



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!



**For more information,
please contact:**

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(Acting) Event Coordinator
imclaughlin@pickering.ca
905.420.4660 ext. 1122

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Community Festivals & Events



Spring Fling



Saturday, April 26 & Saturday, May 3



11:30 am – 3:00 pm



Millennium Square



1,500+ Guests per Date

Spring Fling is a family-friendly event at Pickering's beautiful waterfront dedicated to welcoming a new season! The event features local vendors, seasonal décor, arts and crafts, miniature train rides, and much more!

This community-oriented event is ideal for sponsors looking to connect with residents at our Waterfront, specifically young families and pet-owners.



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	Miniature Train Sponsor	Event Activation
\$3,000 + HST	\$1,500 + HST	\$500 + HST
1 available	1 available per date	4 available
Value: \$4,000	Value: \$2,000	Value: \$750
Confirm by February 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	✓	✓	✓
Mention in media releases and promotions	✓		


At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓		
Your brand displayed with roaming artist or performer		✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	✓
Sponsor 'Thank You' during speaking notes	✓		
Logo Placement on event program 4,500 impressions	✓		

Post-Event

Recognition on City Website or Social Media	✓		
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*Vendor application and insurance required



[@DestinationPickering
pickering.ca/springfling](https://www.pickering.ca/springfling)

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Petapolooza



Saturday, May 11



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.



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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)*	✓	✓	✓	

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	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

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Artfest



Saturday, May 24 & Sunday, May 25



11:00 am - 5:00 pm



Esplanade Park



5000+ Guests

Artfest brings together Artisans and Art Enthusiasts from across Durham Region and other regions in the Greater Toronto Area in Esplanade Park to celebrate a diverse range of cultural creativity in the visual and performing arts.

This highly anticipated annual event has operated in Pickering for over two decades and features 100+ local vendors, live entertainment on the Gazebo stage, art demonstrations, food trucks, and much more.



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Presenting Sponsor	Roaming Artist / Performer Sponsor	Event Activation
\$5,500 + HST	\$1,500 + HST	\$1,000 + HST
1 available	2 available	3 available
Value: \$7,000	Value: \$2,000	Value: \$2,500
Confirm by March 1	Confirm by May 1	Confirm by May 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	✓	✓	✓
Mention in media releases and promotions	✓		
At Event			
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓		
Your brand displayed with roaming artist or performer		✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	✓
Sponsor 'Thank You' during speaking notes	✓		
Logo Placement on event program 4,500 impressions	✓		
Post-Event			
Recognition on City Website or Social Media	✓		

*Insurance required

  @DestinationPickering
pickering.ca/artfest

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Pickering City Centre Farmers' Market



Tuesdays from June 10 until October 7



9:00 am – 2:00 pm



Northwest parking lot at Chestnut Hill Developments Recreation Complex



1,500+ Guests per Season

The award-winning Pickering City Centre Farmers' Market has been operating for eight years. This vibrant outdoor community market hosts 20+ local vendors each week. All produce, baked goods, meats, and artisan vendors are unique, as they grow, make, or bake the items that they sell. Guests can also enjoy the ambiance of live entertainment weekly.

Pickering City Centre Farmers' Market received the 2024 1st Place - Diamond Award for Best Farm Market in the Ajax Pickering Readers' Choice Awards.



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Presenting Sponsor
\$5,500 + HST
1 available
Value: \$7,000
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	✓
Mention in media releases and promotions	✓
Your brand displayed on electronic and/or print newsletters 30,000 impressions	✓
Logo Placement on Farmers Market Landing Page with link to your website 10,000 impressions annually	✓
At Event	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓
Sponsor 'Thank You' banner displayed behind weekly entertainment booth	✓
Logo Placement on select promotions	✓
Distribution of Sponsors' marketing materials at City booth each week (printed and provided by sponsor)	✓
Roadside Signage (2 locations)	✓
Post-Event	
Recognition on City Website or Social Media	✓

*Insurance required



 @CityofPickering
pickering.ca/farmersmarket

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Canada Day



Tuesday, July 1

Daytime Program



12:00 pm –
5:00 pm



Esplanade Park



7,000+ Guests

Nighttime Program



7:00 pm –
10:00 pm



Kinsmen Park

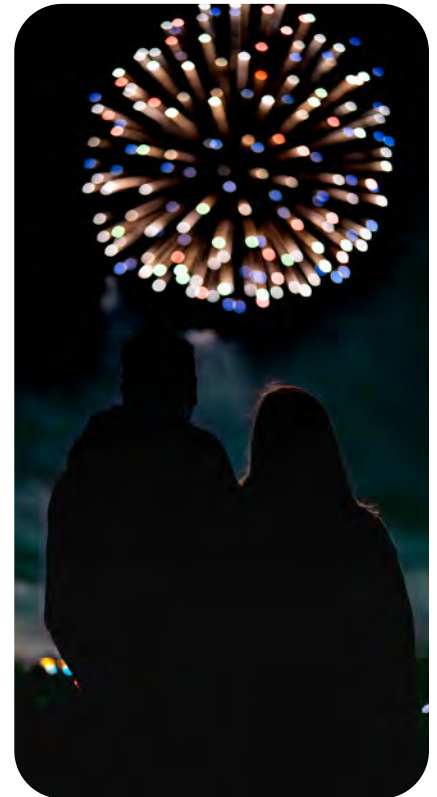


10,000+ Guests

The City of Pickering celebrates Canada Day from noon until night, citywide, each year.

The Daytime Program is a celebration of our local community groups and members. Each year, community groups program the park with free family-friendly activities, entertainment, and giveaways. The event also features performances on the gazebo stage, games, food trucks and designated areas for unique activities (Seniors' Area, Children's Area, etc.).

