

Summer Events Sponsorship

2023



ARNPRIOR

Events Overview

The Town of Arnprior is very excited to offer a full slate of events in the summer of 2023. As always, our summer events calendar kicks off with Priorpalooza on June 3, followed by a 10-week Concerts in the Park series beginning June 11 and Sunday Market beginning June 4th. A new event, PaddleFest, debuts on June 17 at McLean Park.

Our annual Canada Day festivities will take place all across town on July 1 and our annual Dragon Boat Festival is set to return on July 15. We finish our summer events with the Cultural Night Market on August 26th.



A majority of these events take place along the shores of the Ottawa at Madawaska Rivers at our beautiful Robert Simpson Park with the Lions Club Pavillion (seen above) serving as the main stage. This park boasts many amenities including washroom facilities, snack bar, splash pad and play structure, guarded beach, and trail connection for easy walking access.

Continue reading for an overview of each event and the sponsorship opportunities available on the last page.

Priorpalooza



- Date:** June 3, 2023
- Time:** 11:00am - 5:00pm
- Location:** Robert Simpson Park
- Expected Visitors:** 1,500-2,000
- Description:** This annual music festival kicks off the busy summer of programs in Arnprior by highlighting multiple local performers from Arnprior and throughout the Valley. Accompanied by many food vendors, pop-up shops and activities, the event provides something for everyone. With support from the Arnprior Optimist Club, there is a children's inflatables section and numerous games to keep families busy and entertained. An event that brings the community together and is always circled on the calendar. This is a free event for the public.

For more information or to book a sponsorship for this event, please contact Lucas Power, 613-623-7301 ext. 1795 | lpower@arnprior.ca

PaddleFest



Date: June 17, 2023

Time: 11:00am - 4:00pm

Location: McLean Park

Expected Visitors: 500+

Description: We're thrilled to debut PaddleFest in our summer events calendar in 2023. This new event, in partnership with Ottawa Valley Air Paddle, provides event goers with the opportunity to experience paddling on our beautiful rivers. This free event also includes live music, food and drink vendors and family entertainment including inflatables. This event is sure to have something for everyone.

For more information or to book a sponsorship for this event, please contact Lucas Power, 613-623-7301 ext. 1795 | lpower@arnprior.ca

Canada Day



- Date:** July 1, 2023
- Time:** 10:00am-10:00pm
- Location:** Robert Simpson Park
- Expected Visitors:** 3,500-5,000
- Description:** A renowned event in our summer event series, the Canada Day festivities features live music, local entertainers, family entertainment and of course, CAKE! This day of celebrations includes a host of events from local service clubs including the Lions Club pancake breakfast, the Optimist Bobby Legault Children's Bike Parade and the Rotary Club Duck Race along with exhibits at our museum and other activities throughout our downtown. The Arnprior sky becomes a spectacle with a fireworks display to conclude the festivities.

For more information or to book a sponsorship for this event, please contact Lucas Power, 613-623-7301 ext. 1795 | lpower@arnprior.ca

Dragon Boat Festival



Date:	July 15, 2023
Time:	9:00am - 4:00pm
Location	Robert Simpson Park & Marina
Expected Visitors:	1,000-1,500
Description:	Drawing participants from across Eastern Ontario and Western Quebec, not to mention our own local teams, the Dragon Boat Festival sees 20+ teams race down the Madawaska River past the Marina in a 400-metre course, split by two divisions; Community and Women. This full day event is hosted at Robert Simpson Park and stretches down the waterfront trail to the marina where the races commences. A great day of camaraderie and free for the public to attend.

For more information or to book a sponsorship for this event, please contact Lucas Power, 613-623-7301 ext. 1795 | lpower@arnprior.ca

Concerts in the Park



- Date:** Every Sunday from June 11-August 13
- Time:** 2-4pm
- Location:** Robert Simpson Park
- Expected Visitors:** 200+
- Description:** A staple in our summer schedule, Concerts in the Park runs each Sunday from June 11 through August 13 for a total of 10 weekend performances. These concerts feature local artists that serenade parkgoers from 2-4pm at Robert Simpson Park. Whether you're there to sit upfront and enjoy the music or simply enjoy it as a soundtrack for your family outing to the park, it brings the park to life every Sunday afternoon. All concerts are free to attend.

For more information or to book a sponsorship for this event, please contact Lucas Power, 613-623-7301 ext. 1795 | lpower@arnprior.ca

Cultural Night Market



Date: August 26, 2023
Time: TBD
Location: Downtown Arnprior
Expected Visitors: 1,500-2,000
Description:

The Cultural Night Market was such a success that we have made it an annual event. The Night Market features vendors and artisans, as well as live entertainment, art installations, and more! The goal of the multi-cultural event is for attendees to become more acquainted with and celebrate the rich diversity of their neighbours and beyond.

Please note that sponsorship opportunities for this event follow a different layout than the other events. For more information for this event, please contact Emily Stovel, 613-623-4902 | estovel@arnprior.ca

Sunday Market



- Date:** Every Sunday from June 4-September 24th
- Time:** 9am - 2pm
- Location:** Downtown Arnprior John Street
- Expected Visitors:** 800 - 1000/week
- Description:** A favorite for residents and visitors alike the Arnprior Market is back for its 5th 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.

Please note that only 1 sponsorship is available for the market, the Presenting Sponsor level.

For more information or to book a sponsorship for this event, please contact Lindsay Wilson, 613-623-7301 ext. 1829 | lwilson@arnprior.ca

www.arnprior.ca/market

Sponsorship Options and Value

We offer sponsorship options that can fit your needs and budget.

	Presenting Sponsor \$2,000	Event Sponsor \$1,000	Community Sponsor \$500
Naming Rights ex. "Priorpalooza presented by ..."	✓		
Introduced at event (where applicable)	✓		
Named in radio advertisement (where applicable)	✓		
Sponsor Feature on Social Media	✓	✓	
Logo on newspaper advertising, event posters and event signage.*	✓	✓	
Logo Social Media Advertisements and event website*	✓	✓	✓
Opportunity to have promotional booth/presence at event	✓	✓	✓
Verbal Recognition at event (i.e. PA Announcement, etc.)	✓	✓	✓

*logo size will be dependent on sponsorship level with the Presenting Sponsor being the largest

Presenting Sponsor: 1 available per event

Event Sponsor: 4 available per event (excluding the Arnprior Market)

Community Sponsor: 10 available per event

Arnprior Life Advertising

Arnprior Life is back with a new look! This resident guide will be a condensed version of the original produced 4 times a year to updated residents on all the events, recreation activities, Town initiatives and important information.

There are two 1/2 page space available on the back cover of each issue. The cost is \$500 for a 1/2 page spot. Please contact Lindsay Wilson for more details or to book at lwilson@arnprior.ca.