

Event Sponsorship Opportunities 2025





Land Acknowledgement

The Town of Whitchurch-Stouffville acknowledges this land is the treaty territory of the Williams Nations. It is also the traditional territory of other Anishinaabeg peoples, the Wendat, and the Haudenosaunee. We also recognize the contributions of all Indigenous peoples to this place and commit to a continued dialogue and greater respect for the land we have come to share. This recognition of the contributions and historic importance of Indigenous peoples must also be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our community.



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55,000+
Growing population



25+ events
per year

80+
Spoken Languages



5,213,094
Organic social media impressions



227,213

Organic social media **engagements**



1 in 3

residents were born
outside of Canada



36%

of people living in Stouffville
are **third generation Canadian**



30%

of the population **live and work** in Stouffville



63% of residents are
of **working age**



\$122,000

Average **household income**

Welcome to the 2025 Sponsorship Program!



Dear Friends and Partners,

Welcome to the 2025 Sponsorship Guide for the Town of Whitchurch-Stouffville. We invite you to explore the exciting opportunities within these pages with great enthusiasm.

Our Town thrives on the strength of collaboration, and as we continue to build a vibrant future, partnerships with organizations like yours remain essential. Building on the success of past efforts, we're proud to once again offer a streamlined approach to sponsorship. This comprehensive guide brings together all sponsorship opportunities from the Town of Stouffville and the Mayor's Office into one easy-to-navigate resource. From supporting our beloved Stouffville Celebrates events to making an impact through the Mayor's annual Charity Golf Classic, you'll find diverse opportunities to connect with our community in meaningful ways.

Together, we can build a thriving community where businesses succeed, residents flourish, and our collective spirit of cooperation takes us to new heights. Please dive into this guide, discover how your organization can contribute, and join us in this exciting journey of community building.

Thank you for choosing to partner with Stouffville, recently ranked #1 in York Region and #2 in Ontario on the Globe & Mail's list of Canada's Most Livable Cities. By investing in our Town today, you're helping to create a stronger, more connected community for tomorrow. We look forward to building a lasting and impactful relationship with you.

Sincerest regards,
Iain Lovatt, Mayor

A handwritten signature in black ink, appearing to read 'Iain Lovatt', written in a cursive style.

THE GLOBE AND MAIL 2024

CANADA'S MOST LIVABLE CITIES

#1 in York Region

#2 in Ontario

#13 in all of Canada



Our Awards:



COMMUNITY IMPACT AND VALUE

Why Partner with Stouffville?

Impactful Community Initiatives

Through your partnership, you'll have the opportunity to actively contribute to our diverse range of community programs and initiatives. From heritage and culture to arts and entertainment, your involvement will leave a lasting and positive impact on our Town.

Enhanced Visibility & Community Recognition

Your commitment to corporate social responsibility will be recognized and celebrated through various channels, including media releases, social media, and official stage acknowledgments during our events.

Tailored Partnership Packages

We understand that each corporate partner is unique. Our team is dedicated to working closely with you to create a customized partnership package that aligns with your corporate goals, values and budget.

Audience Reach

Stouffville's community events attract different types of audiences. Whether through onsite activations to brand awareness - you can engage with potential customers in a relaxed and enjoyable environment, fostering a personal connection.



Align your brand with our **award-winning events** and be a part of our success story.

E-mail sponsorship@townofws.ca with any Sponsorship inquiries.



Family Favourites

Movies in the Park

 July 25 & August 15  Memorial Park

This free, family favourite event happens twice each summer. Attendees bring out their lawn chairs and blankets at sundown to watch a movie in Memorial Park under the stars! A food vendor is available at each movie selling delicious treats for you to enjoy before and during the movie and sponsors are invited to activate family-friendly activities.

 **1,000+** visits

Strawberry Festival

 June 27, 28, & 29  Memorial Park

Stouffville's Strawberry Festival has been an institution for the Stouffville community for over 40 years. Taking place on the weekend before Canada Day, this FREE family festival is for the benefit of the entire community. Attendees can enjoy the festival market, live entertainment, food zone, the pancake breakfast, the Sandy Stronach Red Berry Café and Picnic in the Park. Strawberry Festival brings together thousands of our neighbors in the heart of Stouffville in Memorial Park.