The Evening Program features a line-up of professional talent on the mainstage with a giant pyro musical fireworks display to end the night. Guests can enjoy pre-show activities, food trucks, and free shuttles from the Pickering GO station; nothing is stopping this party!



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Daytime Presenting Sponsor	Nighttime Presenting Sponsor	Roaming Artist/ Performer Sponsor	Event Activation (Businesses)
\$5,500 + HST	\$10,000 + HST	\$2,000 + HST	\$1,500 + HST
1 available	1 available	4 available	10 available
Value: \$10,000	Value: \$15,000	Value: \$3,000	Value: \$3,500
Confirm by March 1	Confirm by March 1	Confirm by May 1	Confirm by May 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	✓	✓	✓	✓
Mention in media releases and promotions	✓	✓		

At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	✓		
Your brand displayed as presenting at Children’s Area, Seniors’ Area, Fireworks, or Entertainment Areas*	✓	✓		

*Insurance required

  @DestinationPickering
pickering.ca/canadaday

City of Pickering Corporate Sponsorship Package
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	Daytime Presenting Sponsor	Nighttime Presenting Sponsor	Roaming Artist/ Performer Sponsor	Event Activation (Businesses)
Your brand displayed with roaming artist or performer			✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	✓	✓
Sponsor 'Thank You' during speaking notes	✓	✓		
Logo Placement on event program or on select site signage in lieu of printed programs 4,500 impressions	✓	✓		
VIP Status – Limited on-site parking and backstage passes for staff residing in Pickering		✓		
Post-Event				
Recognition on City Website or Social Media	✓	✓		

*Insurance required



 @DestinationPickering
pickering.ca/canadaday

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Happy Canada Day

From The City of Pickering

City of
PICKERING

pick

20-6949

oil.com
lution



Summer Concert Series



Thursdays



7:00 pm –
9:00 pm



Millennium
Square



750+ Guests per
concert



Fridays



5:30 pm –
7:30 pm



Rick Johnson
Memorial Park



250+ Guests per
concert



Sundays



2:00 pm –
4:00 pm



Esplanade Park



500+ Guests per
concert

Hosted in Pickering's signature parks, the Summer Concert Series brings a wide array of local talent to residents and visitors each summer. Pickering's Summer Concerts series attract music enthusiasts from across Durham Region. Concert attendees are known to dance, sing, plan with a group, and are often up for a quick game of Giant Jenga. If you are looking to reach adults, families, and older adults with your messaging, Pickering Summer Concerts are an excellent opportunity for your business.

Presenting Sponsor	Event Activation (Millennium Square or Esplanade Park)	Event Activation (Rick Johnson)
\$7,500 + HST	\$750 + HST	\$500 + HST
1 available	5 available	3 available
Value: \$10,000	Value: \$1,000	Value: \$750
Confirm by March 1	Confirm by May 1	Confirm by May 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	✓	✓	✓
Mention in media releases and promotions	✓		



At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓		
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	✓
Sponsor 'Thank You' during speaking notes	✓		
Logo placement on event brochure 4,500 impressions	✓		

Post-Event

Recognition on City Website or Social Media	✓		
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*Insurance required

  @DestinationPickering
pickering.ca/summerconcerts

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Movie Nights in the Park



Late July to October (4 total)



Dusk



Esplanade Park, Rick Johnson Memorial Park, Pickering Museum Village, etc.



350+ Guests per Movie

The City of Pickering is looking to bring a fully sponsored Movie Nights in the Park series to residents and visitors this Summer. Guests are invited to enjoy a free night of outdoor cinema, under the stars, with complimentary concessions.

Both the City of Pickering and community organizers have had success with singular Movie Night events in recent years, including showings of Shrek, Kung Fu Panda, and other family-friendly and classic films.

Link your brand to a first of its kind series in Pickering!





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Series Presenting Sponsor	Showing Presenting Sponsor
\$10,000 + HST	\$3,000 + HST
1 available	4 available (if series was not sold)
Value: \$15,000	Value: \$4,500
Confirm by February 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	✓	✓
Mention in media releases and promotions	✓	
At Event		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' during speaking notes	✓	✓
Logo Placement on pre-show reel and at concessions 4,500 impressions	✓	✓
Post-Event		
Recognition on City Website or Social Media	✓	

*Insurance required

  @DestinationPickering
pickering.ca/events

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Cultural Fusion



Saturday, September 13



11:00 am – 5:00 pm



Esplanade Park



5,000+ Guests

Cultural Fusion partners with local community and cultural organizations to offer an exciting experience for residents and guests that showcases the incredible talents of local artists, performers, and artisans. The event features unique tastes from local food vendors, interactive activities, live entertainment, roaming performances, and a vendor market.



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Presenting Sponsor	Roaming Artist/ Performer Sponsor	Event Activation
\$5,500 + HST	\$1,500 + HST	\$1,000 + HST
1 available	2 available	3 available
Value: \$7,000	Value: \$2,000	Value: \$1,500
Confirm by May 1	Confirm by July 1	Confirm by July 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	✓	✓	✓
Mention in media releases and promotions	✓		



At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓		
Your brand displayed with roaming artist or performer		✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	
Sponsor 'Thank You' during speaking notes	✓		
Logo Placement on event program 4,500 impressions	✓		

Post-Event

Recognition on City Website or Social Media	✓		
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*Insurance required

  @DestinationPickering
pickering.ca/culturalfusion

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Fall Fling



**Saturday, October 18 &
Saturday, October 25**



11:30 am – 3:00 pm



Millennium Square



3,000+ Guests per Date



Fall Fling celebrates all things Fall with pumpkin painting, photo stops, fall décor, miniature train rides, Halloween costume contests, trick-or-treating, hands-on crafts, and local artisans in the vendor market.

