



# CROWFEST 2023

## SPONSORSHIP PACKAGES

[crowfestck.com](https://crowfestck.com) |  



**ST. CLAIR**  
COLLEGE

# SPONSORSHIP Packages

Sponsorship Level	Amount	Number Available	Status
Presenting Sponsor	\$25,000	1	SOLD
Main Busker Pitch Sponsor	\$20,000	1	SOLD
Costume Contest Sponsor	\$10,000	1	AVAILABLE
Secondary Busker Pitch Sponsor	\$5,000	3	SOLD
Great Balls of Fire Sponsor	\$5,000	1	SOLD
Entertainment Sponsor	\$3,500	1	SOLD
Food & Beverage Sponsor	\$3,000	1	SOLD
Photo Display Sponsor	\$2,500	3	SOLD
Crow Race Top Prize Sponsor	In-Kind	1	SOLD
Crow Boat Sponsor	In-Kind	10	SOLD
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

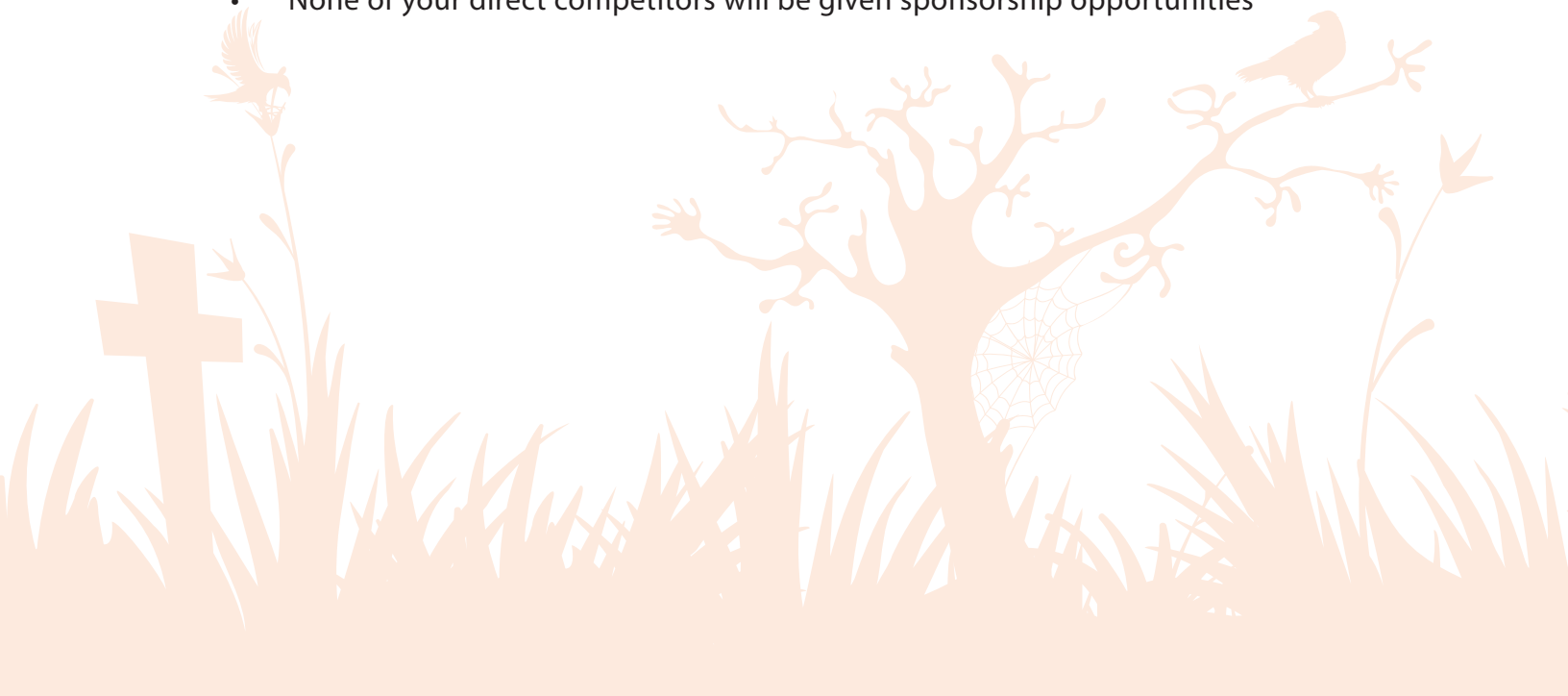
- Logo recognition on Crowfest website with link to your website
- 50 radio ads promoting Crowfest and gala
- Social media recognition as the Presenting Sponsor of the Crowfest
- Logo recognition in newspaper thank you ad distributed across Chatham-Kent

## 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 Murder Mystery hosted by world renowned entertainer from Ireland Jack Wise

## 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 Murder Mystery hosted by world renowned entertainer from Ireland Jack Wise