 **40,000** attendees  **150** vendors

” Sponsor Testimonial

“These types of community events allow us to connect to the community as a neighbour and as a trusted local business. We feel it helps us grow our business by connecting in a fun, collaborative and supportive environment. Giving back to a community that has done so much for us. We love Stouffville.”

– Dolores Trentadue, Team Leader, Trentadue Torres Group Realty



Stouffville Celebrates

The Stouffville Celebrates Series is a lively collection of free, inclusive events throughout the year, offering residents and visitors a chance to come together and celebrate the heart of our community.

With both summer and holiday events, this series highlights the beauty and spirit of Stouffville, drawing over 110,000 attendees annually.

Hallmark events like the award-winning Ribfest and the Holiday Market showcase a range of local and regional businesses, food trucks, performers, and vendors, creating unforgettable experiences for all ages.

Various sponsorship levels provide opportunities for businesses to participate, from onsite activations to entertainment and presenting sponsorships. Our team is committed to working with sponsors to tailor a partnership that enhances their presence and impact within this dynamic series.



Attendee Testimonial

"The evening 'under the stars' was one of the finest, if not THE finest I've ever experienced in Stouffville."

- Event Attendee

Stouffville Celebrates Sponsorship Levels

Presenting Sponsor **\$50,000 per series**

As Presenting Sponsor of either the Summer or Holiday Stouffville Celebrates Series, your brand receives premier visibility across the season's events, with top billing on promotional materials, signage, and social media, plus verbal recognition at each event. This sponsorship aligns your brand with Stouffville's most popular traditions, building a strong community connection.

Series Sponsor **\$25,000 per series**

As a Series Sponsor of either series, your brand is recognized as a valued supporting partner throughout the season, with consistent logo placement on select materials, digital platforms, and onsite signage. This level provides sustained exposure, aligning your business with these beloved events.

Entertainment Sponsor **\$10,000 per event**

The Entertainment Sponsor level supports live performances that energize Stouffville Celebrates. Your brand is featured alongside premier entertainment at events like Symphony Under the Stars, Ribfest (3 available), and the Holiday Market, making your business part of these unforgettable experiences.



Celebration Sponsor **\$5,000**

As a Celebration Sponsor, your brand receives targeted recognition at three events, including one Hallmark* event date and two additional events. Benefits include name placement on select publications and materials and emcee recognition, giving your brand visibility at key moments throughout the season.

Specialty Sponsor **\$2,000 - \$6,000**

Specialty Sponsorships directly support popular event enhancements, from fireworks to face painting and other high-traffic attractions, creating memorable moments linked to your brand. Packages are tailored with the events team, priced between \$2,000 and \$6,000 based on the cost and impact of the activation, with options ranging from photo booths to amusement rides.

Community Sponsor **\$500 - \$750**

Available on a first-come, first-served basis, as spaces are limited, Community Sponsorship includes an onsite community outreach space for direct engagement with attendees and emcee recognition. Hallmark* events are priced at \$750 per day, while other Stouffville Celebrates events are \$500 per day. This level is ideal for brands seeking personal connections within the community.

*Hallmark events: Ribfest, Holiday Market

Stouffville Celebrates Summer Series



Victoria Day Fireworks

 May 16  Memorial Park

Celebration with food trucks, live musical entertainment, and fireworks.

 **7,500** attendees



Canada Day Fireworks

 July 1  Memorial Park

Celebrate Canada Day with an evening of live entertainment, food and the largest fireworks display of the year!

 **10,000+** attendees



Symphony Under the Stars

 July 18  Memorial Park

Experience an evening of classical and contemporary music with a live orchestral performance in Memorial Park.

 **4,000+** attendees



 **50,000+** attendees


Stouffville Ribfest


 August 8-10  Memorial Park

Our largest annual festival includes ribbers, craft beer, a wide array of food options, a kids zone and unparalleled live stage entertainment.

 **158**
social posts

 **45,000+**
website visits

 **1,000,000+**
social impressions

 **90,018**
social impressions



 **15,000+** attendees

Stouffville Holiday Market

 November 21-22  6240 Main Street

Kicking off with the official Christmas Tree Lighting and including a local artisan vendor marketplace, magical lighting displays, festive entertainment, food and beverage, visits with Santa Claus and more.