This community-oriented event is ideal for sponsors looking to connect with residents at our Waterfront, specifically young families and pet-owners.



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Presenting Sponsor	Miniature Train Sponsor	Event Activation
\$5,500 + HST	\$1,500 + HST	\$750 + HST
1 available	1 available per date	4 available
Value: \$7,000	Value: \$2,000	Value: \$1,000
Confirm by July 1	Confirm by August 1	Confirm by August 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	✓	✓	✓
Mention in media releases and promotions	✓		



At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓		
Your brand displayed with miniature train		✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	✓
Sponsor 'Thank You' during speaking notes	✓		
Logo Placement on event program 4,500 impressions	✓		

Post-Event

Recognition on City Website or Social Media	✓		
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*Insurance required



 @DestinationPickering
pickering.ca/fallfling

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Winter Nights, City Lights



**Friday, November 14 &
Saturday, November 15**



5:30 pm – 8:30 pm



Esplanade Park



15,000+ Guests

Winter Nights, City Lights attracts 15,000+ attendees annually to Esplanade Park to celebrate and welcome the holiday season. The provincially recognized two-day event is known for its state-of-the-art tandem pyro musical fireworks show and tree lighting to kick-off the festivities each night.



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Presenting Sponsor	Entertainment Sponsor	Roaming Artist/ Performer Sponsor	Event Activation
\$10,000 + HST	\$7,000 + HST	\$2,000 + HST	\$1,500 + HST
1 available	1 available	2 available	3 available
Value: \$15,000	Value: \$10,000	Value: \$2,500	Value: \$2,000
Confirm by August 1	Confirm by August 1	Confirm by October 1	Confirm by October 1

Pre-Event Promotions

Print Media: newspapers or magazines 45,000 impressions	✓	✓		
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	✓	✓		
Logo Placement on Eventbrite ticket portal	✓			
Roadside Signage (3 locations)	✓			

At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓			
Your brand displayed at Gazebo Stage		✓		

City of Pickering Corporate Sponsorship Package

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	Presenting Sponsor	Entertainment Sponsor	Roaming Artist/ Performer Sponsor	Event Activation
Your brand displayed with roaming artist or performer			✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	✓	✓
Sponsor 'Thank You' during speaking notes	✓	✓		
Logo Placement on event program 10,000 impressions	✓	✓		
VIP Status - designated VIP section or seating for staff residing in Pickering	✓			
Post-Event				
Recognition on City Website or Social Media	✓	✓		

*Insurance required



 @DestinationPickering
pickering.ca/wnc1

City of Pickering Corporate Sponsorship Package

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Winter Wonderland



**Saturday, December 6 &
Saturday, December 13**



11:30 am – 3:00 pm



Millennium Square



1,500+ Guests per Date

Winter Wonderland encourages residents to celebrated the start of Winter, with ice skating, hands-on crafts, live entertainment, miniature train rides, and local artisans in the vendor market. Guests can also warm up with hot chocolate from Open Studio Cafe and fireside s'mores.

This community-oriented event is ideal for sponsors looking to connect with residents at our Waterfront, specifically young families and pet-owners.



City of Pickering Corporate Sponsorship Package

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Presenting Sponsor	Miniature Train Sponsor	Event Activation
\$3,000 + HST	\$1,500 + HST	\$500 + HST
1 available	1 available per date	4 available
Value: \$4,000	Value: \$2,000	Value: \$750
Confirm by August 1	Confirm by September 1	Confirm by September 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	✓	✓	✓
Mention in media releases and promotions	✓		

At Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓		
Your brand displayed with miniature train		✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓	✓
Sponsor ‘Thank You’ during speaking notes	✓		
Logo Placement on event program 3,000 impressions	✓		

Post-Event

Recognition on City Website or Social Media	✓		
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*Insurance required



 @DestinationPickering
pickering.ca/winterwonderland

City of Pickering Corporate Sponsorship Package

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Brand Experience



Esplanade Park

Eligible Events: Petapolooza, Artfest, Canada Day, Cultural Fusion, and Winter Nights, City Lights

Please see specific event pages for dates, times, and more information.

Bring your brand experience to City of Pickering's signature festivals and events in Esplanade Park! This landmark park in City Centre is home to a majority of Pickering's signature festivals and events. Esplanade Park is the perfect place to connect with residents and visitors to our City with your Company's brand.

City Centre, our central entertainment hub, features The Shops at Pickering City Centre, Cineplex VIP Theatres, versatile family-friendly restaurants and fine dining, and is widely accessible by key transit options such as the Lakeshore East/ and West GO lines and several Durham Region Transits bus routes.

The area also has robust recreational and leisure opportunities for the community to enjoy. Esplanade Park neighbors the Central Library, Chestnut Hill Developments Recreation Centre, and sports fields and courts, and Esplanade Park itself.

