TOWN OF WHITBY

EVENT SPONSORSHIP PACKAGE 2027













whitby.ca/Sponsorship

Whitby

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PARTNER WITH THE TOWN OF WHITBY!

Connect your brand with the community through Whitby's premier events. From signature festivals and family celebrations to youth programs and 55+ experiences, our events offer powerful opportunities to increase visibility, engage directly with residents, and demonstrate your commitment to the community.

Make an Impact

Town of Whitby events are trusted, well attended, and highly anticipated, attracting thousands of residents and visitors throughout the year. Sponsorship puts your brand at the heart of the action, creating meaningful connections and memorable experiences.

Explore the opportunities inside and discover how a partnership with the Town of Whitby can help achieve your business goals while supporting the events that bring our community together.

Thank you for your consideration.

Michelle Farrugia

Michelle Farrugia
Manager, Advertising and Sponsorship Sales



NOW OFFERING

MULTI-YEAR CONTRACTS

Lock in the pricing before rates increase.

Lock in Today. Save Tomorrow.

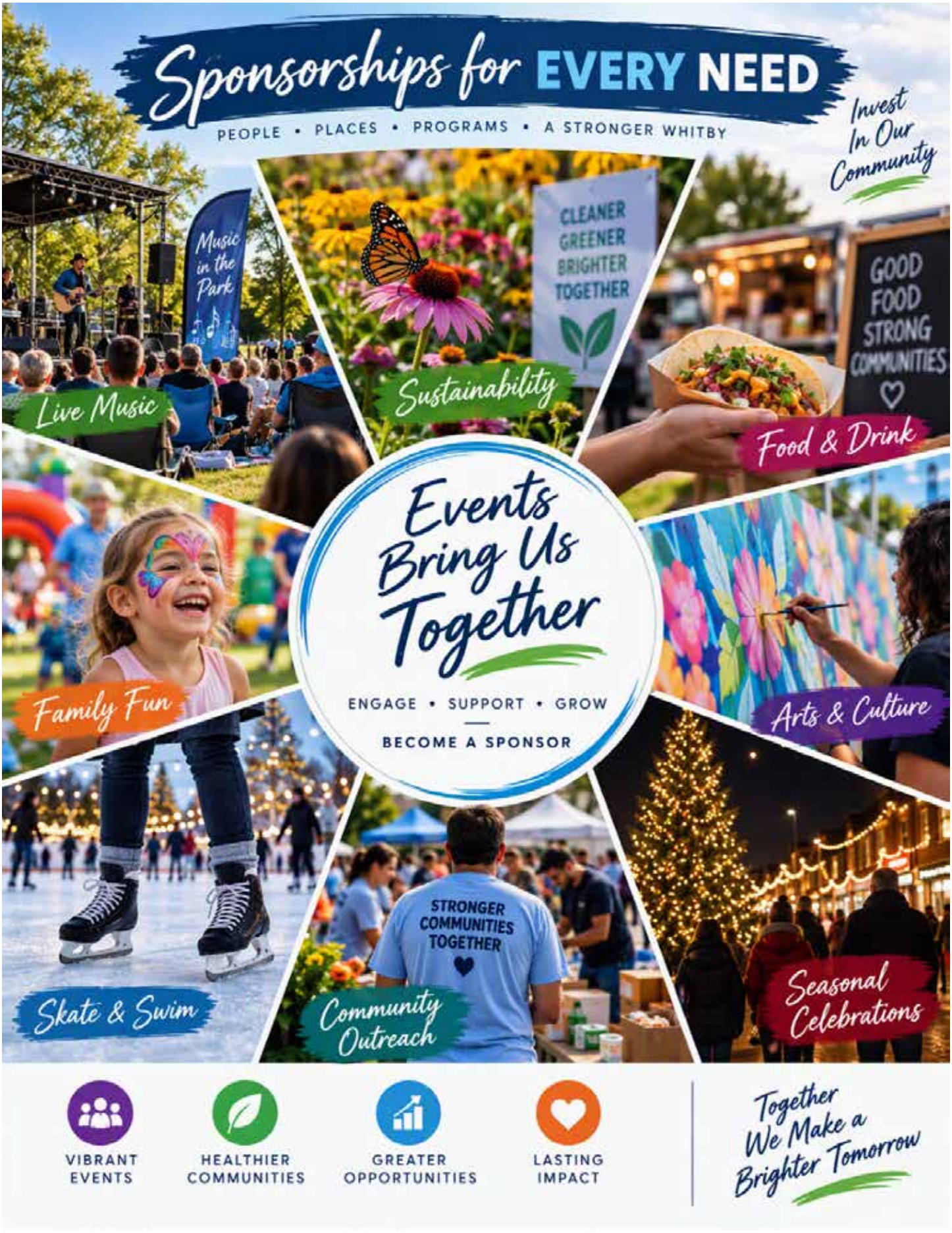
Secure today's pricing before rates increase.

