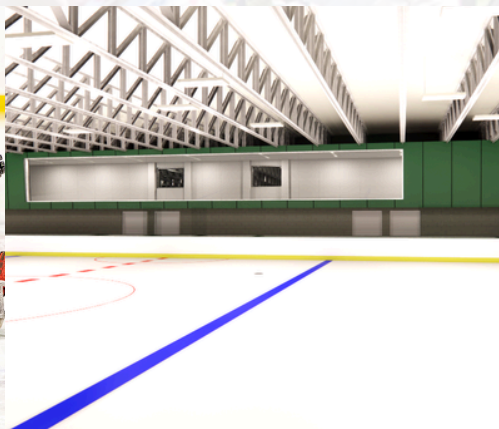


Town of Arnprior

Sponsorship Package

2025



ARNPRIOR
• WHERE THE RIVERS MEET •

Welcome, Sponsors!

2025 is full of excitement with multiple new events, the Nick Smith Centre Arena Revitalization Project, and the growth and expansion of various Town programs and events. If you are looking for ways to advertise your business, invest in your community, and support local initiatives, the Town of Arnprior's sponsorship opportunities are for you.

Many of the Town's marquee events include Priorpalooza, Canada Day, Dragon Boat Festival and the Cultural Night Market. These events take place in the summer when our town sees a large tourism boom thanks to our vibrant and accessible waterfront and beautiful downtown. Many of our new and exciting events include FamFest, St. Paddy's Party, Haunted Hall, Night of Nostalgia and more, which are continuously growing in size and interest.

There are also series that occur weekly or monthly including Concerts in the Park, Sunday Market, or Movies in the Park. These series feature unique audiences with ranging benefits and exposure.

Each sponsorship option outlines the target audience to help align your advertising needs to the appropriate events or activities.

We look forward to you reviewing our sponsorship package, which outlines a brief description of our events and initiatives, levels of sponsorship and the rights and benefits that apply for each level.

Be a part of the excitement in Arnprior!

TOWN EVENTS



ARNPRIOR
• WHERE THE RIVERS MEET •

FamFest

Family Day, Monday February 17, 2025

Nick Smith Centre

1,500+ Visitors in Attendance

Arnprior.ca/FamFest



FamFest is Arnprior's annual Family Day celebration at the Nick Smith Centre full of family activities, entertainment, and more! Showcased by free breakfast, swimming, skating, family entertainment, this event provides something for all ages.

Target Audience: Family, General Public

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Number of Sponsors: 5
Presenting Sponsor: \$1,000 (1)
Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early January

Sponsor rights and benefits on Page 20

St. Paddy's Party

Saturday March 15, 2025
Nick Smith Centre
400+ Visitors in Attendance
Arnprior.ca/StPaddys



St. Paddy's Party debuted in 2024 and was an instant success with tickets being sold out months prior to the event. This event features live music, green beer, a costume contest and more. This is a ticketed event with a capacity limit. The 2025 event plans to expand from it's debut.

Target Audience: Adult/Senior, General Public

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Number of Sponsors: 5
Presenting Sponsor: \$1,000 (1)
Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early January

Sponsor rights and benefits on Page 20

Bunny Run

Saturday April 19, 2025

Ball Diamonds, Robert Simpson Park, Across Arnprior

Estimated 100 Runners

Arnprior.ca/BunnyRun



Number of Sponsors: 5

Presenting Sponsor: \$1,000 (1)

Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early February

Sponsor rights and benefits on Page 20

A new event to the 2025 schedule, The Bunny Run. An Easter Saturday event where you can run or walk a 5km or 2km course along Arnprior's beautiful waterfront, downtown and in to the Gillies Grove.

This is a paid registration event open to all ages.

Target Audience: General Public

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Priorpalooza

Saturday June 7, 2025
Robert Simpson Park
2,500 attendees
Arnprior.ca/Priorpalooza



Priorpalooza is Arnprior's annual music festival at Robert Simpson Park with a little bit of something for everyone. This full-day event features live music, kids entertainment, and a licensed beer garden in the evening. Arguably the biggest event of the year and sure to attract a crowd, this staple is always a great day.

