

# PAINT THE TOWN RED.ca

PORT CREDIT  
CANADA DAY  
CELEBRATIONS  
**2020**

**SPONSORSHIP  
OPPORTUNITIES**

# WELCOME TO PAINT THE TOWN RED PORT CREDIT CANADA DAY CELEBRATIONS

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**DEAR POTENTIAL SPONSOR,**

HAPPY BIRTHDAY CANADA!

As Canadians, we have a lot to celebrate. We are the 2nd largest country in the world. Canada ranks amongst the highest in economic freedom, education and quality of life. We have a great deal to be grateful for. Canada offers freedom, safety, opportunity, harmony and inclusion. Within the City of Mississauga alone, there are 130 spoken languages. We are a country of compassionate, kind and caring citizens. We should all be proud to be Canadians. Take part in Port Credit's Paint the Town Red Canada Day activities. Join us in proudly celebrating Canada's birthday.

The Village of Port Credit leads the way in fostering such community spirit. Passion and community pride are just two of the key ingredients behind the dedicated volunteers and non-profit groups who work tirelessly to bring you the long list of activities for residents, business owners and visitors to enjoy and what has made Port Credit the cultural hub that it is today.

2020 marks the 17th anniversary of Paint the Town Red. The Port Credit Canada Day celebrations humble beginnings began back in 2004, as a result of a passion for giving back to the community. Emerging from unwavering Canadian pride and gratitude for the opportunity that an immigrant family can live, establish a successful business and be made to feel at home in a village that cares for one another. What it means to be Canadian.

Paint the Town Red, Port Credit's Canada Day party, proudly boasts as the biggest celebration in the community. It starts in the wee hours of the morning, preparing for the City's only Canada Day parade, continuing throughout the day with bands, artists and acts performing in a variety of Lakeshore locations and ending with a bang as we set off the largest fireworks display in the region.

As a non-profit, community event, none of the these festivities would be made possible without the generous support of our sponsors, government funding and community partners and our dedicated volunteers, all that are necessary to make Port Credit's Canada Day what it is. Paint the Town Red is a labour of love, a free family event and it is our wish to maintain free public admission and the event's sustainability for many years to come.

Thank you for your continued interest, support and dedication to Port Credit's Canada Day Celebrations.

*John Bozzo*

John Bozzo, Chair  
Canada Day, Paint the Town Red  
Port Credit Community Foundation

# ENTERTAINMENT & ATTRACTIONS



## PARADE

The only parade in Mississauga, The Hazel McCallion Canada Day Parade kicks off at 11 am from the intersection of Stavebank & Lakeshore travelling east along Lakeshore Road to Seneca Avenue. The parade features more than 50 participants; colourful floats, community groups, corporations, bands, a few celebrity personnel and is enjoyed by tens of thousands of spectators. It's free, fun for the whole family and a great way to launch one of the biggest days of celebrations in Mississauga.

## CAKE CUTTING CEREMONY – Lakeshore Rd. & Wenonah Dr.

What's a parade without a grand finale? And what a finale it is. La Villa Bakery rolls out the 16' x 10' Canadian Flag cake, known to be the largest of its kind. The massive red and white cake is baked on site and made possible thanks to La Villa Bakery owner John Bozzo's love and passion for his community.

Flanked by an even larger Canadian Flag, local musicians encourage audience participation in the singing of our National Anthem. Former Mayor Hazel McCallion joins local dignitaries in the official cutting of the cake ceremony as volunteers start the tremendous task of serving thousands pieces of cake to eagerly awaiting spectators.

## MAIN STAGE ENTERTAINMENT – Port Credit Memorial Park

Paint the Town Red continues throughout the afternoon and into the evening with audience engaging entertainment performed on a stellar sound, lighting and production Main Stage in Port Credit's Memorial Park. From noon until 10 pm, tribute bands, local musicians and Canadian artists perform for the thousands in attendance. Located in Port Credit Memorial Park, the Main Stage is free, suitable for the whole family, accessibility friendly and a short walk from the Mi-Way transit stop and Port Credit GO Station.

## KIDS STAGE ENTERTAINMENT – Port Credit Memorial Park

The Lakeshore Road entrance to Memorial Park is where you will find the Kids Stage. Dedicated to the artistic talents of our city's youth, the stage hosts a variety of dance and musical entertainment. Spacious and located along the banks of the Credit River, the stage area attracts thousands as they set out to enjoy the Memorial Park activities. Accessible.

# ENTERTAINMENT & ATTRACTIONS

(continued)

## LIGHTHOUSE STAGE – 105 Lakeshore Rd W.

Overlooking the Credit River and protected from the elements, the Lighthouse Stage provides the ideal setting for the youth groups to hone and demonstrate their musical talents. Located along Lakeshore Road and the Waterfront Trail, there are many opportunities to stop and enjoy the music from some of the local music schools. The bands can often be heard while patrons dine on restaurant patios in the immediate vicinity. Accessible with on site public facilities.