First Come. First Served.

Sponsorships are booked on a first come first serve basis and not locked in until the contract is signed.

Invest in Community. Make a Lasting Connection.

STRONGER EVENTS. A BRIGHTER COMMUNITY.


Sponsorships for EVERY NEED
PEOPLE • PLACES • PROGRAMS • A STRONGER WHITBY
Invest In Our Community
Music in the Park
Live Music
CLEANER GREENER BRIGHTER TOGETHER
Sustainability
GOOD FOOD STRONG COMMUNITIES
Food & Drink
Events Bring Us Together
ENGAGE • SUPPORT • GROW
BECOME A SPONSOR
Family Fun
Arts & Culture
Skate & Swim
STRONGER COMMUNITIES TOGETHER
Community Outreach
Seasonal Celebrations
VIBRANT EVENTS
HEALTHIER COMMUNITIES
GREATER OPPORTUNITIES
LASTING IMPACT
Together We Make a Brighter Tomorrow

ANNUAL TOWN EVENTS









FAMILY DAY

Holiday Monday in February | 10:00 a.m. to 4:00 p.m.

5,000+ visitors expected in attendance

whitby.ca/FamilyDay



Help families make lasting memories together.

Each February, Whitby's Family Day Celebration brings thousands of residents together for a day of free family fun at Iroquois Park Sports Centre and Fieldgate Sports Complex. From skating and swimming to crafts, entertainment, and interactive activities, Family Day offers something for all ages to enjoy.

The Town is seeking sponsorship support to enhance this beloved community tradition and keep activities accessible for families across Whitby. As a sponsor, your organization will be connected to one of the Town's most attended and celebrated family events.

Number of Sponsors: 5

LEAD SPONSOR: $5,000

MAJOR ACTIVITY SPONSORS (2): $2,500

- FREE SWIM
- FREE SKATE

SUPPORTING SPONSORS (2): $1,500

Sponsorship commitment required by:
Mid January

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

Sponsor Impact

- Support free, family-friendly community programming and connect with thousands of local families
- Increase brand visibility at two premier recreation facilities
- Demonstrate a commitment to community well-being and inclusion

DOORS OPEN WHITBY

May 1 | 10:00 a.m. to 4:00 p.m.

2,500+ visitors expected in attendance

whitby.ca/DoorsOpen



Help bring Whitby's stories to life.

Doors Open Whitby invites residents and visitors to step inside some of Whitby's most fascinating cultural, historical, and community spaces. For one day each year, unique buildings, properties, heritage sites, and guided walks open their doors, offering behind-the-scenes access and opportunities to discover the people, places, and stories that have shaped our community.

Number of Sponsors: 2

LEAD SPONSOR: $2,500

SUPPORTING SPONSOR: $1,000

Sponsorship commitment required by:
February

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

Sponsor Impact

- Support heritage preservation and cultural awareness
- Connect with residents, visitors, and history enthusiasts
- Align your brand with a unique community experience and demonstrate a commitment to celebrating local culture and community pride

FIFA WATCH PARTIES

Two dates in June | Time TBD

2,500+ visitors expected in attendance

whitby.ca/DoorsOpen



FIFA WOMEN'S WORLD CUP BRASIL 2027

Be part of the world's biggest sporting celebration as Whitby comes together to cheer on Team Canada and experience the excitement of FIFA on the big screen. The FIFA Watch Party offers sponsors a unique opportunity to connect with a passionate, engaged audience in a high-energy community setting. From on-site activation opportunities and brand recognition to digital promotion and event-day engagement, sponsors will benefit from meaningful exposure while helping create a memorable experience for residents and visitors alike. Align your brand with community spirit, international sport, and the shared excitement that only FIFA can bring.

