



CROWFEST 2022

SPONSORSHIP PACKAGES

crowfestck.com |  

SPONSORSHIP Packages

Sponsorship Level	Amount	Number Available	Status
Presenting Sponsor	\$25,000	1	SOLD
Main Busker Pitch Sponsor	\$20,000	1	SOLD
Gala Sponsor	\$15,000	1	AVAILABLE
Costume Contest Sponsor	\$10,000	1	AVAILABLE
Secondary Busker Pitch Sponsor	\$5,000	2	AVAILABLE
Great Escape Sponsor	\$5,000	1	AVAILABLE
Entertainment Sponsor	\$3,500	1	AVAILABLE
Music Pitch Sponsor	\$3,000	1	SOLD
Wine Sponsor	\$2,500	3	AVAILABLE
Photo Display Sponsor	\$2,500	3	AVAILABLE
Crow Race Top Prize Sponsor	In-Kind	1	AVAILABLE
Crow Boat Sponsor	In-Kind	10	AVAILABLE
Event Sponsor / In-Kind Sponsor	\$500 - \$1,000	Unlimited	AVAILABLE



\$25,000

PRESENTING Sponsor

Designation

- Exclusive presenting sponsor of Crowfest

On-Site Signage

- Co-branding with the Crowfest logo on all promotional materials
- Logo included on volunteer t-shirts

Advertising Before Crowfest

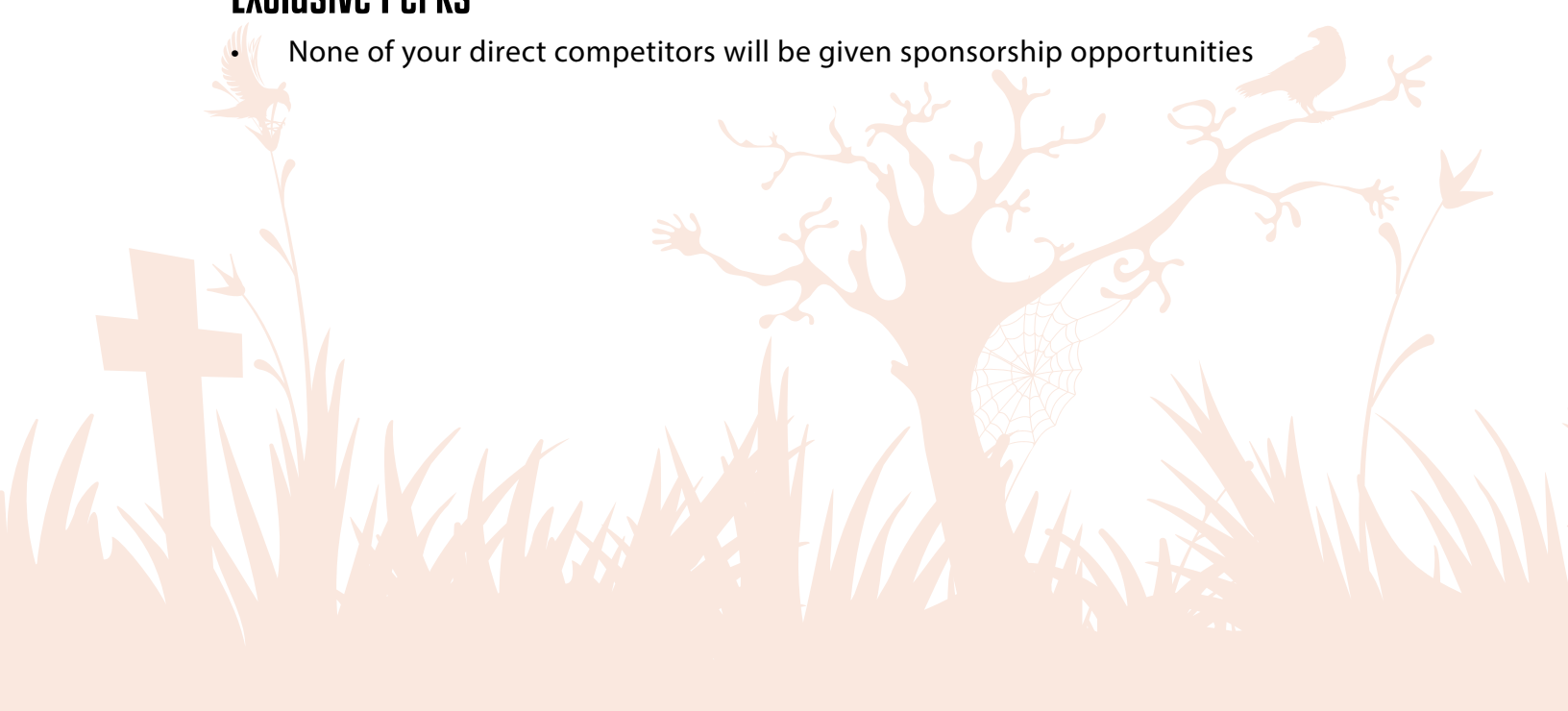
- Logo recognition on Crowfest website with link to your website
- 50 radio ads promoting Crowfest and gala
- Social media recognition as the Presenting Sponsor of the Crowfest
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 25 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the busker performances of the festival.
- 4 tickets to the Crowfest Gala, includes a three course dinner made fresh with all local ingredients and a performance from Richard Cole, "That Hypnotist Guy"