## **Exclusive Perks**

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



# \$10,000

# COSTUME CONTEST Sponsor

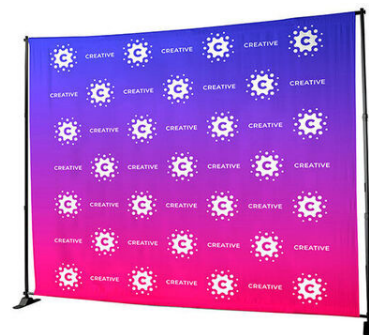
You won't want to miss Crowfest's first annual costume contest, happening at the Band Shell in Tecumseh Park! \$10,000 in cash prizes will be awarded to winners across a variety of exciting categories, including one that is all things Crow!

## 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 Murder Mystery hosted by world renowned entertainer from Ireland Jack Wise

## 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 PITCHES 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**

# **GOODNESS GRACIOUS GREAT BALLS OF FIRE! Sponsor**

To kick off Crowfest we will have four fire performers live on the patio at The Garden On King. The performers are from all over the world and will not disappoint! Immediately after the pyro performance The Great Canadian Duelling Pianos will be rocking the night away next door at the River Rock. Last year's performance had over 600 people in attendance. This all ages event is a perfect fit for a sponsor looking to elevate their visibility in the local area.

## **Designation**

- Exclusive sponsor for the Great Balls of Fire kick-off event

## **On-Site Signage**

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

## **Advertising Before Crowfest**

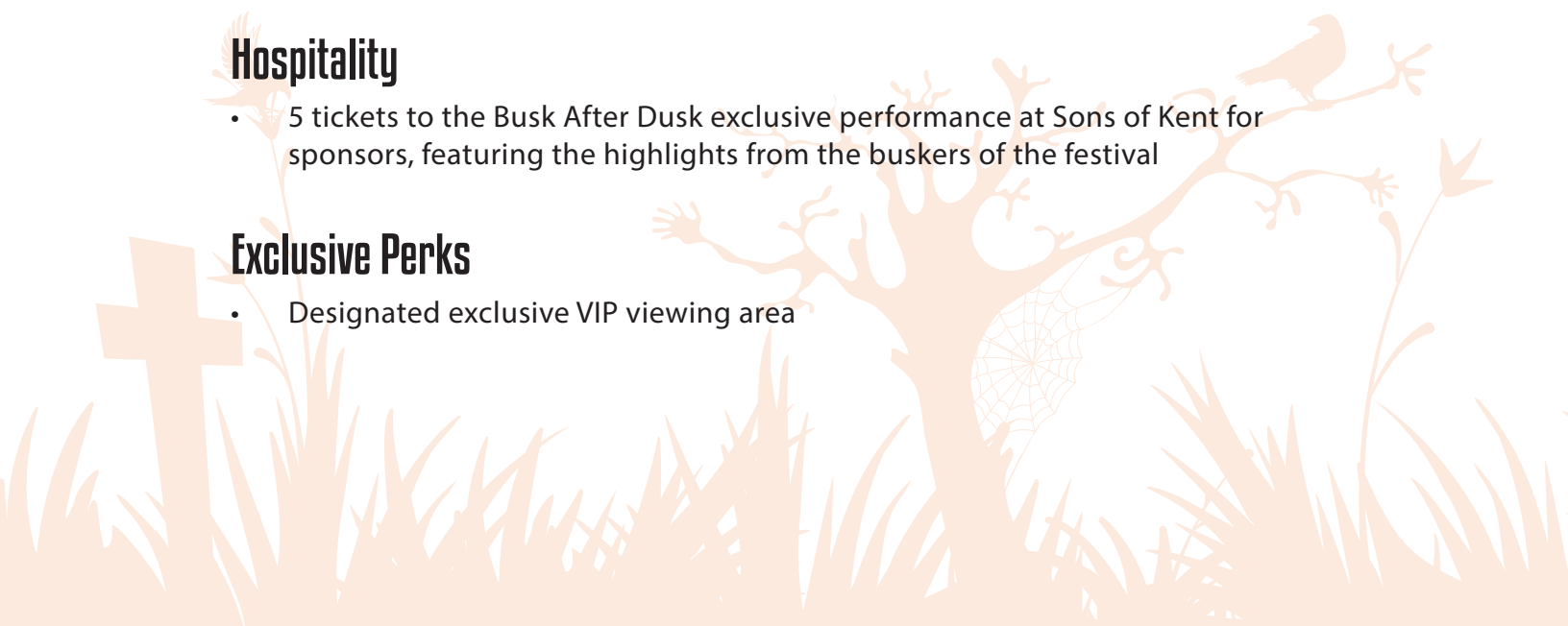
- 10 radio commercials promoting the event
- Recognition in branded media release promoting the event
- Logo recognition on Crowfest website with link to your website
- Social media recognition as the Great Balls of Fire Sponsor
- Logo recognition on all print promoting the Great Balls of Fire kick-off 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**

- Designated exclusive VIP viewing area



# \$3,500

# ENTERTAINMENT Sponsor

## Designation

- Exclusive sponsor of the entertainment that will be featured in the food & beverage area

## On-Site Signage

- Placement of corporate promotional structure in the food & beverage area on King street behind the area where the local musical performers are scheduled to perform throughout the weekend.