## CREDIT MARINA VILLAGE STAGE – 12 Stavebank Rd.

Yet another picturesque setting for a free musical stage, the Credit Village Marina stage provides an intimate setting to stop, sit and listen awhile to some of Mississauga many musicians. Trees and gardens to the east, yachts, sail and power boats to the west line this section of the Waterfront Trail where thousands of cyclists, joggers and pedestrians enjoy the beauty that is Port Credit. Accessible with on site public facilities

## VENDOR VILLAGE – Port Credit Memorial Park

No event is complete without a little shopping.

The path throughout Memorial Park is lined with a host of vendors offering clothing, jewellery, accessories, services, information and of course, food. Accessibility friendly.

## FIREWORKS – Port Credit Memorial Park

Set to launch shortly after 10 pm and not before the entire crowd participates in the singing of our national anthem, the day's festivities drawn to an end with a phenomenal 25 minute fireworks display lighting up the Port Credit skies. Crowds elbow to elbow in the park, lining the bridge, filling surrounding area parks and patios, it draws the largest crowd of the day. Professional Pyrotechnicians and security staff take every precaution to ensure everyone's safety.



# MARKETING, ADVERTISING, & PROMOTION

## MARKETING, ADVERTISING & PROMOTIONS

Our marketing is a year round effort with various fundraising events and community partnerships, though the primary focus of promoting PTTR celebrations and our principal sponsors are in the months and weeks leading up to the Canada Day events. Social media being the key focus in today's marketing, Paint the Town Red also relies upon TV, radio and print for brand exposure and sponsorship awareness.

### PROGRAM

An event program is distributed through Canada Post to 35,000 residents in selected areas within the City of Mississauga. An additional 10,000 programs are handed out through local retail and restaurant partnerships as well as during the Parade and Memorial Park. All principal sponsors and public funding partners are acknowledged throughout the program, in their respective capacity. For potential sponsors, with print forms of advertising, it is important to note there are print deadlines to be met.

### POSTERS

Over 200 event posters and buck slips, displaying principal sponsors and funding partners, at time of print, are circulated throughout south Mississauga well in advance of the event.

### WEB

Principal sponsors and funding partners' logos and website links appear throughout the year on the Paint the Town Red website, [www.paintthetownred.ca](http://www.paintthetownred.ca).

Paint the Town Red event and webpage information is posted on many community, city, event and business websites.

### EVENT

Additional sponsorship advertising opportunities are available on event day with the use of a 15'x20' high definition screen located at the Main Stage, operating from noon until 10 pm.

Acknowledgement of principal sponsors and funding partners is provided during any and all appearances and interviews.

### PRINT

- PTTR Program
- PTTR Posters
- Community Captured
- PC Business Directory
- Port Credit BIA buck slips
- Mississauga Village Times
- Mississauga News

### SOCIAL | WEB

- PainttheTownRed.ca
- Port Credit BIA
- Mississauga Tourism
- Facebook
- Twitter
- Yelp
- Insauga
- Various event websites

### EVENT DAY

- Parade Banners
- Stage Banners
- 15' x 20' High Definition LED Stage Screen

# DEMOGRAPHICS & ATTENDANCE



## ATTENDANCE

As a family event, Paint the Town Red Canada Day celebrations are attended and supported by all age groups; children, teenagers, young adults, families, singles and seniors. There is something for everyone on Canada Day in Port Credit.

## PARADE

Tens of thousands line Lakeshore Road and hundreds more watch from their balconies enjoying the hour long Canada Day parade.

## PARK

All day long, thousands come and go, taking in Memorial Park activities and bands performing in various locations throughout the village including bars, restaurants and coffee shops.

## FIREWORKS

Approximately 50,000 people descend into the Village of Port Credit to watch the largest fireworks display in Mississauga.

## DEMOGRAPHICS

Mississauga is a rich in culture and diversity. There are 130 spoken languages represented in the country's 6th largest city.

Mississauga's 2016 year end population was 766,000. Language spoken at home other than English or French make up 26.2% of Mississauga's population.

## BY AGE

23.6% under the age of 20  
14.0% between the ages of 20 – 29  
12.4% between the ages of 30 – 39  
14.3% between the ages of 40 – 49  
15.7% between the ages of 50 – 59  
10.7% between the ages of 60 – 69  
9.34% over the age of 70

The 20 – 44 age group in Mississauga was 33.1%. Working age group population in Mississauga 15-64 is 69.1%.

## INCOME <sup>1</sup>

Average household income in Mississauga is \$105,462. Average individual income in Mississauga is \$45,267.