 **10,940**
webpage views

 **3,994**
social engagements

 **91**
unique social posts

Stouffville Celebrates **Holiday Series**

Halloween on Main Street

 October 25  Civic Square & Main Street

A spook-tacular Halloween celebration in Civic Square with trick-or-treating along Main Street at participating businesses while supplies last! Free family fun to get you into the Halloween spirit!

 **8,000** attendees  **5,992** Webpage Views



Santa Claus Parade

 December 6  Main Street

This evening parade features a cavalcade of lights, floats, bands and more along our historic Main Street.

 **12,000+** attendees  **6,190** Webpage Views



New Year's Eve Fireworks

 December 31  Memorial Park

Ring in the New Year with food trucks, entertainers and a spectacular fireworks finale.

 **5,000+** attendees  **5,992** Webpage Views



Event Promotion



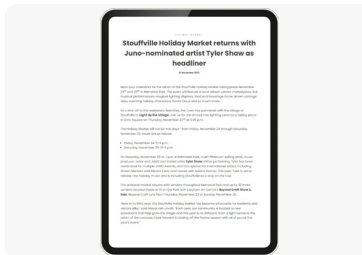
Social media

- Instagram
- Facebook
- X



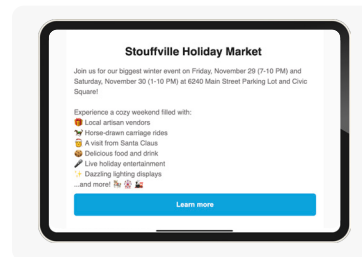
Mobile Signage

- Strategically installed in high traffic areas throughout town.



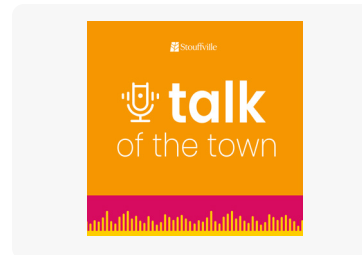
Media Releases

- Distributed to local media and posted to Town website



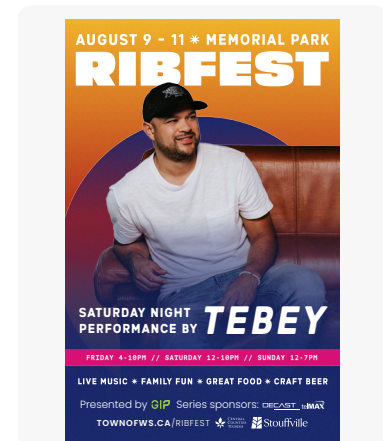
eNewsletters

- Promotion of upcoming events in our bi-weekly eNewsletter.



Talk of the Town Podcast

- Event segment in weekly Town podcast.

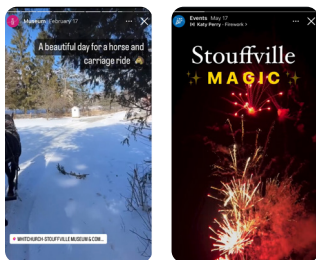


Posters

- Located at Town facilities and local businesses.



Event Day Marketing



Instagram Story Updates



Activation Signage



Sponsor Thank You Signage

Sponsor Recognition

Disclaimer: Benefits outlined are approximate as scope of deliverables may vary per event.

Sponsor Recognition

- ★ Logo featured
- Name in text
- ✓ Included

	Presenting	Series	Entertainment	Celebration* 3 Event Dates	Specialty	Community
Stouffville Celebrates "Presented by"	★					
Print & Signage						
Print Posters	★	★				
Magazine	★					
Stouffville Play Book	★	★	●	●		
Promotional mobile signs	★					
Digital						
Highlight video, after season's end on town website	★	★	●	●		
Event survey	★	★				
Link on Town website	★	★				
Name on Town website			●	●		
Handle tagged in Facebook/Instagram captions	●	●	●	●		
Visibility on Facebook, and/or Instagram graphics	★					
Event Venue						
On-site thank you signage	★	★	★			
Exclusive signage at sponsored activation			★		★	
Official stage recognition by Town Official	✓	✓	✓			
Official stage recognition by Emcee	✓	✓	✓	✓	✓	✓
20' x 20' community outreach space (or sized accordingly as venue layout permits)	✓					
10' x 10' community outreach space (or sized accordingly as venue layout permits)		✓	✓	✓	✓	✓

*Includes one (1) Hallmark Event date and two (2) additional event dates

 **\$1,000,000** to local charities

 **90** organizations have received legacy funding since 2019

WHITCHURCH-STOUFFVILLE
legacy
FUND

The Whitchurch-Stouffville Legacy Fund (WSLF) was created to help support the financial needs and efforts of local service groups and charities who work to enrich the lives of Stouffville residents.