Exclusive Perks

- None of your direct competitors will be given sponsorship opportunities



\$20,000

MAIN BUSKER PITCH Sponsor

Designation

- Exclusive sponsor of the main entertainment pitch where performers are scheduled throughout the weekend

On-Site Signage

- Placement of corporate promotional structure at the main pitch in the centre of the festival
- where entertainment is scheduled continuously throughout the weekend
- Logo recognition on microphone used by performers
- Recognition on t-shirts worn by performers at this pitch
- Branded pitch area

Advertising Before Crowfest

- 40 radio ads promoting Crowfest and the entertainers
- Logo recognition on Crowfest website with link to your website
- Social media recognition as the Main Busker Pitch Sponsor
- Logo recognition on all print promoting the entertainers of Crowfest
- Social media promotional posts from the buskers, with over 1 million combined followers across various social media platforms
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 20 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival
- 2 tickets to the Crowfest Gala, includes a three course dinner made fresh with all local ingredients and a performance from Richard Cole, "That Hypnotist Guy"

Exclusive Perks

- Exclusive industry sponsorship – none of your direct competitors will be given sponsorship opportunities

\$15,000

GALA Sponsor

The Crowfest Gala will take place at the Armories in Chatham with 300 tickets available, and will truly be an evening to remember. Attendees will enjoy a three course dinner made fresh with all local ingredients, a cash bar, and a performance from Richard Cole, "That Hypnotist Guy". The evening will be emceed by special guest from Ireland, Jack Wise. Website: Thathypnotistguy.com

Designation

- Presenting Sponsor of the Crowfest Gala

On-Site Signage / Print

- Corporate banners, flags, or other promotional material can be placed on the stage
- Recognition in event program
- Logo recognition on table numbers
- Logo projected on overhead screens

Advertising Before Crowfest

- Logo recognition on Crowfest website with link to your website
- 30 radio ads promoting Crowfest and the Gala
- Social media recognition as the presenting sponsor of the Crowfest Gala on Facebook Instagram, and TikTok
- Recognition on all print materials promoting the Crowfest Gala
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 15 Tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival

Exclusive Perks

- One complimentary table for 8 at the Gala, includes a 3 course dinner
- Speaking opportunity to address attendees
- None of your direct competitors will be given sponsorship opportunities
- Opportunity to place promotional items in swag bags for all attendees

\$10,000

COSTUME CONTEST Sponsor

You won't want to miss Crowfest's first annual costume contest, happening at the Band Shell in Tecumseh Park! \$10,000 in cash prizes will be awarded to winners across a variety of exciting categories, including one that is all things Crow!

Designation

- Exclusive sponsor of the costume contest

On-Site Signage

- Corporate banners or flags can be placed on the stage where all photos of the contestants will be taken during the contest
- Logo featured on a step and repeat backdrop



Step & Repeat Banner

Advertising Before Crowfest

- Logo recognition on Crowfest website with link to your website
- 20 radio ads promoting Crowfest and the Gala
- Social media recognition as the presenting sponsor of the Costume Contest
- Recognition on all print materials promoting the Crowfest Gala
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 10 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival
- 2 tickets to the Crowfest Gala, includes a three course dinner made fresh with all local ingredients and a performance from Richard Cole, "That Hypnotist Guy" Website: Thathypnotistguy.com

Exclusive Perks

- Opportunity to have one representative as a judge of the contest
- Pick a category you would like to see in the costume contest!
- Opportunity to present prize money to winning contestants
- Photos taken with all top placing contestants