Target Audience: General Public, Family, Adult

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Number of Sponsors: 10
Presenting Sponsor: \$2,500 (1)
Event Sponsor: \$1,000 (4)
Community Sponsor: \$500 (5)

Sponsor commitment required by:
Early March

Sponsor rights and benefits on Page 20

School's Out Beach Party

Thursday June 26, 2025

Robert Simpson Park

250-500 attendees

calendar.arnprior.ca



A new staple to the summer months, the School's Out Beach Party takes place on the last day of school at Robert Simpson Park with a guarded beach, slip and slide, many sweet treats and games to mark the beginning of summer for students in our community.

Target Audience: Families, Youth

Number of Sponsors: 5
Presenting Sponsor: \$1,000 (1)
Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 20

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Canada Day

July 1, 2025

Across Arnprior

2,500-3,000 attendees

Arnprior.ca/CanadaDay



A full day of activities across Arnprior starts with a pancake breakfast followed by a bike parade and celebration at Robert Simpson Park. Attendees get a wide range of experiences with live music, family entertainment, a duck race on the river and other community highlighted events before the main event, fireworks!

Target Audience: General Public, Tourists

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Number of Sponsors: 10
Presenting Sponsor: \$2,500 (1)
Event Sponsor: \$1,000 (4)
Community Sponsor: \$500 (5)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 20

PaddleFest

Saturday July 5, 2025
McLean Beach
250-500 attendees
Arnprior.ca/PaddleFest



Done in partnership with Ottawa Valley Air Paddle, this event features live music, food vendors and free watersport at McLean Beach. Enjoy this unique event on the water or on land.

Target Audience: General Public, Adult

Number of Sponsors: 4
Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 20

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Dragon Boat Festival

July 19, 2025

Robert Simpson Park, Arnprior Marina

500+ Athletes, 1,000 Spectators

Arnprior.ca/Dragon Boat



Arnprior hosts one of the most exciting Dragon Boat Festivals in Eastern Ontario annually along the waterfront of the Ottawa River. Hosting 20+ teams and providing entertainment off the water as well, competing teams from across Ontario and Quebec rave about the most exciting event of the year.

Target Audience: General Public, Tourists

Number of Sponsors: 8

Event Sponsor: \$1,000 (4)

Community Sponsor: \$500 (4)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 20

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Cultural Night Market

August 23, 2025

Downtown Arnprior

1,250-1,500 Attendees

Arnprior.ca/NightMarket



Our Cultural Night Market showcases artists, vendors, and artisans from a variety of cultures to celebrate the rich diversity of Arnprior and beyond. With two performance stages, street full of vendors, art installations and engaging activations, this event is a must-see

Target Audience: General Public, Tourists

Number of Sponsors: 8

Event Sponsor: \$1,000 (4)

Community Sponsor: \$500 (4)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 20

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Concerts in the Park

Every Sunday from June 8 to August 10
Robert Simpson Park
200-250 Attendees Weekly
Arnprior.ca/concerts



Concerts in the Park is a 10-week summer series on Sundays featuring 2 hours of live music at Robert Simpson Park. Performers are all local from the Ottawa Valley and area and typically fall within the country, rock, bluegrass, and folks genres.

Target Audience: General Public, Seniors

Number of Sponsors: 10
Presenting Sponsor: \$2,500 (1)
Event Sponsor: \$1,000 (4)
Community Sponsor: \$500 (5)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 20

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Movies in the Park

July 12, August 16, September 20

Robert Simpson Park, Legion Park, McLean Ball Diamonds

Roughly 100 Attendees Each Show

Arnprior.ca/movies



Another new staple in the summer is the Movie in the Park events! Town Staff obtain a permit and project a movie voted by the community once a month in July to September. All movies must be G or PG rated. Should a movie be rained out, it will move inside to the Community Hall of the Nick Smith Centre.

Target Audience: Families, Youth

Number of Sponsors: 1-3
Presenting Sponsor: \$750 per Movie
Bundle: \$2,000 for all three

Sponsor commitment required by:
Early May

Sponsor rights and benefits on Page 20

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Sunday Market

June 1 to September 28
Downtown Arnprior
500 Weekly Attendees
Arnprior.ca/market



A favorite for residents and visitors alike the Arnprior Market is back for its 6th Season. Up to 40 vendors line the street in the Town's historic downtown selling farm favorites, gifts and so much more. Market visitors enjoy shopping the vendors, visiting with friends and neighbors and enjoying many of the shops and eateries in our beautiful downtown.

