

2019 SPONSORSHIP PACKAGE



58th
Welland
Rose Festival

Building Community Spirit Together
Ensemble on bâti l'esprit de communauté

Best of the Rose Fest



June 6th: Coronation Ball
June 8th: Welland County Motorcycle Club
June 10th-16th: Art Exhibition at Seaway Mall
June 13th: Lobsterfest LUAU
June 15th: Baby Show

June 16th: Children's Fishing Derby
June 19th: Welland Horticultural Society Rose Show
June 21st: Street Dance
June 22nd-23rd: Downtown Extravaganza
in the Park (Merritt Park)

June 23rd:
Rose Festival Grand Parade
Parade After Party
with The Associates



www.wellandrosefestival.com



We Invite You To Join Us!

Over the past 58 years Welland Rose Festival has brought together the people of Welland and surrounding areas to celebrate our history, heritage and community. The Festival is comprised of several events that are run by a group of dedicated volunteers:

Coronation Ball

Downtown Extravaganza in the Park

Art Exhibition

Lobsterfest

Children's Fishing Derby

Baby Show

Street Dance

Grande Parade

Along with these the Welland Rose Festival partners with other groups within the community to host events for us. This includes the City of Welland, Welland County Motorcycle Club, Welland Horticultural Society, Visual Artists of Welland, and Welland Historical Museum.

With the various arts, cultural and sporting events that the Rose Festival offers, it is easy to see why the residents and visitors, in any age group, come out to participate. There certainly is something for everyone. Your endorsement of the Rose Festival will showcase your company to all who attend.

While the energy and enthusiasm during the Rose Festival stems from the organizers and volunteers, we would not be able to hold this event if it were not for your generosity.

We invite you to be a significant partner of the 58th Welland Rose Festival through any combination of financial and in-kind contributions. All of our sponsors will receive excellent exposure both locally and provincially through various types of advertising, including social media outlets, print and radio. This package contains a variety of sponsorship tiers and marketing opportunities tailored to suit your desired level of involvement.

Your support will play a vital role in our success and once you have chosen a sponsorship level, please complete the Sponsorship Registration Form (enclosed) and return it. We look forward to helping you be a part of the celebrations in the City of Welland.

Warm regards,

*Welland Rose Festival
Sponsorship Committee*

For sponsorship information or questions, please contact:

*Debi Katsmar
Prowl Communications
905-321-5097
debi@prowlcommunications.com*



Title/Presenting Sponsor

\$25,000+

- Overall sponsor for the 58th Welland Rose Festival
- Ability to hang banners at all Rose Festival events
- Company representative speech at Media Launch and any other event you may wish to speak at.
- 8 tickets to events requiring them: Media Launch, Art Exhibition, Coronation Ball & the Lobsterfest
- Cheque presentation coverage in newspaper
- Full Page Cover ad in the 58th annual program guide
- Announcement of the partnership on all social media accounts and advertisements of your company and its services (as discussed before the contract is signed)
- Alignment of your brand with any mention of the Rose Festival in the media, press releases and live interviews
- Company provided logo on all print ads and media releases
- Company provided logo and links on all our social media pages
- Top position and largest size in all ads
- Use of Rose Festival pictures for promotional purposes
- Video commercials on the web page
- Video links on our YouTube channel to your commercial
- Company provided float in the Grande Parade, if desired
- Company provided booth at Days in the Park, if desired.

Diamond-Plus Sponsor

\$10,000+

- Overall sponsor for one of Welland Rose Festival major events: Lobsterfest, Art Exhibition, Street Dance, Baby Show, Coronation Ball, Downtown Extravaganza in the Park, or Grande Parade
- Ability to hang company provided banners at all Rose Festival events
- Company representative speech at Media Launch and at event you are sponsoring
- 4 tickets to Media Launch and event you are sponsoring
- Full Page ad (interior page) in the 58th annual program guide, company provided
- Alignment of your brand with any mention of the Rose Festival in the media, press releases, and live interviews (“major sponsor your company”)
- Company logo and profile on the major sponsor's page on the Rose Festival website (provided by company)
- Company provided logo on all print materials associated with the Festival
- Logo and links on all our social media pages

Welland Rose Sponsor

\$5,000+

- Company provided banners to hang at all Rose Festival events
- 2 tickets to media launch
- Half Page ad inside the 58th annual program guide
- Logo on website (with link to sponsor's site)
- Company provided logo on all print ads and media releases
- Business logo and links on all social media pages
- Mention in radio ads
- Company provided booth at Downtown Extravaganza in the Park
- Company provided float in the Grande Parade

Home & Family Rose Sponsor

\$3000+

- Company provided banner to hang at all Rose Festival events
- 2 tickets to the Media Launch
- Quarter page ad in the 58th annual program guide
- Logo on website (with link to sponsors site)
- Company provided logo on all print ads and media releases
- Business logo and links on all social media pages

Program Advertising

Inside Back Cover (Colour)	\$850
Outside Back Cover (Colour)	\$850
Full Page Colour (only 2 available)	\$800
Half Page b/w	\$400
Quarter Page b/w	\$250
Business Card b/w	\$125

Three Cheers Rose Sponsor

\$1000+

- Company provided banner to hang at all Rose Festival events
- 2 tickets to the Media Launch
- Eighth page ad in the 58th annual program guide
- Company provided logo and profile on the major sponsor's page on the Rose Festival website

Best Friends Rose Sponsor

\$250+

- Business logo and links on all social media pages
- Company provided banner to hang at all Rose Festival events
- Business card sized ad in the 58th annual program guide
- Company provided logo and profile on the sponsor's page of the Rose Festival website
- Logo on website (with link to sponsors site)
- Business logo and links on all social media pages

Coronation Ball Contestant

Coronation Ball Contestant Sponsor \$400



2019 Welland Rose Festival Sponsorship

Company: _____

Contact: _____ Phone: _____

Street Address: _____

City: _____ Prov. ____ Postal Code: _____

Phone: _____ Email: _____

Please select option requested

- Title Sponsor \$25,000+
- Diamond Plus Sponsor \$10,000+
- Welland Rose Sponsor \$ 5,000+
- Home & Family Rose Sponsor \$ 3,000+
- Three Cheers Rose Sponsor \$ 1,000+
- Best Friends Rose Sponsor \$ 250+

Program Advertising

- Inside Back Cover (Colour) \$850
- Outside Back Cover (Colour) \$850
- Full Page Colour (only 2 available) \$800
- Half Page b/w \$400
- Quarter Page b/w \$250
- Business Card b/w \$125

- Coronation Ball Contestant Sponsor \$400

Special instructions

Please make cheque payable to:
Welland Rose Festival

Mail to:
Welland Rose Festival
 30A East Main St.
 Welland, ON
 L3B 3W3

Thank You!

**Theme This Year:
 The Best of the Rose Fest**