



2027 Sponsorship Package

Parks & Recreation Department



Welcome!

Thank you for considering a sponsorship partnership with the City of Pembroke's Parks & Recreation Department.

Each year, our department brings the community together through events, programs, and facilities that span every season: from our weeklong winter carnival to Canada Day fireworks at Riverside Park, from busy baseball diamonds and soccer fields to year-round operations at the Kinsmen Pool.

Sponsorship makes these experiences possible, and offers your business meaningful, year-long visibility with thousands of Pembroke residents and visitors.

Spaces are limited and sponsorships are offered on a first-come, first-served basis. If you have any questions, or would like to secure a sponsorship, please do not hesitate to reach out to our department.

Sincerely,

The Parks & Recreation Department



Parks & Recreation Department

393 Pembroke Street West
Pembroke, ON K8A 5N1

(613) 735-6821 ext.1501
recreation@pembroke.ca

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Why Sponsor Parks & Recreation Services?

REACH

From Canada Day crowds to weekly public skates, we connect with the community every season, in every neighbourhood.

MULTI-CHANNEL VISIBILITY

One sponsorship, multiple channels: print, digital, on-site, on-air, and year-round.

COMMUNITY TRUST

Sponsoring our services isn't advertising; it's showing up alongside the community you're already apart of.

YEAR-ROUND ENGAGEMENT

Twelve months of programming means twelve months of visibility.

GENERAL SPONSORSHIP INFORMATION

The Department
currently offers
three different types
of sponsorships

Special Event Sponsorships

Printed Materials

Program Sponsorships

How to become a Sponsor

- 1 Reach out. Email the Parks & Recreation Department at recreation@pembroke.ca to let us know which sponsorship you're interested in and at what level.
- 2 Confirm and pay. Once your sponsorship is approved, we'll ask you to send us your preferred logo and arrange payment. Please note: we do not accept EFT payments.
***Sponsorship interest must be provided by the date outlined by sponsorship opportunity. Previous-year sponsors are given first opportunity to renew before opportunities open to new sponsors.**
- 3 Sit back and be recognized. Once you're approved, the Department will promote your organization in accordance with your sponsorship level. Please note that marketing materials will not be shared for prior approval.





RECREATION CALENDAR

Now in its second year, the Pembroke Annual Recreation Calendar is a resource residents and visitors turn to all year long.

Distributed at tourism locations, special events, and throughout our programs, it stays on kitchen tables, office walls, and in visitor packets for twelve months at a time.

	2027 Prices	2028 Prices
Contest Sponsor The Recreation Calendar features several community contests. "Sponsored by [Your Business]" appears on the contest, visible on the respective contest month. In-kind sponsors may donate a prize of equivalent value, subject to Department approval.	\$200 or In-kind at the same value	\$200 or In-kind at the same value
¼ Page Ad 4 Spaces available per issue	\$500	\$525
½ Page Ad 2 Spaces Available per issue	\$1000	\$1050
Sponsorship Deadline	October 15, 2026	October 1, 2027

WINTER & FALL PROGRAM SPONSORSHIPS

Public Swims Sponsorship

Sponsor a Public Swim at the Kinsmen Pool!

By sponsoring a Public Swim, the swim will be free for all participants. Please note that single swim sponsorships are only available during holidays such as Christmas and March Break.

Your logo will be included on social media mentions, and onsite during the swim.

January 1 – July 31, 2027 : \$266.34
August 1 – December 31, 2027 : TBD



PUBLIC SKATE SPONSORSHIP

Sponsor a Public Skate at the PMC!

By sponsoring a Public Skate, the skate will be free for all participants. Please note that single skate sponsorships are only available during holidays such as Christmas and March Break.

Your logo will be included in the Monthly Public Skating Printed Schedule, on Social Media, and during the skate.

2026 – 2027 cost: \$203.27/skate

Civic & Youth Awards

Sponsorship Deadline:
April 15, 2027

Youth Award Sponsor (\$500)

Sponsor a \$500 bursary given to exceptional students of the committee's choice

Your Bursary will be given to the student at the annual Civic & Youth Award Ceremonies. Sponsors will be invited to present the award to the selected student(s).