Target Audience: General Public

Questions or interested in sponsoring?

Contact Kelley Jaros, Marketing and Economic Development Officer, at kjaros@arnprior.ca

Number of Sponsors: 1

Presenting Sponsor: \$2,000

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 20

Trunk or Treat

October 25, 2025
Robert Simpson Park
100 Attendees
Calendar.Arnrior.ca



An accessible twist on classic Trick or Treating... Trunk or Treat is a low-sensory event with no scary decorations or lights designed for those that may not be able to go door-to-door on October 31. People can sign up to give out candy and participants simply show up and enjoy the event. This is done in the parking lot of Robert Simpson Park.

Target Audience: Families, Youth

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnrior.ca

Number of Sponsors: 4
Presenting Sponsor: \$500 (1)
Event Sponsor: \$100 (4)

Sponsor commitment required by:
Early August

Sponsor rights and benefits on Page 20

Haunted Hall

October 31, 2025

Nick Smith Centre - Community Hall

200 Attendees

Arnprior.ca/Halloween



When Spooky Season rolls around, the Community Hall becomes the Haunted Hall. This 3-hour event is a space to drop in during your trick or treating on October 31. With the help of drapes, lighting and a lot of decorations, the hall becomes a house with many scenes and scares along the way.

Target Audience: Families, Youth

Number of Sponsors: 10
Presenting Sponsor: \$1,000 (1)
Event Sponsor: \$5,000 (4)
Community Sponsor: \$200 (5)

Sponsor commitment required by:
Early August

Sponsor rights and benefits on Page 20

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Night of Nostalgia

November 7, 2025

Nick Smith Centre - Community Hall

200 Attendees

Arnprior.ca/Nostalgia



Ready to turn it back a few decades? Night of Nostalgia is an 80s, 90s, Early 2000s dance party for ages 19+. With loads of decade appropriate decor, a glow bar and a photobooth, this event will surely bring you back in time. This is a ticketed event.

Target Audience: Adults

Number of Sponsors: 4

Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early August

Sponsor rights and benefits on Page 20

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Christmas Lights Contest

November 20- December 22, 2025

Across Arnprior

Digital Event (Over 5,000 views in 2023)

Arnprior.ca/ChristmasLights



The sun may set earlier in the winter but we keep the town lit with the Christmas Lights Contest. Homes across Arnprior can submit their address to be featured on our lights map that is shared with the community. You can also be judged by our panelists to be crowned the best house of the year and receive a Shop Local Gift Card.

Target Audience: General Public

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Number of Sponsors: 5

Presenting Sponsor: \$1,000 (1)

Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early October

Sponsor rights and benefits on Page 20

Sponsorship Rights and Benefits

Town Events

	Presenting Sponsor	Event Sponsor	Community Sponsor
Print			
Logo on marketing materials (Event Posters, Banners)	●	●	
Digital / Audio			
Advertising Screen at Nick Smith Centre	●	●	
News story on Arnprior.ca	●	●	●
Mentioned on event submission to local directories	●		
Online logo recognition (Event Webpage, Events Calendar)	●	●	●
Mentioned in radio ad *	●		
Social / Virtual Platforms (Facebook, Instagram, X, LinkedIn)			
Promotion/recognition throughout duration of marketing campaign	●	●	
Mentioned in event stories (Facebook, Instagram)	●		
Thank you post (after event)	●	●	●
Facebook Event Page post	●	●	●
On-Site Recognition			
Event Signage Including Logo	●	●	●
On-Site Booth Space (10'x10')	●	●	●
On-Site Banner or Pole Banner	●		
On-Site acknowledgment	●	●	●
Logo on branded giveaways *	●		
General Benefits			
Renewal Option - first right of refusal	●	●	●
Ability to interact with event participants or operational selection (i.e. Candy Handout at Halloween, Movie in the Park poll/selection, Costume Contest)	●		
In-Kind Sponsorship			
In-Kind Sponsorship are available and approved by the Events Team. Contact the Event Supervisor to discuss in-kind options.	●	●	●
* If Applicable. Contact Events Team to confirm action			

Youth Club



Youth Club

Youth Club is Arnprior's home for accessible and inclusive recreation for those ages 4-13. Families purchase a Youth Club Membership for \$10/month and receive all access to Youth Nights, Junior Youth Nights, Craft Nights and Signature Events while receiving subsidized access to Afterschool Programs for only \$3/day.