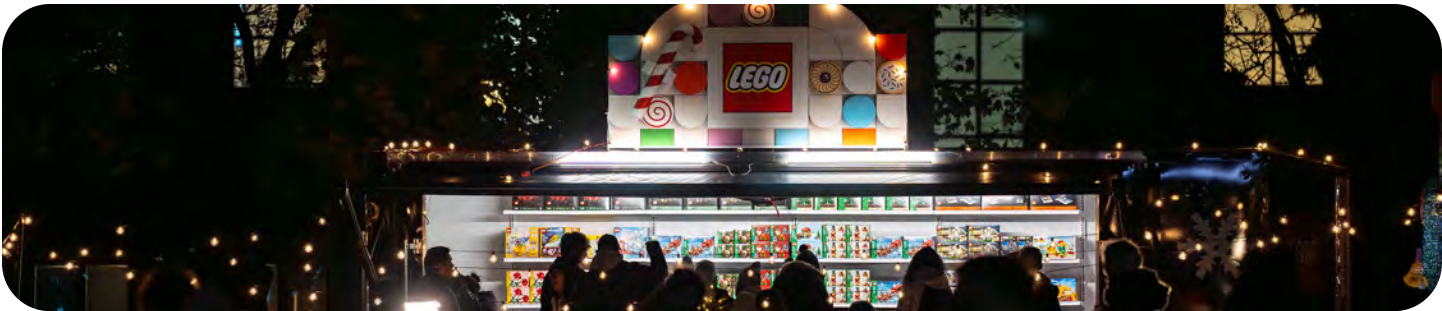
Annually, Pickering's City Centre hosts approximately 6 million local visitors and half a million tourist visits.

This is an exclusive opportunity reserved for partners with the experience and/or capacity to execute quality experiential marketing activations. Partnership proposals will be reviewed by the Corporate/Community Events Committee in accordance with the Community Festivals and Events Policy (CUL 070).

Brand Experience	
\$5,000-10,000 + HST	Varies depending on physical requirements and scale of the event.
1 available per event	

Pre-Event Promotions	
Print Media: newspapers or magazines 45,000 impressions	✓
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)*	✓
Sponsor ‘Thank You’ during speaking notes	✓
Logo Placement on event program	✓
Post-Event	
Recognition on City Website or Social Media	✓

*Insurance required



City of Pickering Corporate Sponsorship Package

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Youth Programs & Events



Mobile Skatepark and Skate Competitions



June – October



2,000+ Guests

Mobile Skate Park



5:00 pm - 8:00 pm



Tuesdays and Thursdays at West Shore Community Centre

Wednesdays and Fridays at Dr. Nelson F. Tomlinson Community Centre.

Skate Competitions

- July 1 from 12:00 pm – 4:00 pm in Esplanade Park
- August 16 from 10:00 am – 2:00 pm in Princess Diana of Wales Park

The City of Pickering offers skateboarding through the Mobile Skate Park annually. The mobile park provides youth the opportunity to participate in an inclusive environment to gain experience and achieve new skills for both beginners and advanced skateboarders.


Free Teen Stuff also hosts two Summer Skateboard Competitions for youth 10-19 yrs of age to participate. The event will have three age categories and prizes for Best Run and Best Tricks. The Mobile Skatepark will be on-site for community members to try their skills before competing.

Have your brand tour all over Pickering with the Mobile Skatepark!

Presenting Sponsor	Competition Sponsor
\$3,000 + HST	\$1,500 + HST
1 available	1 available
Value: \$5,000	Value: \$2,000
Confirm by March 1	Confirm by March 1

Pre-Program		
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	✓	✓
During Program		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' during speaking notes	✓	
Logo Placement on Mobile Skatepark Trailer	✓	
Logo Placement on award certificate	✓	

*Insurance required



This event also accepts in-kind donations for competition prizes and/or giveaways. All in-kind donations are subject to approval.

  @RecPickering
pickering.ca/teen

City of Pickering Corporate Sponsorship Package

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Youth Week and Hip Hop in the Park



May 1 – 7



2,000+ Guests

Youth Week



Monday to Friday



Various

Hip Hop in the Park



May 3



12:00 pm -
5:00 pm

Each year The City of Pickering's Free Teen Stuff hosts Youth Week. During Youth Week, Recreation staff connect with Youth from across the City through free programs, initiatives, and giveaways. The signature event for Youth Week is Hip Hop in the Park. This free event celebrates all things Hip Hop with break-dancers, skateboarding graffiti, tie dye, chess, food trucks, and more.




City of Pickering Corporate Sponsorship Package

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Presenting Sponsor	Meal Sponsor
\$2,000 + HST	\$1,000 + HST
1 available	1 available
Value: \$3,000	Value: \$1,500
Confirm by February 1	Confirm by February 1

Pre-Program		
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 at Camps outreach at events (i.e. Artfest, Canada Day)	✓	
During Program		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' during speaking notes	✓	✓
Logo Placement on award certificate	✓	
Logo Placement at concessions table		✓

*Insurance required



This event also accepts in-kind donations for competition prizes and/or giveaways. All in-kind donations are subject to approval.

  @RecPickering
pickering.ca/teen

City of Pickering Corporate Sponsorship Package

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March Break & Summer Camps

March Break Camp



March 10 – 14 (1 Session)



Chestnut Hill Developments Recreation Complex, East Shore Community Centre, George Ashe Library and Community Centre, Dunbarton High School, Highbush Public School



280 Youth

Summer Camp



June 30 – August 29 (9 Sessions)



Chestnut Hill Developments Recreation Complex, East Shore Community Centre, George Ashe Library and Community Centre, Pine Ridge Secondary School, Altona Forest Public School, Valley Farm Public School, Dunbarton High School, Highbush Public School




4,000 Youth per Season

Locations are subject to change.

Presenting Sponsor
\$5,500 + HST
1 available
Value: \$10,000
Confirm by February 1

Pre-Program	
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 at Camps outreach at events (i.e. Artfest, Canada Day)	✓
During Program	
Your brand displayed on weekly session letters to parents 8,000 impressions	✓
Logo Placement on award certificate	✓
Logo Placement on camp staff and volunteer shirts	✓
Distribution of Sponsors' marketing materials in Swag Bag	✓

*Insurance required



March Break and Summer Camps also accepts in-kind donations for prizes, giveaways, and campers Swag Bags. All in-kind donations are subject to approval.