Earth Month
APRIL 2027

Deadline for Sponsorship Notice: March 15, 2027

**Previous Year's Sponsor must give notice by March 1, 2027.*

Clean up Kit Sponsor

\$1,000 (1 Available)

Sponsor the 100 Clean Up Kits handed out to residents during Earth Month!

Your logo will be added in the kits, as well as featured on all applicable social media posts, radio ads, and in a Media Release.

Pizza Party Sponsor

\$200 or in-kind (1 Available)

Sponsor the Pizza Party given to the winning classroom of the classroom earth month contest!

Your logo will be featured on all applicable social media posts, radio ads, and in a Media Release.

SUMMER PROGRAM SPONSORSHIPS

Jim Sloan Memorial Ball Hockey Tournament

AWARDS SPONSOR

\$500 (1 AVAILABLE)

- Sponsor the awards given out to the winning team! Your logo will be featured on social media posts, media releases and mentioned at the awards ceremony.



DEADLINE FOR SPONSORSHIP NOTICE: APRIL 15, 2027

WATERFRONT LIVE!

MOVIE NIGHT IN THE PARK

PRESENTING SPONSOR \$3,000

Sponsor the entire Waterfront LIVE and Movie Night in the Park series for the summer!

From mid-June onward, the Riverwalk Amphitheater comes alive every night with Waterfront LIVE and Movie Night in the Park — a full summer of free entertainment right on the water.

Your logo will be included on all promotional materials, including a monthly printed schedule, on social media and in a media release.

**DEADLINE FOR SPONSORSHIP INTENT:
MAY 15, 2027**

YOGA IN THE PARK

Presenting Sponsor \$1,000

Sponsor the entire Yoga in the Park series for the summer!

Your logo will be included on all promotional materials, on social media and in a media release.

**Deadline for Sponsorship Intent:
May 15, 2027**

TRIVIA Nights

SNACK SPONSOR

1 per Trivia Night

**\$300 OR
IN-KIND**

PRIZE SPONSOR

1 per Trivia Night

**\$300 OR
IN-KIND**

Sponsor one of our summer series Trivia Nights!

As a sponsor, your logo will be included in all applicable social media posts, media releases, and announced during the selected trivia night!

**DEADLINE FOR SPONSORSHIP
INTENT: JUNE 15, 2027**



Welcome to SnoSpree —
Pembroke's annual winter
carnival and a full week of
frosty fun.

The celebration peaks on Family
Day at SnoSpree Central, where
families gather to make winter
memories together



Presenting Sponsor

\$1,500

- **Unique Opportunity:** A winter themed promo item will be included in 100 free loot bags
- **Prominent Brand Presence:** Your logo and brand prominently featured on all promotional materials including posters, social media graphics, posts, website, radio and event signage
- **Social Media Appreciation:** A dedicated thank-you post on all social media platforms after the event.
- Free **vendor booth** at the event

Activity Sponsor

\$500

- **Unique Zone Sponsor:** Your organization will be promoted outside of one of the activities below with event signage
 - Specific Sponsored Activities include:
 - Face Painting
 - Balloon Twisting
 - Family Photobooth Sponsor
- **Social Media Presence:** Mentioned on most marketing platforms, including printed ads, social media posts, event poster and general event signage.



Community Sponsor (Or in-kind of similar value)

\$150

- **Social Media Presence:** Your logo will be mentioned on most marketing platforms, including printed ads, social media posts, event poster and general event signage.

Deadline for Sponsorship Notice: January 8

*First right of refusal is given to all past year's event sponsors, and their intent must be given by December 24.

The City of Pembroke's Canada Day Celebrations

June 30 and July 1

Canada Day is Pembroke's biggest celebration of the year. Over two days and three signature events, thousands of attendees from across the Ottawa Valley come together - families, friends, and visitors all in one place.