Number of Sponsors: 2

LEAD SPONSOR (2): $5,000 (PER GAME)

MAJOR ACTIVITIES SPONSOR (4): $2,500

Sponsorship commitment required by:
May 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

VOLUNTEER PROGRAM



The Town of Whitby's Volunteer Program celebrates the dedication of more than 165 volunteers who contribute over 1,000 hours annually to support community events and programs. Through year-round recognition initiatives, milestone awards, volunteer appreciation activities, and ongoing engagement opportunities, the program honours the individuals who help create memorable experiences for more than 75,000 residents and visitors each year.

Number of Sponsors: 1

PRESENTING SPONSOR: $3,000

Sponsorship commitment required by:
February 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

RECREATION & PARKS MONTH

Month of June









June is Recreation and Parks Month. This movement promotes the benefits of recreation and parks for physical, social, and environmental health. Communities across Ontario have embraced this important month as a way to promote local programs and events, parks and facilities that are available for all citizens to enjoy.

There will be a Walk Whitby Challenge, children, youth and family activities, health and wellness workshops, elder abuse awareness workshops and much more.

Number of Sponsors: 1

LEAD SPONSOR: $3,000

Sponsorship commitment required by:
May 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

CANADA DAY

July 1 | 6:00 p.m. to 10:00 p.m.

20,000+ visitors expected in attendance

whitby.ca/CanadaDay



Be part of Whitby's biggest celebration of the year.

Each Canada Day, thousands of residents gather at Whitby's waterfront to enjoy the largest fireworks display in Durham Region. The evening brings the community together for a spectacular celebration featuring dazzling fireworks, waterfront views, and a vibrant Grub Hub of local food vendors serving up delicious eats and treats.

Sponsor Impact

- Connect with thousands of attendees
- Gain visibility alongside Durham Region's largest Canada Day fireworks show
- Support a free, family-friendly event enjoyed by residents of all ages

Number of Sponsors: 4

FIREWORKS LEAD SPONSOR: $10,000

STAGE SPONSOR (1): $5,000

KIDS ZONE SPONSOR (1): $2,500

SHUTTLE SPONSOR (1): $2,500

Sponsorship commitment required by:
June 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

HOME SWEET HOME FESTIVAL

July 24 | 10:00 a.m. to 4:00 p.m.

45,000+ visitors expected in attendance

whitby.ca/HomeSweetHomeFestival





Welcome to our Home in the Heart of Durham Region. Our home is about family and diverse cultures that live here. Our home is full of music, art, dance, sports, and culture. So, whether you are just discovering Whitby or have visited us before – we invite you be part of this signature event that celebrates our home.

Some of the festival activities include: Local Entertainment, Showcase of Cultures, Artisan show and Marketplace, Adventure activities with 300 ft Zip line, Whitby and Brooklin Farmers' Market Food vendors, Downtown businesses, sidewalk sales, restaurant patios, Trolley rides, historical walking tours and much more!

Sponsor Impact

- Connect with thousands of residents and visitors
- Showcase your brand at one of Whitby's premier community festivals
- Support arts, culture, local business, and community engagement
- Align your organization with diversity, inclusion, and community pride

Number of Sponsors: 22

LEAD SPONSOR: $7,500

LARGE ACTIVATION SPONSOR (2): $7,500

MAIN STAGE SPONSOR (2): $5,000

TROLLEY SPONSOR $5,000

TRACKLESS TRAIN SPONSOR (1): $4,500

CULTURAL SHOWCASE SPONSOR (1): $3,000

TOUCH A TRUCK SPONSOR (1): $2,500

MAJOR ACTIVITY SPONSORS (5): $2,500 EACH

- KLIME WALL
- REST AND RELAXATION AREA
- MISTING STATION
- KIDS ZONE
- LACROSSE ACTIVATION

SUPPORTING SPONSORS (8): $1,500

Sponsorship commitment required by:
June 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

CULTURE NIGHTS

Every Wednesday in July and August

1,500+ visitors expected in attendance throughout the summer

whitby.ca/Culture







Culture Pop-Ups are vibrant interactive community events that celebrate the rich diversity of cultures in Whitby through music, and dance. The events are hosted on Whitby's Pier where interactive dance is enjoyed with a view of the beautiful waterfront and harbour. This series was nominated for the Creative Cities Network of Canda 2025 Culture Impact Award.