  @RecPickering
pickering.ca/camps

City of Pickering Corporate Sponsorship Package

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Youth Art Show



Friday, November 21



11:00 am – 5:00 pm



5,000 impressions

The City of Pickering's Free Teen Stuff hosts an annual Youth Art Show, free for ages 13 – 19 to participate. This program provides youth with an opportunity to compete for prizes and display their work in one of our facilities for the month following the event. The winners will be announced on stage at Artfest!

Through sponsorship, you can display your brand along with the exceptional artwork of talented young artists and show your support for our up-and-coming artists in Pickering.




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Presenting Sponsor
\$2,000 + HST
1 available
Value: \$3,000
Confirm by August 1

Pre-Program	
Print Media: Newspaper and/or Magazine 45,000 impressions	✓
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	✓
During Program	
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓
Activation or Sampling Opportunities at Artfest (organized and funded by sponsor)*	✓
Sponsor 'Thank You' during speaking notes	✓
Present "Sponsor's Choice" Award and opportunity to provide a judge	✓
Logo Placement on award certificate	✓

*Insurance required



This event also accepts in-kind donations for competition prizes and/or giveaways. All in-kind donations are subject to approval.

  @RecPickering
pickering.ca/teen

City of Pickering Corporate Sponsorship Package

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Pre-teen Social



February, April, June, October & December



7:00 pm – 10:00 pm



George Ashe Library & Community Centre



100+ Youth

The City of Pickering hosts bi-monthly pre-teen socials which give children in Grades 5 - 8 the opportunity to play games, dance to music provided by a DJ, win prizes and socialize with one another.



City of Pickering Corporate Sponsorship Package

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Presenting Sponsor	Concession Sponsor
\$2,500 + HST	\$300 + HST
1 available	1 available per event
Value: \$3,000	Confirm by February 1
Confirm by February 1	

Pre-Program		
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	✓	✓
During Program		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Sponsor 'Shout Out' from DJ	✓	
Logo Placement on DJ booth	✓	
Logo Placement at concessions table		✓



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City of Pickering Corporate Sponsorship Package

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Adults 55+

Programs & Events



55+ Games Day, Spotlight Series & Bingo

55+ Games Day



Thursday, June 19 from 6:00 pm – 8:00 pm
Thursday, September 18 from
1:00 pm – 3:00 pm



George Ashe Community Centre

55+ Games Day features opportunities for 55+ Pickering residents to try new programs and play games with peers.

Participants can compete, learn new skills, and have fun in a friendly and respectful environment. The games test the mind and body to promote cooperation, teamwork, and strategic thinking.

Spotlight Series



Monthly

The 55+ Committee hosts free educational information sessions with community partners for Pickering residents.

Bingo



Weekly


The 55+ Committee hosts bingo games for Pickering Residents

Your company can make a lasting impact on 55+ Pickering residents by sponsoring 55+ Games Day, Spotlights Series, and Bingo!

Presenting Sponsor	Event Activation
\$3,000 + HST	\$1,500 + HST
1 available	1 available
Value: \$5,000	Value: \$2,000
Confirm by February 1	Confirm by February 1

Pre-Program		
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	✓	
During Program		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Activation or Sampling Opportunities at Games Day Event (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' during speaking notes	✓	✓
Award Presentation at Games Day Event	✓	

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

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pickering.ca/55plus

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Seniors' Month and Big Bands

Seniors' Month



June 1 – June 30

Big Bands



Sunday, March 23 & Sunday, June 8



2:00 pm - 4:00 pm



Chestnut Hill Developments Recreation Complex

The Seniors' Month and two seasonal Big Band events brings all 55+ Pickering residents to our community centre dance floors with nostalgic and upbeat music. These events are an integral part of our 55+ Pickering residents' social lives and overall well-being.

Throughout June, the City of Pickering offers workshops, free programs, presentations, giveaways, and outreach.

The Senior of the Year Award is presented annually by the Mayor at the June Big Band. This award recognizes one senior citizen (65+) who has made a remarkable contribution to the community.

Your company can make their remarkable contribution to our 55+ Pickering residents by supporting the Seniors' Month programming and two seasonal Big Bands.


City of Pickering Corporate Sponsorship Package

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Presenting Sponsor
\$3,500 + HST
1 available
Value: \$5,000
Confirm by February 1

Pre-Program	
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	✓
During Program	
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓
Sponsor 'Thank You' during speaking notes	✓
VIP Status - Designated VIP section or seating for staff or clients residing in Pickering	✓

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

  @RecPickering
pickering.ca/55plus

City of Pickering Corporate Sponsorship Package

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Aging Well Together & Active Living Fair



Thursday, November 6



10:00 am – 2:00 pm



Chestnut Hill Developments Recreation Complex



500+ Guests

The Aging Well Together Information & Active Living Fair, held annually in early November, offers a variety of opportunities for Adults 55+. Participants can visit vendor booths, listen to guest speakers, attend workshops, and network with others. The event aims to provide information and resources for healthy and active aging.

Set your brand apart at this event by becoming a Presenting or Keynote sponsor, or providing an in-kind door prize and/or giveaway donation.



