

# PAINT THE TOWN RED .CA

Port Credit Canada  
Day Celebrations

SPONSORSHIP  
OPPORTUNITIES

Photo by Sanborg Productions

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

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DEAR POTENTIAL SPONSOR,

HAPPY BIRTHDAY CANADA!

Our humble beginnings began back in 2004 as a result of a passion for giving back to the community. 2022 marks the 19th anniversary of Paint the Town Red, Port Credit's Canada Day celebrations.

Paint the Town Red, the largest Canada Day celebration in the city, starts preparing in the early morning for the GTA's only Canada Day parade and continues throughout the day with the Memorial Park Kids Zone, Main Stage Entertainment, Vendor Village, Beer Gardens, VIP area, while concluding with the largest fireworks display in the region.

As a non-profit, community event, these festivities would not be made possible without the generous support of our sponsors, government and community funding partners and our dedicated volunteers, contributing to the success of Port Credit's Canada Day celebrations. Paint the Town Red is a labour of love. A free, family event, bringing the community together. A source of visitor retention, significant economic impact and a major contributor to the vibrancy that is Port Credit.

On behalf of the Volunteer Board of Directors, thank you for your continued interest, generosity, support and dedication to Port Credit's Canada Day celebrations.



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

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**Thanks for putting on such a great lineup of bands. Everyone was loving it!** The VIP section was so well organized and looked so festive. The food was so yummy. The staff! So friendly. Such a great day. Happy to be part of it.

*It was amazing to see people laughing, dancing and having a good time again. I'd personally like to thank the organizers of this event and congratulate them on a job well done!* Way to go guys! Way to go Mississauga!

**BRAVO!...** On such an amazing, spectacular event! **THANK YOU for making our community a better place!** It wouldn't be the same without you, Johnny! *And thank you to the volunteers who made this happen.*

# MARKETING, ADVERTISING, & PROMOTION

## MARKETING, ADVERTISING & PROMOTIONS

Our marketing is a year round effort with various fundraising events and community partnerships. As well as traditional event packages, the PTTR team is able to offer A La Carte options. We wish to ensure sponsors that we are willing to collaborate on unique ideas and add flexibility that works best for both the event and the sponsors brand and awareness.

## POSTCARD

Oversized postcard delivered via Canada Post to approximately 9000 South Mississauga residents. Notifying residents of the festivities, parade route and road closures. Reverse side offers a Canadian Flag for window display.

## POSTERS

Posters and buck slips displaying principal sponsors and funding partners, at time of print, are circulated throughout south Mississauga.

## 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.

## MAIN STAGE

Our state of the art Main Stage production offers significant sponsor exposure with the use of a 15' x 20' on stage, high definition screen, operating from noon until 10pm.

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

## ATTENDANCE

A family event for all, Paint the Town Red, Port Credit's Canada Day celebration attracts thousands of visitors to the Village of Port Credit, providing local business with significant visitor retention and economic impact. All day long, crowds come and go, taking in the activities and the bands performing in various locations throughout the village including bars, restaurants and coffee shops.

## PARADE

The only parade in Mississauga features more than 50 participants; corporations, colourful floats, community groups, local businesses, bands, celebrity personnel and is enjoyed by tens of thousands of spectators.

## FIREWORKS

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



# SPONSORSHIP OPPORTUNITIES



## PARADE

- Band in parade
- Banner carried in parade
- Banner on a Float
- Banner on barricades on streets
- Dignitary Stage at end of parade

## PORT CREDIT MEMORIAL PARK

- Banner on Main Stage where live entertainment takes place
- Live entertainment, one of four bands
- Banner on bordering fences

## KID'S ZONE

- Key sponsor
- Kid's stage entertainment sponsor

## VIP GARDENS

- Key sponsor

## VENDOR VILLAGE

- Booth/Tent

## FIREWORKS

- In Port Credit Memorial Park

## VIP TABLES IN THE VIP GARDENS

- While this is not considered a sponsorship - it is a fabulous way to enjoy the festivities
- Prime viewing of the live entertainment
- Book a table for 10 and enjoy a delicious meal
- Beverages are available for purchase



**Please contact us for more information:**

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