Number of Sponsors: 1

LEAD SPONSOR (1): $2,500

INCLUDES SPONSORSHIP FOR WEDNESDAYS AT THE PIER FROM JULY TO AUGUST

Sponsorship commitment required by:
Mid May

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

SOUNDS OF SUMMER MUSIC SERIES

Every Tuesday and Thursday in July and August | 7:00 p.m. to 8:00 p.m.

3,200+ visitors expected in attendance across all events.

whitby.ca/SoundsofSummer







Newly branded in 2026, this weekly free outdoor event celebrates local musical talents by hosting live performances on Tuesdays at Celebration Square (Downtown Whitby) and on Thursdays at Grass Park (Downtown Brooklin). Music will run from 7:00 p.m. to 8:00 p.m., guests will enjoy live music, featuring music genres ranging from pop, classic rock to country.

View entertainment line-up online!

Number of Sponsors: 1

LEAD SPONSOR (1): $5,000

INCLUDES SPONSORSHIP FOR BOTH TUESDAYS AND THURSDAYS FROM JULY TO AUGUST

Sponsorship commitment required by:
Mid May

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

MOVIES IN THE PARK

Select dates in June, July and August | Dusk

1,000+ visitors expected in attendance per movie

whitby.ca/MoviesInThePark



The Town will host five (5) Movies in the Park events at various locations in Whtiby. Guests are encouraged to bring their blankets, popcorn, chairs and enjoy a summer evening under the stars.

The movie is shown on a giant inflatable screen with concert quality sound. This event also encourages community engagement, with a flashback movie being selected by the community through social media. Community vendors will be on-site on select movie nights. Movies begin at dusk.

Number of Sponsors: 5 (1 for each movie night)

LEAD SPONSOR: $4,000 (PER MOVIE)
OR $18,000 (FOR ALL 5 MOVIES)

VIP Movie Experience for Lead Sponsors

Enjoy reserved VIP seating and complimentary movie-night snacks while taking in a family-friendly movie under the stars.

Sponsorship commitment required by:
May 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

HARVEST FESTIVAL

September 18 | 10:00 a.m. to 4:00 p.m.

15,000+ visitors expected in attendance

whitby.ca/HarvestFestival













This annual fall event, which was awarded a TOP 100 Event by Festivals and Events Ontario 2018-2025, attracts more than 10,000 people to Downtown Brooklin and Grass Park each year. Highlights of the festival include; a kid's zone, live entertainment, Farmer's Market, Town Trolley, Dinosaur Park, adventure zone, wagon rides, a food marketplace and over 100 community vendors.

Sponsorship commitment required by:
August 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

Number of Sponsors: 15

LEAD SPONSOR: $7,500

STAGE SPONSOR: $3,000

MAJOR ACTIVITIES SPONSORS (5): $2,500 EACH

- WAGON RIDES
- KIDS ZONE
- ROCK CLIMBING WALL
- INFLATABLES
- DRT SHUTTLE BUS - ACCESSIBLE

SUPPORTING SPONSORS (8): $1,500

WHITBY LIGHTS THE NIGHT

whitby.ca/LightsTheNight







WHITBY LIGHTS THE NIGHT FESTIVAL

November 27 | 5:00 p.m. to 9:00 p.m.

15,000+ visitors expected in attendance

Whitby Lights the Night Festival marks the official start to the holiday season at Whitby Civic Park, 555 Rossland Road East. Come join thousands of residents and assist Santa “light the night”. Enjoy music, cookie decorating, and ride on the Town Trolley and watch the lighting of the giant tree and over 200,000 lights in the park. All of your favourite Whitby Farmers’ Market vendors will be there with seasonal treats.

Number of Sponsors: 9

FESTIVAL LEAD SPONSOR: $7,500

STAGE AND LOUNGE SPONSOR: $5,000

MAJOR ACTIVITIES SPONSORS (5): $2,500 EACH

- PHOTO OP
- HOLIDAY LIGHTING
- WARMING STATION
- TROLLEY SPONSOR
- COOKIE DECORATING

SUPPORTING SPONSORS (2): $1,500

WHITBY’S HOLIDAY LIGHTS

Evenings November – January dusk to 10 pm

Experience the lights as the entire community continues to glimmer with magical lights and spectacular illuminations that transform
Whitby Civic Park, Downtown Whitby,
Celebration Square and Grass Park.