Presenting Sponsor

\$2,500

- **Unique Opportunity:** Event is "Presented By "Your Company", and will be marketed as such
- **Prominent Brand Presence:** Your logo and brand prominently featured on all promotional materials including posters, social media graphics, posts, website, radio and event signage
- **Social Media Appreciation:** A dedicated thank-you post on all social media platforms after the event.
- Free **vendor booth** at the event



Activity Sponsor

\$1,000

- **Unique Zone Sponsor:** Your organization will be promoted outside of one of the activities below with event signage
 - Specific Sponsored Activities include:
 - June 30th Free BBQ
 - June 30th Tie Dye Station
 - July 1st Kids Tent
 - July 1st Fireworks Light Sticks
- **Social Media Presence:** Mentioned on most marketing platforms, including printed ads, social media posts, event poster and general event signage.



Community Sponsor

(Or in-kind of similar value)

\$500

- **Social Media Presence:** Your logo will be mentioned on most marketing platforms, including printed ads, social media posts, event poster and general event signage.



Deadline for Sponsorship Notice: May 15

*First right of refusal is given to all past year's event sponsors, and their intent must be given by May 1.

PEMBARK

AUGUST 16 - RIVERSIDE PARK

There's nothing quite like PemBARK. Pembroke's one-of-a-kind celebration of all things canine brings together dogs, families, and local businesses for a weekend of vendors, demonstrations, contests, and endless tail wags.

Presenting Sponsor

\$1,500

- **Unique Opportunity:** Dog-Themed Promo handed out with both the City of Pembroke's Logo and the Presenting Sponsors Logo
- **Prominent Brand Presence:** Your logo and brand prominently featured on all promotional materials including posters, social media graphics, posts, website, radio and event signage
- **Social Media Appreciation:** A dedicated thank-you post on all social media platforms after the event.
- Free **vendor booth** at the event



Activity Sponsor

\$500

- **Unique Zone Sponsor:** Your organization will be promoted outside of one of the activities below with event signage
 - Specific Sponsored Activities include:
 - Free Standing Agility Course Sponsor
 - Dog Photobooth Sponsor
 - Free Dog Training Session (2 sessions)
- **Social Media Presence:** Mentioned on most marketing platforms, including printed ads, social media posts, event poster and general event signage.
- Free **vendor booth** at the event



Community Sponsor

\$150

(Or in-kind of similar value)

- **Social Media Presence:** Your logo will be mentioned on most marketing platforms, including printed ads, social media posts, event poster and general event signage.
- Free **vendor booth** at the event (Food Vendors not included)



Deadline for Sponsorship Notice: June 30

*First right of refusal is given to all past year's event sponsors, and their intent must be given by June 15



2027 SANTA CLAUS PARADE OF LIGHTS

When the Santa Claus Parade of Lights rolls down Pembroke Street West, you know the holidays have arrived!

It's one of the city's most cherished traditions, drawing families from across the Ottawa Valley to line the streets, share the season, and welcome Santa to town.



Presenting Sponsor

\$1,500

- **Unique Opportunity:** Your logo put on 1000 Candy Cane Tags, handed out to participants during the Santa Claus Parade.
- **Prominent Brand Presence:** Your logo and brand prominently featured on all promotional materials including posters, social media graphics, posts, website, radio and event signage
- **Social Media Appreciation:** A dedicated thank-you post on all social media platforms after the event.

Magnetic Sponsor

\$500

- **Presence on the Santa Float:** Your organization's logo will be put on a magnet, attached to the Santa Claus Parade Float (Last Float of the Parade)
- **Social Media Presence:** Mentioned on most marketing platforms, including printed ads, social media posts, event poster and general event signage.



Community Sponsor

(Or in-kind of similar value)

\$150

- **Social Media Presence:** Your logo will be mentioned on most marketing platforms, including printed ads, social media posts, event poster and general event signage.

Deadline for Sponsorship Notice: October 15

*First right of refusal is given to all past year's event sponsors, and their intent must be given by October 1

Thank you!

A sincere thank you to all past, current and potential sponsors of the City of Pembroke's Parks & Recreation Department's year round events and services.

MILLENNIUM BOARDWALK

Your generous support is invaluable in enriching our community and ensuring the success of these important initiatives.

Sponsoring our events bring our community together, which creates memorable experiences for all.

Thank you for your commitment to making our community a better place. Together, we can foster a healthier, more connected environment for everyone.

If you have any questions regarding these sponsorship opportunities, please do not hesitate to reach out to the Parks & Recreation Department.



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