City of Pickering Corporate Sponsorship Package

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Presenting Sponsor	Keynote Sponsor
\$5,500 + HST	\$2,000 + HST
1 available	1 available
Value: \$7,000	Value: \$2,500
Confirm by September 1	Confirm by September 1

Pre-Program		
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	✓	
During Program		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Your brand displayed at Banquet Hall Stage		✓
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' during speaking notes	✓	
VIP Status - Designated VIP section or seating for staff or clients residing in Pickering	✓	

*Insurance required

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pickering.ca/55plus

City of Pickering Corporate Sponsorship Package

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Poinsettia Tea



Sunday, December 7



2:00 pm – 4:00 pm



Chestnut Hill Developments Recreation Complex



200+ Guests

The City of Pickering offers a festive afternoon for 55+ Pickering residents to enjoy live music and dancing. Guests can enjoy tea and snacks while at the event, and they can leave with a beautiful poinsettia plant to take home and care for throughout the holiday season.




City of Pickering Corporate Sponsorship Package

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Presenting Sponsor	Event Activation
\$2,000 + HST	\$1,500 + HST
1 available	2 available
Value: \$5,000	Value: \$4,000
Confirm by September 1	Confirm by September 1

Pre-Program		
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	✓	✓
During Program		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' during speaking notes	✓	✓
VIP Status - Designated VIP section or seating for staff or clients residing in Pickering	✓	

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

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pickering.ca/55plus

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Recreation

Programs & Events



Plot to Plate



March – December



George Ashe Library & Community Centre & Pickering Museum Village



3,000⁺ HST

Confirm by March 1

The City of Pickering offers a Plot to Plate Program using teaching gardens (36 raised plots) that runs out of the George Ashe Library & Community Centre and Pickering Museum Village. The program participants learn to plant, care for, and harvest vegetables and herbs through hands-on instructional workshops.

Your company's brand can be displayed at the teaching gardens year-round, reaching not only program participants but also a high volume of foot traffic at both the George Ashe Library & Community Centre and Pickering Museum Village sites.

This includes regular visits from and/or overlap with:

- Participants in year-round programs at both facilities.
- Pickering Public Library cardholders and users.
- Summer Camps and Free Teen Programs.
- East Woodlands Park users (basketball court, play structure).
- Pickering Museum Village field trips.
- Pickering Museum Village daily visitors.
- There will be an online announcement in recognition of your company's support for the teaching gardens and a fence wrap installed at both locations for the length of the agreement. Your company's brand will also be referenced in all Plot to Plate communications to program participants.


Free Swim & Public Skate

Your company can support the community by presenting a Free Swim or Public Skate at Chestnut Hill Developments Recreation Complex. This is your chance to connect with Pickering residents of all ages and make a lasting impression for your company's brand.

Please reach out to confirm available dates and approximate pricing for your sponsored Free Swim or Public Skate. Prices vary depending on the length of time, number of anticipated attendees, and staff required. Dates are subject to availability.

Pre-Event	
Social Media: lead up campaign and program promotions 30,000 impressions	✓
Rights to share event promotions through your corporate channels	✓
Event Listing on calendar.pickering.ca	✓
During Event	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓
Post-Event	
Recognition on City Website or Social Media	✓

*Insurance required



 @PickeringFit
pickering.ca/fit

City of Pickering Corporate Sponsorship Package

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Yoga Retreat

The City of Pickering hosts two one-day Yoga Retreats at the beautiful, historic Whitevale Community Centre and Park in May and October annually. The retreat features five different yoga formats taught by a variety of Yoga instructors, between both indoor and outdoor space. This is the perfect opportunity for your company to connect directly with a largely female identifying audience that appreciates health and wellness, group fitness excursions, and elevated outdoor experiences.



This event accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.



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June is Recreation & Parks Month (JRPM) Initiative

The City of Pickering offers free fitness and recreation programs city-wide annually in support of the June is Recreation & Parks Month (JRPM) Initiative. The free fitness and recreation programs may include, but are not limited to, Yoga in the Park, Free Fitness Fridays, and Furry Friend Walks.

JRPM also includes the Physical Activity and Wellness Fair on the first Saturday of June to recognize National Health and Fitness Day. The fair features vendors, fitness demonstrations, and attracts over 500+ attendees annually.




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Presenting Sponsor
\$3,000 + HST
1 available
Value: \$5,000
Confirm by February 1

Pre-Program	
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	✓
During Program	
Your brand displayed at Chestnut Hill Developments Recreation Centre lobby for the month 5,000 impressions	✓
Activation or Sampling Opportunities at Physical Activity and Wellness Fair (organized and funded by sponsor)* 500 impressions	✓
Sponsor 'Thank You' during speaking notes	✓
Post-Event	
Recognition on City Website or Social Media	✓

*Insurance required



This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

  @PickeringFit
pickering.ca/fit

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Public Art & Placemaking



ayukwenodih by Jah Qube X Tamaro



Community Banner by Yen Linh Thai



Crimson Inflorescence by Linfeng Zhou

Winter Illuminations

Your company can add to the illumination of the City's brightest event, Winter Nights, City Lights, as a Seasonal Illumination or Selfie Station Sponsor.

A benefit to contributing to the lights in Esplanade Park is being part of the opening ceremony of Winter Nights, City Lights. This event to kick off the lights in the Park, attracts 15,000 + attendees annually to Esplanade Park to celebrate and welcome the holiday season. The provincially recognized two-day event is known for its state-of-the-art tandem pyro musical fireworks show and tree lighting to kick-off the festivities each night.

Both Seasonal Illuminations and Selfie Stations remain in Esplanade Park along with the tree lighting display until January 31 of the following year.