Number of Sponsors: 1

LIGHTS LEAD SPONSOR: $10,000

(SPONSORSHIP HIGHLIGHTED AT KICK OFF EVENT ABOVE AND CONTINUES TO JANUARY)

Sponsorship commitment required by:

October 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

CHRISTMAS IN THE VILLAGE

November 20 | 10:00 a.m. to 3:00 p.m.

5,000+ visitors expected in attendance

whitby.ca/ChristmasInTheVillage







Christmas in the Village is an annual celebration held during the day in Downtown Brooklin featuring free, family-friendly activities including skating, seasonal entertainment, crafts, festive treats, photos with Santa and much more.

Don't forget to experience holiday lights at Grass Park and throughout the community.

Number of Sponsors: 5

LEAD SPONSOR: $5,000

MAJOR ACTIVITY SPONSORS (2): $2,500 EACH

- PHOTO BOOTH
- WARMING STATION

SUPPORTING SPONSORS (2): $1,500

Sponsorship commitment required by:
Mid October

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 18

SPONSOR RIGHTS AND BENEFITS

ANNUAL TOWN OF WHITBY EVENTS

SPONSORSHIP RIGHTS AND BENEFITS	SPONSORSHIP LEVELS		
	LEAD	MAJOR ACTIVITY	SUPPORTING
EXCLUSIVITY			
Lead Sponsor includes category exclusivity	●		
DIGITAL / AUDIO			
Digital Ad displayed on TVs at Town recreation facilities- displayed at 4 locations	●		
Online logo recognition - Town event webpage (linking to sponsor landing page)	●	●	●
Town (whitby.ca/Calendar) and tourism online event calendars	●	●	●
Radio advertising recognition*	●		
SOCIAL/VIRTUAL PLATFORMS - Facebook and Instagram			
Promotion/recognition throughout duration of campaign (prior to event)	●	●	●
Live post (during event)*	●		
Thank you post (after event)*	●	●	
Facebook event page*	●	●	
ON-SITE RECOGNITION			
Select booth location from a town provided list of options	●		
Stand along sign - On-site A-frame signage including logo	●		
On-site A-frame signage including logo (all sponsor logos on one sign)*	●	●	●
On-site booth space (10' x 10') (equipment supplied by sponsor)*	●	●	●
On-site banner or pole banners (equipment supplied by sponsor)*	●	●	
On-site acknowledgment opening/closing ceremony	●	●	
On-site activation space - insurance required (equipment supplied by sponsor)	●	●	
On-screen advertisement - Movies in the Park only*	●		
Renewal option - first right of acceptance for following sponsorship year	●	●	●
In-kind product or service sponsorship opportunities available – Events team will review and consult with sponsor. Giveaway products (logo on giveaways) – Require approval – Events team will review and consult with sponsor. Additional costs may apply for various activations.	●		

***All Rights and Benefits are determined by the Town of Whitby in consultation with the client/sponsor. Benefits in some instances reflect only specific or signature events. Options will be outlined and are offered when available and where applicable.**









SKATE & SWIM SPONSORSHIPS



PUBLIC SKATE SPONSORSHIP

View seasonal schedule online

whitby.ca/Skating



Sponsor a Public Skate open to the general public. View our Public Skate schedule and choose a date to sponsor that works for you! Public Skating is offered at Iroquois Park Sports Centre, McKinney Centre and Fieldgate Sports Complex. These skates are open on a first come first serve basis and do not require participant registration. Sponsor a skate and have piece of mind knowing that all marketing, promotion, skate patrol and insurance is included with the fee.

Give back to the community and get active!
Dates are subject to availability.

