



WILMOT CANADA DAY 2026

Sponsorship Guide

Celebrate Community. Celebrate Canada.



JOIN US AS A SPONSOR!

WHY SPONSOR WILMOT CANADA DAY?

Wilmot Canada Day has grown into one of the Township's most cherished community celebrations – a day that unites thousands of residents and visitors for family-friendly activities, live entertainment, delicious food and a spectacular fireworks finale.

By becoming a sponsor, your organization plays a key role in bringing this celebration to life while gaining meaningful visibility with an audience that values local support and community spirit.

HERE'S WHY YOUR SPONSORSHIP MATTERS:

REACH the community.

- Approximately **8,000 locals and visitors** attended Wilmot Canada Day 2025.
- Event posts and promotions reached **thousands of screens** across our social platforms, delivering **high impact digital exposure**.

Make an **IMPACT**.

- Align your brand with a **significant community event** that brings fun, pride, and togetherness to Wilmot Township.
- **Showcase your commitment to local engagement**, reinforcing your reputation as a business that cares about the people and place you serve.

NETWORK locally.

- Build **meaningful connections** with community members in a positive, high-energy setting.
- **Network with like-minded businesses and organizations**, opening doors for collaboration, partnerships, and stronger community relationships.

EVENT OVERVIEW



Wednesday, July 1, 2026



Norm Hill Park, 251 Jacob St. New Hamburg

Wilmot Canada Day is packed with family fun for all! Here are a few event highlights:



Reflective and historic acknowledgements, featuring an Indigenous Sunrise Ceremony and a performance by the Colour Guard.



Tasty treats including cake served by Township of Wilmot Council, a BBQ hosted by the Optimist Club of New Hamburg and food trucks.



Kids Zone featuring face-painting, sing alongs with Erik Traplin, inflatables, a dunk tank, gaming trailer and more.



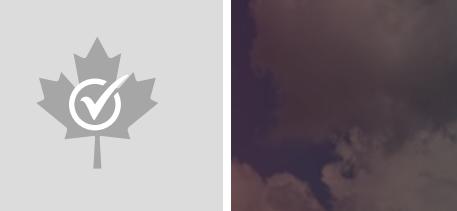
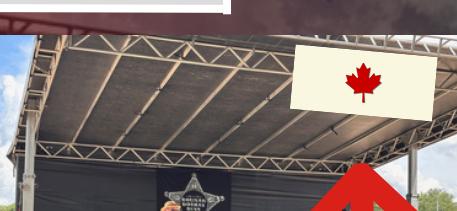
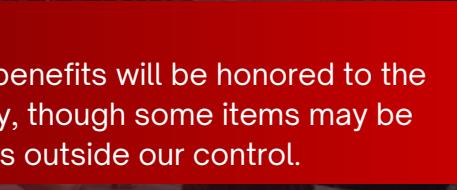
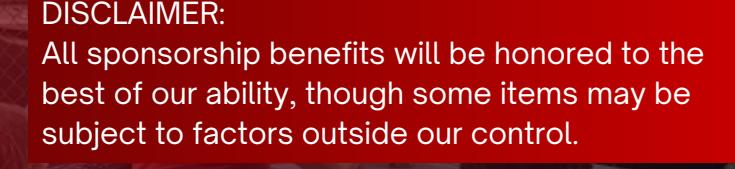
Live music and performances from local talent throughout the day and evening.



A spectacular fireworks display to wrap up the festivities.

SPONSORSHIP PACKAGES

GET INVOLVED! Choose the level of support that best aligns with your goals.

PACKAGE INCLUSIONS NEW in 2026! 	PLATINUM \$1000+	GOLD \$500-999	SILVER \$250-499	BRONZE \$100-249
Organization name featured in a post-event “Thank You” advertisement in the local newspaper.				
Organization name displayed on event signage listing all sponsors by tier.				
Organization name in tiered sponsor listing on water trailer digital display.				
Personalized appreciation post on Township social media featuring your organization’s logo.				
Verbal acknowledgements of your organization delivered from the main stage during the event.				
Organization logo on the official Wilmot Canada Day event webpage.				
Organization logo shown individually on water trailer digital display.				
High-visibility main stage banner display for the full event - exclusive opportunity for four sponsors.				

WANT TO TRULY STAND OUT?

Customize Your Sponsorship!



Many event activities and designated areas such as **Kids Zone, Teen Zone, Top Shot Hockey, Inflatables, the Dunk Tank and more are available for sponsorship on a first-come, first-served basis.**

Have something else in mind? We'd love to hear about it!

Pricing varies. Contact us to explore the possibilities!

Kids Zone
(inflatables, races, etc.)



Top Shot Hockey
(multiple placements available)



Dunk Tank
(exclusive to one sponsor)



SECURE YOUR SPONSORSHIP

Ready to put your organization in the spotlight? Here's what's next!



EMAIL US

Please email your expression of interest and any questions to lacey.smith@wilmot.ca by **APRIL 1, 2026** or contact us at 519-634-9225 ext. 9361.

- Please indicate which sponsorship package you are interested in (Platinum, Gold, Silver, Bronze or Custom)
- Platinum and Custom Sponsorships are available on a first come first served basis.



CONFIRMATION

You will receive an email in 7 business days confirming your sponsorship request.



PAYMENT

Payment must be received by **JUNE 1, 2026**

Acceptable methods of payment include the following:

- **Cheque** made out to Township of Wilmot
 - In "Memo" please include Sponsorship-Canada Day and organization contact
 - Drop off in person or mail to: 60 Snyder's Rd. W. Baden, ON. N3A 1A1
- **Credit card** payment:
 - **In person** at the Township Administrative Office | 60 Snyder's Rd. W., Baden
 - **Online Payment Form** (limit of \$2,750)
 - Select "Sponsorship - Canada Day"

Online Payment Form



LOGOS

Please provide a high-resolution PNG, JPEG, or PDF of your logo by **April 13, 2026**, if you are a Platinum, Gold, Silver, or Custom Sponsor. If your logo is not received by this date, we will display your organization's name in text only.

Important Notes:

- All donations of less than \$20 or those that do not wish to receive recognition are eligible for a tax receipt. Sponsors receiving recognition at the event as outlined above will not receive a tax receipt.
- If additional signage is required, your sponsorship level will be based on your total contribution minus the cost of that signage.



WE CAN'T WAIT TO WORK WITH YOU!

visit wilmot.ca/canadaday for more event information