<sup>1</sup> City of Mississauga – Population, Demographics & Housing (2010)  
<http://www7.mississauga.ca/documents/business/2016/>

	Main Stage \$25,000	Parade \$20,000	Fireworks \$20,000	Kids Stage \$15,000	Cake Ceremony \$10,000	Light House Marina \$5,000	Lake-shore Friends \$1,000
Sponsorship Opportunities	Platinum	Diamond 1	Diamond 2	Gold	Silver	Bronze	Friend
Corporate name & logo linked to all Main Stage references	●		●				
Corporate name & logo linked to all Main Stage & Parade references		●					
Corporate name & logo linked to all Kids' Stage references				●			
Corporate name & logo linked to all Cake Ceremony references					●		
Corporate name & logo linked to all Lighthouse or Marina Stage						●	
Corporate name & logo links on PTTR advertising (200 posters, 35,000 programs, website, social media, radio, print advertising)	●	●	●	●	●	●	
Corporate name & logo links on PTTR advertising (200 Posters, 35,000 Programs)							●
Corporate name & logo on Memorial Park State LED screen	●	●	●	●	●	●	
10' x 10' vendor tent/booth (2) at Memorial Park	●						
10' x 10' vendor tent/booth (1) at Memorial Park		●	●	●	●		
10' x 10' vendor tent/booth (1) at Lighthouse or Marina						●	
All Access VIP passes (25)	●						
All Access VIP passes (20)		●	●				
All Acess VIP passes (15)				●			
All Acess VIP passes (10)					●		
All Acess VIP passes (5)						●	
Float entry in Parade (if desired)	●	●	●	●	●		
Parade banner	●		●		●	●	
Parade banner — front of parade		●		●			

Ad space is available in the program. Please note, purchased ad space is not considered sponsorship.  
Please contact John Bozzo 647.282.0722 or Marianne Kennedy 416.557.6662 for more information.

# DIMENSIONS, & FILE FORMAT

**Paint the Town Red** will be once again be publishing a full size, glossy format magazine. The magazine will be delivered by Canada Post to 25,000 homes and businesses in South Mississauga prior to the event. Look for additional copies in businesses throughout the community. Additional copies will be available for pick up by visitors to the Canada Day celebrations on July 1st.

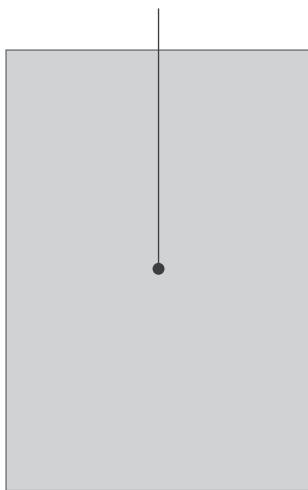
## AD DESIGN COSTS\*

Full Page	\$95
Half Page	\$55
Quarter Page	\$35
Business Card	\$25

\*applicable if you choose to have your ad designed by our in-house designer

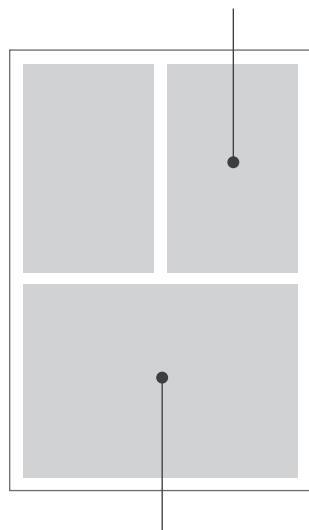
### FULL PAGE

7.75" x 10.875"  
include 1/8" bleed



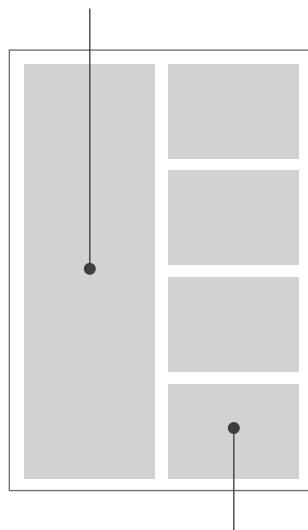
### QUARTER PAGE

3.55" x 5"



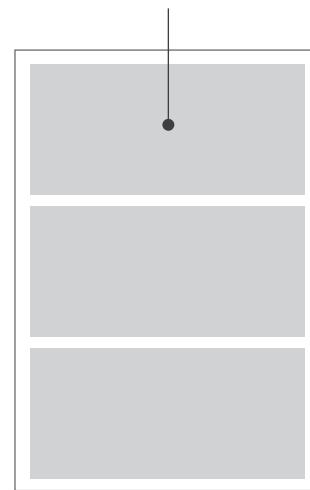
### HALF PAGE

3.55" x 10.25"  
vertical



### THIRD PAGE

7.25" x 3.25"  
horizontal



### HALF PAGE

7.25" x 5"  
horizontal



### BUSINESS CARD

3.55" x 2.4"



## AD FILE FORMATS

High-Resolution PDF or JPG, CMYK Colour Process, 300 dpi

Submit ad files to [jason@thnmedia.com](mailto:jason@thnmedia.com)

Any Questions? Call 905.278.1111

Delivered by





We look forward to working with you  
to create the perfect sponsorship  
experience for you and your business.

For more information on  
Sponsorship Opportunities please contact:

**John Bozzo, Chair**

647.282.0722

[chairpaintthetownred7@gmail.com](mailto:chairpaintthetownred7@gmail.com)