\$5,000 **SECONDARY BUSKER PITCH** Sponsor

Designation

- Exclusive sponsor of a busker performance pitch

On-Site Signage

- Placement of corporate promotional structure at the designated pitch where entertainment is scheduled throughout the weekend
- Logo recognition on microphone used by performers
- Recognition on t-shirts worn by performers at this pitch
- Branded pitch area

Advertising Before Crowfest

- 10 radio ads promoting Crowfest and the entertainers
- Logo recognition on Crowfest website with link to your website
- Social media recognition as the Main Busker Pitch Sponsor
- Logo recognition on all print promoting the entertainers of Crowfest
- Social media promotional posts from the buskers, with over 1 million combined followers across various social media platforms
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 5 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival



\$5,000

GREAT ESCAPE Sponsor

To kick-off Crowfest, Escapologist Rob Roy Collins will be performing a world class escape act at a location of your choice! This event will be covered by local media and attended by the public. Website: robroycollins.com

Designation

- Exclusive sponsor for the Great Escape kick-off event

On-Site Signage

- Placement of corporate tents, flags, or other promotional materials on-site

Advertising Before Crowfest

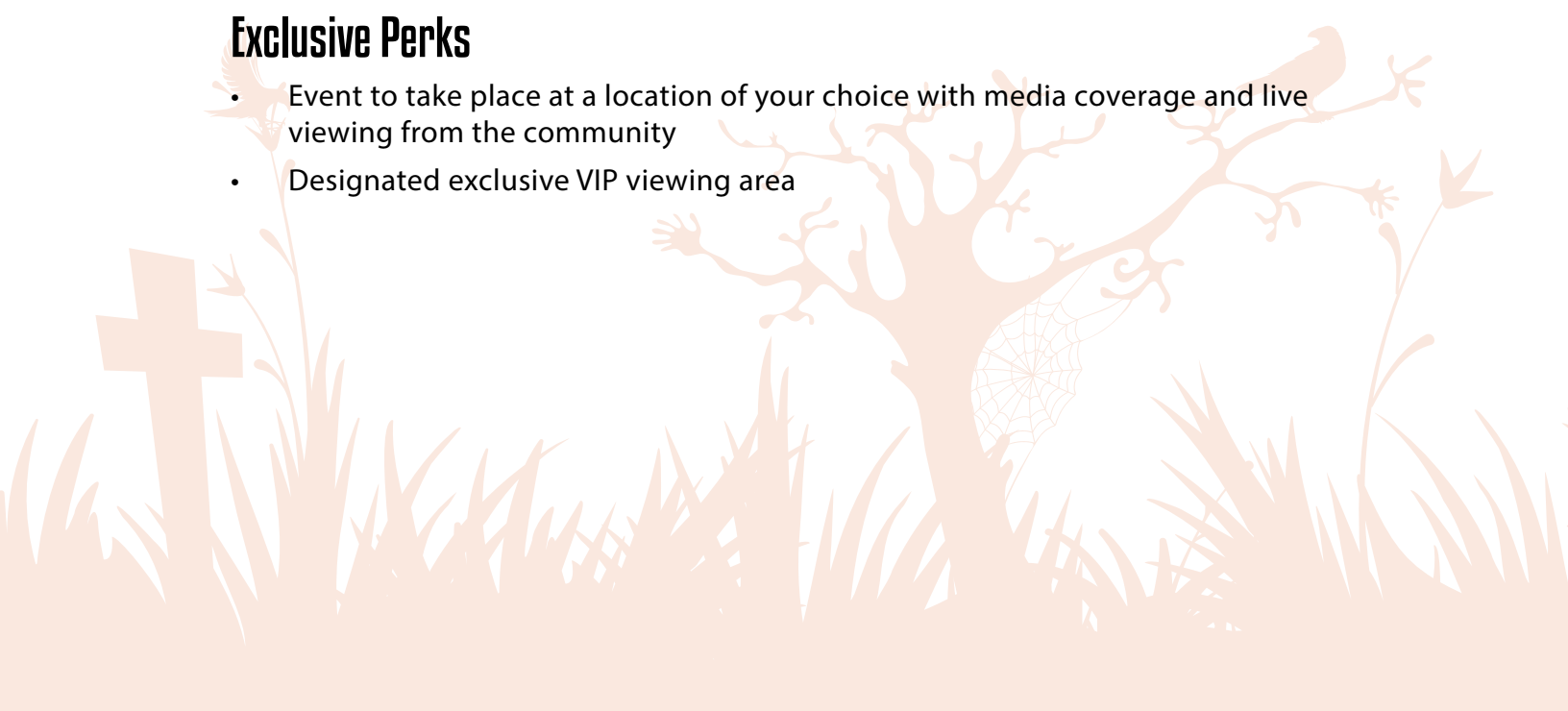
- 10 radio commercials promoting the event
- Recognition in branded media release promoting the event
- Logo recognition on Crowfest website with link to your website
- Social media recognition as the Great Escape Sponsor
- Logo recognition on all print promoting the Great Escape kick-off event
- Logo recognition in newspaper thank you ad distributed across