Seasonal Illumination Sponsor	Photo Station Sponsor
\$15,000 + HST	\$5,000 + HST
2 available	1 available
Value: \$25,000	Value: \$10,000
Confirm by September 1	Confirm by October 1

Included in Pre-Winter Nights, City Lights Event Promotions

Print Media: Newspaper and/or Magazine 45,000 impressions	✓	
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 Winter Nights, City Lights Event

Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Your brand displayed on recognition plaque beside art installation	✓	
Your brand displayed with photo station		✓
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' during speaking notes at Winter Nights, City Lights	✓	

*Insurance required

  @CityofPickering
pickering.ca/publicart

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City of PICKERING Recreation Complex

Fri Nov 10 10°

FRI	SAT	SUN	MON	TUE
10	5	4	9	8

WINDSOR 11° CP24.com COLLEGE

PEOPLE LANES BLOCKED

DEVELOPING STORY

LARRY BROCK
MP, BRANTFORD-BRANT

Gaza Health Ministry says more than 10,800 Palestinians have been killed in the Israel-Hamas war.

ATHABASCA OIL CORPORATION 4.05 ▲ 1,597,421

HUBBAY MINERALS INC 5.59 ▼ 1,477,597

INDEX 7,380.85 ▼ 98.12

WINDS 6318 - LAKE SHORE / PALACE PIER (EAST)

LU 1.0

Welcome to the Chestnut Hill Developments Re

Look Up! by Casey Watson

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.



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		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.



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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

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Pickering Museum Village



The Pickering Museum Village is a community hub where people come together to learn, share stories, and build relationships through progressive, fun, and vibrant experiences. The Museum is home to 19 heritage buildings, a green space with a seating area, and picnic shelter. The Museum is part of a larger site that will soon be home to the Pickering Heritage & Community Centre.

Over 15,000 guests visit each year to experience our top-rated education tours, participate in hands-on exploratory exhibits, and join a variety of programs and events! Visitors include school children and multi-generational families. Popular events include Fairy Tours in September, various spooky programming in October, and A Storybook Christmas in December which sees approximately 800-1000 guests per event.



Traveling Exhibition



Opening Summer 2025

The Pickering Museum Village is developing a new exhibition about historic beauty trends, fashion follies and their consequences. This exhibit will travel to various locations throughout the City in 2025.

The exhibition theme will appeal to children and families, and will provide fun, educational opportunities out in our community. The traveling exhibition may visit locations such as The Shops at Pickering City Centre, Chestnut Hill Developments Recreation Complex, Pickering Public Library, and more.



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Presenting Sponsor	Partner Sponsor
\$5,000 + HST	\$3,000 + HST
1 available	2 available (if no presenting sponsor)
Value: \$7,500	Value: \$6,000
Confirm by April 1	Confirm by May 1

Pre-Exhibit Promotions		
Print Media: Newspaper and/or Magazine 45,000 impressions	✓	✓
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	✓	✓
Logo Placement on Pickering Museum Village webpage 85,000 impressions annually	✓	✓
During Exhibit Promotions		
Your brand displayed at key locations throughout exhibit space	✓	✓
Logo Placement on program materials	✓	
Family Passes to Program Events for your staff or clients residing in Pickering	5 passes	2 passes
Post-Exhibit Promotions		
Recognition on PMV Website or Social Media	✓	



 @PickeringMuse
pickeringmuseumvillage.ca

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Recipe Sharing



Recipe cards



Gather & Grow Fall 2024

Join us for our Fall 2024 Gather & Grow event on October 12th from 10am-12pm. We'll have a variety of activities for all ages, including a seed swap, a cooking demo, and a chance to meet our growers. Space is limited, so sign up now!



Seed Sharing

Seeds are the foundation of our food system. They are the life force that grows our crops and sustains our communities. By sharing seeds, we can preserve our local food heritage and ensure that we have access to fresh, healthy food for generations to come.



Seeds We Eat

Seeds are the foundation of our food system. They are the life force that grows our crops and sustains our communities. By sharing seeds, we can preserve our local food heritage and ensure that we have access to fresh, healthy food for generations to come.



Free Seed To Sprout

Free Seed To Sprout

to Eat

to Eat

Check out our recipe book up at 25th street and programs. Celebrate with us! The Homebrewery brings you the best.



Mother's Day Tea



Saturday, May 10 & Sunday, May 11



George Ashe Library & Community Centre



130+ Guests

Your company can sponsor the popular and regularly sold-out Mother's Day Tea celebration at George Ashe Library & Community Centre, hosted by the Pickering Museum Village. Guests enjoy a high tea complete with homemade treats made by Pickering Museum Village's

Presenting Sponsor	Event Activation
\$2,000 + HST	\$1,000 + HST
1 available	2 available
Value: \$5,000	Value: \$2,000
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	✓	✓
Mention in media releases and promotions	✓	✓

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	Presenting Sponsor	Event Activation
At Event		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' on tiered recognition board	✓	✓
Logo Placement on menu card and take-away boxes	✓	
VIP Status: Designated VIP section or seating (4 guests) for staff or clients residing in Pickering	✓	
Post-Event Promotions		
Recognition on PMV Website or Social Media	✓	

*Insurance required

This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

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Fairy Tour



**Saturday, September 20 &
Sunday, September 21**



Pickering Museum Village



500+ Guests per day

The Fairy Tour gives children and families an opportunity to step into the magical, mystical world of fairies, gnomes, and countless other magical creatures. The program features stories and myths, themed stations, interactive activities, take-home crafts, and more.

Guests will experience a multi-sensory adventure representing fairy folklore from all around the globe. This tour becomes an illuminated attraction in the evenings, adding an extra layer of magic to the experience.

