



Animal Services Sponsorship Opportunities

2025

Land Acknowledgement

We acknowledge that the City of Pickering resides on land within the Treaty and traditional territory of the Mississaugas of Scugog Island First Nation and Williams Treaties signatories of the Mississauga and Chippewa Nations.

Pickering is also home to many Indigenous persons and communities who represent other diverse, distinct, and autonomous Indigenous nations. This acknowledgement reminds us of our responsibilities to our relationships with the First Peoples of Canada, and to the ancestral lands on which we learn, share, work, and live.

Introduction

The City of Pickering is a vibrant, diverse, and inclusive City with plenty to offer its growing population of 100,000+ residents. Pickering is home to a stunning Lake Ontario waterfront, ample parks and recreation spaces, provincially recognized festivals and events, an award-winning open-air museum village, and more.

If you are interested in giving back to the community while making your presence and brand more visible, Pickering is the place for you.

Currently, the City of Pickering accepts both sponsorships (marketing partnerships) and donations from partners:

- 1** Sponsorships are a mutually beneficial business arrangement between the City of Pickering and an external party wherein the external party provides monetary and/or in-kind services to the City in return for agreed upon marketing benefits (HST charged).
- 2** Donations are a gift or contribution of cash, goods, or services given voluntarily toward an event, project, program or corporate asset with no return of marketing benefits. Token recognition, such as a plaque, will be displayed for an agreed upon amount of time.

Both sponsorships (marketing partnerships) and donations must be in compliance with the Marketing Partnership and Advertising Policy (ADM 150) and the Community Festivals and Events Policy CUL 070.

The City of Pickering has an unbeatable track record in executing unique and attractive partnerships with both small and large-scale companies at our festivals, events, programs, and through other community initiatives. The Corporate Sponsorship Package outlines several opportunities with substantial marketing benefits for your consideration. If you have an idea for a partnership that is not included in the package, please feel free to reach out with your proposal. The City of Pickering has a team of dedicated staff members eager to find new and meaningful ways to collaborate with local, national and international partners.

We look forward to working with you!

Community Festivals & Events



Petapolooza



Saturday, May 10



10:00 am - 5:00 pm



Esplanade Park



5000+ Guests

Petapolooza is the first of the City's signature festivals in Esplanade Park each year and Animal Services' largest fundraiser of the year.

The attendance continues to grow annually for this beloved pet-friendly event, which features 80+ local vendors, entertainment, food trucks, giveaways, and activities for people and pets alike. Guests can meet industry professionals, rescue groups, vendors, and other members of the pet industry.

The event accepts pay-what-you-can (recommended \$5 per person) donations upon admission. All proceeds from Petapolooza go towards building Pickering a permanent animal shelter. Last year's event raised over \$40,000.



City of Pickering Corporate Sponsorship Package

Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

Presenting Sponsor	Entertainment Sponsor	Event Activation	Swag Bag Sponsor
\$5,500 + HST	\$3,500 + HST	\$1,000 + HST	\$300 + HST
1 available	3 available	5 available	5 available
Value: \$7,000	Value: \$5,000	Value: \$1,500	Confirm by April 1
Confirm by March 1	Confirm by March 1	Confirm by March 1	

Pre-Event Promotions

Social Media: lead up campaign and program promotions 30,000 impressions	✓	✓		
eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions	✓	✓		
Rights to share event promotions through your corporate channels	✓	✓	✓	✓
Your brand displayed on promotional road signage	✓			
Your brand displayed on website (pickering.ca/petapolooza)	✓	✓	✓	

At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓			
Your brand displayed as presenting at Gazebo Stage, Superdogs, Lure Course or Other Entertainment Area		✓		
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	✓	

City of Pickering Corporate Sponsorship Package

Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.



	Presenting Sponsor	Entertainment Sponsor	Event Activation	Swag Bag Sponsor
Sponsor 'Thank You' during speaking notes	✓	✓		
Logo Placement on event program 5,000 impressions	✓	✓	✓	
Distribution of Sponsors' marketing materials in Swag Bag	✓	✓	✓	✓
Post-Event				
Recognition on City Website or Social Media	✓	✓		

*Insurance required



 @CityofPickering
pickering.ca/petapolooza

City of Pickering Corporate Sponsorship Package

Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

Animal Services



Rabies Vaccination & Microchip Clinics



May 3 and November (TBC)



11:00 am – 4:00 pm



Chestnut Hill Developments Recreation Complex

Animal Services hosts a minimum of two low-cost Rabies Vaccination and Microchip Clinics in partnership with Durham Region Health Department and local veterinary clinics. This event offers approximately 200+ pet owners per session an affordable clinic to ensure their pet's safety. If you are a pet-friendly business looking to support pet owners, then this opportunity is for you. Your company's brand can be a champion for pet safety.



City of Pickering Corporate Sponsorship Package

Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

		Presenting Sponsor
		\$2,500 + HST
		1 available
		Confirm by March 1
Pre-Event		
Social Media: lead up campaign and program promotions 30,000 impressions		✓
eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions		✓
Rights to share event promotions through your corporate channels		✓
Mention in media releases and promotions		✓
At Event		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)		✓
Activation, Sampling, or Retail Opportunities (organized and funded by sponsor)*		✓

*Insurance required

Giveaways & Adoption Kits

Animal Services conducts outreach year-round at festivals, events, and other community initiatives, where we connect with pet-owners, prospective fosters and adopters, and pet-enthusiasts.

We are seeking in-kind donations of pet-friendly goodies to distribute at our outreach and in adoption kits. Your products will have a direct impact on each existing and new pet family.



City of Pickering Corporate Sponsorship Package

Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

Animal Services Photo Station

This picture-perfect sponsorship will display your brand at our pet-friendly photo station that will be at Petapolooza, Artfest, and Cultural Fusion. Each of these events attract over 5,000 attendees each.

Ensure your logo is on everyone's Instagram this Summer!



Photo Station Sponsor	
	\$5,000 + HST
	1 available
	Total Value: \$7,500
	Confirm by March 1
Rights to share event promotions through your corporate channels	✓
Your brand displayed with Photo Station	✓
Activation, Sampling, or Retail Opportunities at Petapolooza (organized and funded by sponsor)*	✓

*Insurance required



[@CityofPickering](https://www.instagram.com/CityofPickering)
pickering.ca/animalservices

City of Pickering Corporate Sponsorship Package

Partnerships include access to branding and activation opportunities, but do not include the cost of activation materials, design work, production of branding materials, installation of said materials or removal at end of contract. All sponsorships are subject to HST. The City must approve all branding and activation materials to ensure they are in keeping with the spirit of our programs and services. Installation of branding will be coordinated with your assigned sponsorship contact. The contents of this document can be altered uniquely for your organization.

**For more information,
please contact:**

Lindsey Narraway

Supervisor, Animal Services

lnarraway@pickering.ca

905.420.4660 ext. 3501