Hospitality

- 5 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival

Exclusive Perks

- Event to take place at a location of your choice with media coverage and live viewing from the community
- Designated exclusive VIP viewing area



\$3,500

ENTERTAINMENT Sponsor

Designation

- Entertainment Sponsor for the Crowfest Gala, featuring Richard Cole "That Hypnotist Guy" Website: Thathypnotistguy.com

On-Site Signage

- Logo recognition on overhead screens
- Recognition in event program

Advertising Before Crowfest

- Logo recognition on Crowfest website with link to your website
- Social media recognition as the Entertainment Sponsor for the Crowfest Gala
- Recognition on all print materials promoting the Crowfest Gala
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 4 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival



\$3,000

MUSIC PITCH Sponsor

Designation

- Exclusive sponsor of the music pitch

On-Site Signage

- Placement of corporate promotional structure at the music pitch in Tecumseh Park where local musical performers are scheduled consistently throughout the weekend
- Branded pitch area

Advertising Before Crowfest

- Logo recognition on Crowfest website with link to your website
- Social media recognition as the Music Pitch Sponsor
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 3 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival



\$2,500

WINE Sponsor

Designation

- Wine Sponsor for the Crowfest Gala

On-Site Signage

- Logo recognition on overhead screens
- Recognition in event program

Advertising Before Crowfest

- Logo recognition on Crowfest website with link to your website
- Social media recognition as the Wine Sponsor for the Crowfest Gala
- Recognition on all print materials promoting the Crowfest Gala
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 3 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival



\$2,500

PHOTO DISPLAY Sponsor

Designation

- Exclusive sponsor of a photo display on-site at Crowfest

On-Site Signage

- Your logo integrated into creative and festive displays designed for photo opportunities for attendees

Advertising Before Crowfest

- Logo recognition on Crowfest website with link to your website
- Social media recognition as the Photo Display Sponsor
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 3 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival



IN-KIND

CROW RACE TOP PRIZE Sponsor

The Crow Race is a fundraiser that will take place on Saturday October 15 from bridge to bridge downtown. Ten crows in boats will race in four flights from the Fifth Street bridge to the Third Street bridge down the Thames to determine the winning ticket numbers. This event is similar to the Rubber Duck Fundraisers seen in years past. Proceeds from this event will support both Epilepsy Canada as well as Crowfest 2023.

Designation

- Presenting sponsor of the Crow Race
- On-Site Signage
- Logo recognition at the start and finish lines of the race
- Logo on crow in the race

Advertising Before Crowfest

- Logo recognition on Crowfest website with link to your website
- 1 radio ad per \$500 of value in sponsorship donation promoting Crowfest and the Crow Race
- Social media recognition as the top prize sponsor of the Crow Race
- Logo recognition on all print promoting the Crow Race
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 10 tickets to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival

Exclusive Perks

- Opportunity to present prizes to winning contestants
- Photos taken with all winners
- Access to exclusive viewing area at the finish line of the Crow Race



IN-KIND

CROW BOAT Sponsor

Designation

- Crow Boat Sponsor for one boat in the Crow Race, representing 1,000 tickets purchased for the fundraiser

On-Site Signage

- Logo placement on Crow Boat

Advertising Before Crowfest

- 1 radio commercial per \$500 value of donation, minimum \$5,000 value
- Logo recognition on Crowfest website with link to your website
- Social media recognition as a Crow Sponsor
- Logo recognition on all print promoting the Crow Race
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

Hospitality

- 1 ticket per \$1,000 of donated value to the Busk After Dusk exclusive performance at Sons of Kent for sponsors, featuring the highlights from the buskers of the festival

Exclusive Perks

- Naming of the crow to be announced during the races



\$500 - \$1,000

EVENT / IN-KIND Sponsor

- Logo on Crowfest website with a link to your website
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent
- On-site logo displayed throughout the event
- Inclusion in social media recognition post for Event Sponsors