Presenting Sponsor	Enchanted Sponsor
\$2,500 + HST	\$750 + HST
1 available	2 available
Value: \$5,000	Value: \$2,000
Confirm by April 1	Confirm by April 1

Pre-Event Promotions


Print Media: Newspaper and/or Magazine 45,000 impressions	✓	
Social Media: lead up campaign and program promotions 30,000 impressions	✓	

City of Pickering Corporate Sponsorship Package



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	Presenting Sponsor	Enchanted Sponsor
eCommunications: eNews, eBlasts, Family Calendar, ActiveNet 50,000 impressions	✓	
Rights to share event promotions through your corporate channels	✓	✓
Mention in media releases and promotions	✓	
Logo Placement on Pickering Museum Village webpage 85,000 impressions annually	✓	
At Event		
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' on tiered recognition board	✓	✓
Logo Placement on program materials	✓	
Family Pass(es) to Program Events for your staff or clients residing in Pickering	3 passes	1 pass
Post-Event Promotions		
Recognition on PMV Website or Social Media	✓	

*Insurance required

This event also accepts in-kind donations for door prizes and/or giveaways. All in-kind donations are subject to approval.

  @PickeringMuse
pickeringmuseumvillage.ca

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Saturday S'mores



June – August
First Saturday of the Month



Pickering Museum Village



200+ Guests

Your company can sponsor an evening at Pickering Museum Village that brings fun for the whole family! Guests can explore the exhibits, try some treats, and enjoy the scenic and peaceful museum site.

This family-friendly program occurs monthly in the summer and offers a fresh theme each month. Dive into engaging activities, create fun crafts, explore exhibits, and enjoy delicious s'mores around the campfire. This event engages young families and multi-generational families.




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Presenting Sponsor
\$1,000 + HST
1 available
Value: \$3,000
Confirm by April 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	✓
During Event Promotions	
Your brand displayed at key locations throughout event space (entrance/exit and site signage)	✓
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓
Post-Event Promotions	
Recognition on PMV Website or Social Media	✓

*Insurance required



This event also accepts in-kind donations for door prizes, giveaways, and/or s'mores supplies. All in-kind donations are subject to approval.

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Pickering Ghost Walk & Trick or Treat at PMV!

Pickering Ghost Walk



October 4 – 31



Pickering Museum Village



400+ Guests

The Ghost Walk is a spine-tingling tour that will turn even the toughest cynic into a believer... of the supernatural! Participants are led through the Village by lantern-light, to learn about the paranormal investigations that have taken place on site, hear the Museum's most infamous staff stories, and uncover the tragedies that have occurred in Pickering's past.

This event is targeted to thrill seekers aged 16 and up living in the Durham Region.



City of Pickering

Corporate Sponsorship Package

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Trick or Treat at PMV!



**Saturday, October 25 &
Sunday, October 26**



Pickering Museum Village



800+ Guests

Children of all ages can experience Halloween at the Village! Embracing the spookiest season playing games, learning about traditions from around the world, how they have evolved, and ending with a trick or treating adventure throughout the historic village.

This event is targeted to young families with children ages 5 - 10.

Become Pickering Museum Village's spookiest sponsor with these unique opportunities!



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pickeringmuseumvillage.ca

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Bundled	Trick or Treat at PMV
Presenting Sponsor	Event Activation
\$5,000 + HST	\$1,000 + HST
1 available	2 available
Value: \$7,500	Value: \$1,500
Confirm by August 1	Confirm by September 1

Pre-Event Promotions		
Print Media: Newspaper and/or Magazine 45,000 impressions	✓	
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	✓	
Logo Placement on Pickering Museum Village webpage 85,000 impressions annually	✓	
During Event Promotions		
Your brand displayed at key locations throughout exhibit space	✓	
Sponsor ‘Thank You’ on tiered recognition board	✓	✓
Logo Placement on door prize(s)		
Family Passes to Ghost Walk (10 Individual) and PMV Trick or Treat (3 Family) for your staff or clients residing in Pickering	✓	
Roadside Signage (2 locations)	✓	
Post-Event Promotions		
Recognition on PMV Website or Social Media	✓	

*Insurance required

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Trick or Treat at PMV! also accepts in-kind donations for door prizes, giveaways, and/or Halloween candy. All in-kind donations are subject to approval.

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A Storybook Christmas



December 6 & 7, 13 & 14



Pickering Museum Village



1,000+ Guests

Sponsor one of Pickering Museum Village's most popular programs, A Storybook Christmas.

Back by popular demand, Teddy begins a new holiday adventure to immerse guests in the season. Guests can explore the Village through a series of interactive elements, Christmas treats, crafts, trivia, music and more. There's also a chance to visit the man in red himself.



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Presenting Sponsor	Holiday Magic Sponsor
\$4,000 + HST	\$750 + HST
1 available	6 available
Value: \$6,500	Value: \$1,500
Confirm by September 1	Confirm by September 1

Pre-Event Promotions

Print Media: Newspaper and/or Magazine 45,000 impressions	✓	
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	✓	
Logo Placement on Pickering Museum Village webpage 85,000 impressions annually	✓	


During Event Promotions

Your brand displayed at key locations throughout village	✓	
Your brand displayed on PMV Santa Claus Parade Float 16,000 impressions	✓	
Activation or Sampling Opportunities (organized and funded by sponsor)*	✓	✓
Sponsor 'Thank You' on tiered recognition board	✓	✓
Logo Placement on program materials	✓	
Family Pass(es) to A Storybook Christmas	3 passes	1 pass
Roadside Signage (2 locations)	✓	

Post-Event Promotions

Recognition on PMV Website or Social Media	✓	
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**For more information,
please contact:**

Isla McLaughlin

(Acting) Event Coordinator
imclaughlin@pickering.ca
905.420.4660 ext. 1122

Cris Farrell

Supervisor, Cultural Services
cfarrell@pickering.ca
905.420.4660 ext. 3611