.

Business Card Ad.....	\$125
Quarter Page Ad.....	\$250
Half Page Ad.....	\$400
Full Page Ad	\$800
Full Page Ad Inside Front Cover	\$850