Support youth in our community and help ensure families in our access recreation affordably. Families in Youth Club can receive up to 38 hours of programming each month led by trained and certified recreation staff who foster a warm, welcoming, and inclusive environment.

Target Audience: Youth, Families

Youth Club Sponsorship: \$1,000 annually

Sponsor can join in any time. Some restrictions to sponsor participations apply.

Sponsor rights and benefits on Page 23

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Sponsorship Rights and Benefits

Youth Club

Print
Logo on marketing materials (Posters, Banners)
Digital / Audio
Advertising Screen at Nick Smith Centre
News story on Arnprior.ca
Online logo recognition (Youth Club Webpage, Events Calendar)
Social / Virtual Platforms (Facebook, Instagram, X, LinkedIn)
Promotion/recognition throughout duration of marketing campaign
Mentioned in event stories (Facebook, Instagram)
Facebook Event Page post
On-Site Recognition
Event Signage Including Logo
General Benefits
Renewal Option - first right of refusal
In-Kind Sponsorship
In-Kind Sponsorship are available and approved by the Events Team. Contact the Event Supervisor to discuss in-kind options.



Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Swimming



Public Swimming

Public Swimming occurs often at the pool of the Nick Smith Centre and you can sponsor one, giving free access to the pool.



Capacity of 80 people in the pool. All Aquatic Admission Standards apply. Visit Arnprior.ca/Swimming to learn more.

Target Audience: Youth, Families

Swimming Sponsorship: \$150

Sponsor can join in any time.

Sponsor rights and benefits on Page 26

Questions or interested in sponsoring?

Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Sponsorship Rights and Benefits

Public Swimming

Digital / Audio
Advertising Screen at Nick Smith Centre (swim details)
Social / Virtual Platforms (Facebook, Instagram, X, LinkedIn)
Social media post on Arnprior channels
Added to Events Calendar
On-Site Recognition
Logo on daily swim schedule (Event Day)
General Benefits
Renewal Option - first right of refusal



Questions or interested in sponsoring?










Contact Graeme Ivory, Director of Recreation at givory@arnprior.ca

Arnprior Life Advertising

Arnprior Life

Winter 2024/2025

Stay Connected

-  www.arnprior.ca
-  Download the Arnprior App
-  arnprior@arnprior.ca
-  Arnprior
-  ArnpriorLife
-  Arnprior Life
-  Town Hall
105 Elgin Street West
Arnprior, ON K7S 0A8
-  613-623-4231
-  Hours of Operation
Monday - Friday
8:30 am - 4:30 pm

3 New Winter Parking Regulations

Recreation Programs

4

6 Swimming, Skating & Shinny

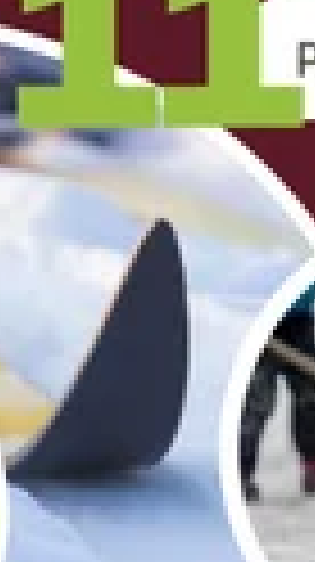
Explore Arnprior this Winter

8

11 Prevent CO Poisoning

Hidden Gem

Lending Hub
Nick Smith Centre
Free rentals of snowshoes,
cross-country skis and skates
arnprior.ca/lendinghub



Arnprior Life Advertising



**Example from
latest
publication**



Fees:

1/2 page (8.25" x 5.25") - \$500.00

Be seen in the popular Arnprior Life publication. This is published in all 4 seasons and showcases recreation programs, events, and general Town of Arnprior information from landfill services, fire department and more.

2,000 Paper Copies per publication

Digital Copy

4,000 views per publication

Target Audience: General Public

Questions or interested in sponsoring?

Contact Kelley Jaros, Marketing and Economic Development Officer, kjaros@arnprior.ca



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[Arnprior.ca/Sponsorship](https://arnprior.ca/Sponsorship)