



**2023**

# **SPONSORSHIP PROPOSAL**

Please contact  
[events@penetanguishene.ca](mailto:events@penetanguishene.ca) for  
more information or alternative  
ways your business would like  
to participate.



@penetanguishene



[connectpenetanguishene.ca](http://connectpenetanguishene.ca)



<http://penetanguishene.ca>



# 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. One night 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.

## Sponsorship Options

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

**Kids Night Sponsor: \$2,000 (1 Spot)**

**Single Night Sponsor: \$500 (11 Spots)**



# EVENT TITLE SPONSOR

\$5,000 (1 Spot)

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 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](mailto:events@penetanguishene.ca)



# KIDS NIGHT

\$2,000 (1 Spot)

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 the applicable night(s).
- Town staff or hired entertainers will publicly acknowledge the sponsorship 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

\$500 (11 Spots)

## 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 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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