The WSLF is a non-profit entity with a volunteer Board of Directors who review and grant funding requests three times annually. To date, the WSLF has provided over \$1,000,000 to deserving local charities and clubs.

The WSLF is solely funded by the charitable efforts of Mayor Lovatt's annual fundraising events.

Gala

#ForStouffville



#ForStouffville Gala

📅 September 18 📍 Willow Springs Winery

This black-tie optional evening features a cocktail reception, seated dinner with entertainment, fundraising initiatives, and the presentation of the highly anticipated Community Impact Awards.



Benefiting
Markham Stouffville
Hospital Foundation

Mayor Lovatt's Charity Golf Classic

📅 June 2 📍 Emerald Hills Golf Club

Now in its 6th year, Mayor Lovatt's Charity Golf Classic consistently attracts over 200 players within the local business community. This event provides a unique corporate hosting and networking opportunity for sponsors and players.



STOUFFVILLE MAIN STREET 5K



Benefiting
Markham Stouffville
Hospital Foundation



” Partner Testimonial

We wanted to take a moment to congratulate you and the entire Stouffville team on yesterday's Stouffville Main Street 5k! From the events team down to the parks team who supported yesterday, we can't thank you all enough for the time and effort you put into making the run the overwhelming success that it was (for a second year in a row!). The jump up to 1,300 participants was amazing to say the least and hopefully that can continue to climb again next year. It looks as though lots of people in the town have a new Father's Day tradition!

- Matteo Paolucci, Markham Stouffville Hospital Foundation

Stouffville Main Street 5K

📅 June 15 📍 Memorial Park & Main Street

Community members run/walk along Historic Main Street in support of Markham Stouffville Hospital Foundation.

👤 1,300+ Runners | 👁️ 83,612 Webpage Views

👤 358,438 Impressions | ➕ 108 Social Posts



19 on the Park

Patio Series

 June 26, July 17, August 14  Civic Square

The Patio Series is a free outdoor performance series that showcases local talent right in the centre of historic Downtown Stouffville! With a vision to create unique event experiences throughout the summer months, the Patio Series will focus on Country (June), '80s favourites (July), and British Invasion (August), to bring an exclusive experience to 19 on the Park.

 **3** shows throughout the summer



Concert Series

 October - May  19 on the Park

The Concert Series at 19 on the Park offers an impressive and engaging line-up of performances including comedy shows, interactive family performances, tributes of beloved bands, and award-winning artists.

In 2025, the Concert Series will include eight performances including Yuk Yuk's on Tour, Canada's Global Orchestra, Hotel California: The Original Eagles Tribute and Opry Gold: The Kings & Queens of Country starring Leisa Way & The Wayward Band to name a few.

 **8** shows throughout the year

Museum & Heritage Events

Doors Open Whitchurch-Stouffville

 June 7  Various locations throughout Stouffville

From historical houses to modern marvels of construction, Doors Open Whitchurch-Stouffville showcases the buildings, natural spaces, infrastructure and cultural landscapes that shape and define our communities.

 **6,000+** visits  **12-15** sites

Antique & Classic Car Show

 August 10  WS Museum & Community Centre

Our longest running event includes over 400 vintage cars, performances, and exhibits.

 **3,200+** attendees  **11,663** social engagements

 **79,215** social impressions  **7,223** webpage views



Santa Visits the Museum

 December 13

 WS Museum & Community Centre

Bringing the holiday spirit to the Museum, this is a fun-filled day for families that includes visits with Santa Claus, holiday crafts, horse-drawn wagon rides, and more!

 **41,553** social impressions

Stay Connected with Stouffville!

Join us on social media to stay up to date, get involved, and celebrate our vibrant community!

Facebook

@TownofStouffville

@StouffvillePlay

@wsfes

@wsplibrary

@wstownhall

Instagram

@TownofStouffville

@StouffvillePlay

X

@TownofWS

@ws_townhall

LinkedIn

Whitchurch-Stouffville

Want to get in touch?

Please e-mail sponsorship@townofws.ca with any sponsorship inquiries.