## Advertising Before Crowfest

- Logo recognition on Crowfest website with link to your website
- Social media recognition as the food & beverage Sponsor
- 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**

# **FOOD & BEVERAGE AREA Sponsor**

## **Designation**

- Exclusive sponsor of the food & beverage area

## **On-Site Signage**

- Placement of corporate promotional structure at the food & beverage area on King street 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 food & beverage 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

# 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

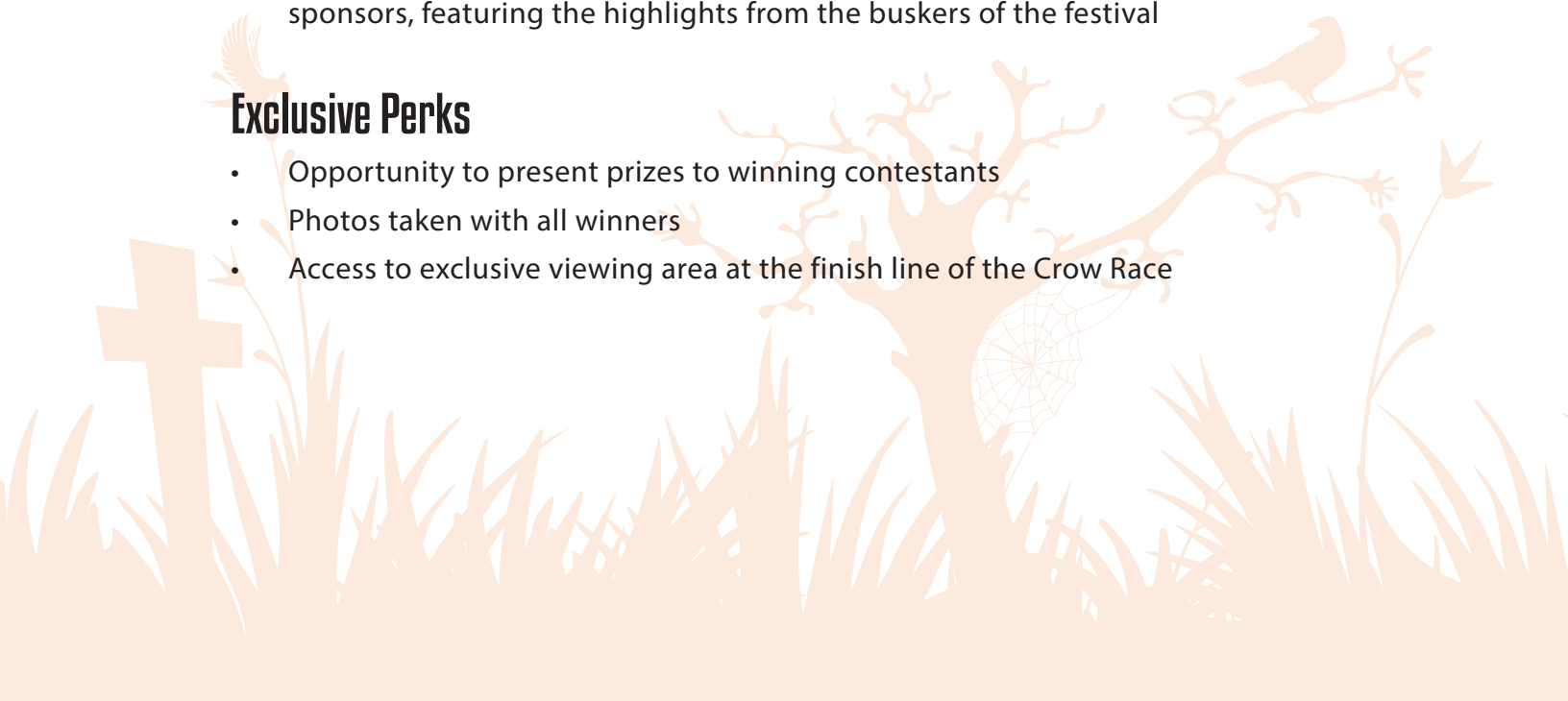
- Logo recognition on Crowfest website with link to your website
- 1 radio ad per \$500 of value in sponsorship donation promoting Crowfest and the Crow Race
- Social media recognition as the top prize sponsor of the Crow Race
- Logo recognition on all print promoting the Crow Race
- Logo recognition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



## 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