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor: $1,500 per skate	LEAD
Exclusivity for select public skate date	●
Social media promotion of public skate and/or swim	●
Digital Ad displayed on TVs at Town recreation facilities- displayed at 4 locations	●
Sponsor mention on whitby.ca/calendar	●
Associated insurance with permit	●
Associated skate patrol on duty	●

PUBLIC SWIM SPONSORSHIP

View seasonal schedule online

whitby.ca/Swim



Sponsor a Public Swim open to the general public. View our Public Swim schedule and choose a date to sponsor that works for you! Choose from Anne Ottenbrite Pool at Iroquois Park Sports Centre, Whitby Civic Recreation Complex Pool or Fieldgate Sports Complex. These swims are open on a first come first serve basis and do not require participant registration. Sponsor a swim and have piece of mind knowing that all marketing, promotion, life guard patrol and insurance is included with the fee.

Maximize brand exposure and give back to the community! Dates are subject to availability.

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor: $500 per swim	LEAD
Exclusivity for select public swim date	●
Social media promotion of public skate and/or swim	●
Digital Ad displayed on TVs at Town recreation facilities- displayed at 4 locations	●
Sponsor mention on whitby.ca/calendar	●
Associated insurance with permit	●
Associated lifeguards on duty	●

HOLIDAY SKATE AND SWIM SPONSORSHIP

Various dates in December/January. View seasonal schedule online

whitby.ca/Swim

whitby.ca/Skate





Help create unforgettable holiday memories for Whitby families.

Each holiday season, the Town of Whitby welcomes residents to enjoy free Holiday Skate and Swim events, bringing families, friends, and neighbours together to celebrate the season through fun, active, and inclusive recreation.

Sponsorship support helps remove barriers to participation, allowing more residents to enjoy quality family time while creating a welcoming and festive community experience. As a sponsor, your organization will be associated with one of Whitby's most cherished seasonal traditions.

Sponsor Impact

- Support free, family-friendly holiday programming
- Enhance community connection and holiday spirit
- Increase brand visibility with local families and residents
- Demonstrate a commitment to community wellness and inclusion

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor: $7,000 Includes sponsorship for all Holiday Skates and Swims in December/January	LEAD
Exclusivity for select public swim and skate dates through the season	●
Social media promotion of public skates and swims	●
Digital Ad displayed on TVs at Town recreation facilities- displayed at 4 locations	●
Sponsor mention on whitby.ca/calendar	●
Associated insurance with permit	●
Associated skate patrol and lifeguards on duty	●

Help make the holidays brighter for Whitby residents through the gift of recreation, connection, and community.

YOUTH EVENTS



YOUTH WEEK

First week of May

1,000+ visitors in attendance

whitby.ca/YouthEvents



Whitby Youth Week is an annual, week long series of high profile events and activities dedicated to youth. It is designed to celebrate youth culture, recognize the positive contributions youth have made to our community and showcase services for youth. Become the Presenting Sponsor of Youth Week and have the opportunity to connect with students in our community. Company logo on all print/ digital marketing leading up to Youth Week along with handouts distributed to participants and shared with schools.

Number of Sponsors: 1

PRESENTING SPONSOR: $5,000

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 29

YOUTH WEEK
YOUTH ROOM OPEN HOUSE

First week of May

250+ visitors expected in attendance

whitby.ca/YouthEvents



Whitby offers Youth Rooms open year round, free for youth ages 12 to 18. During Youth Week, the Town will offer a Youth Room Open House at three locations free for the public to attend. Connect with youth and adults as we offer free snacks, games and activities. Become a Presenting Sponsor and be featured at all three Youth Rooms with the opportunity to set up a booth and connect with the public.

Number of Sponsors: 1

PRESENTING SPONSOR: $1,500

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 29

YOUTH WEEK
ART ATTACK

First Week of May

1,000+ visitors expected in attendance

whitby.ca/YouthEvents



Art Attack is an annual event held by the Town in partnership with Station Gallery, that celebrates and showcases the creativity of local youth ages 12 to 18. Artwork submission categories include drawing and painting, sculpture, video and film, photography, and fashion and jewelery, graffiti and spoken word. All art pieces will be installed and exhibited at the gallery. In 2026, there were close to 200 submissions and over 500 guests in attendance for the event night.

Number of Sponsors: 1

PRESENTING SPONSOR: $3,000

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 29

CELEBRATING YOUTH AWARDS

November/December

whitby.ca/YouthEvents



The awards seek nominations for Whitby youth aged 12 to 18 who through their selfless actions, volunteerism, or involvement in school or community organizations, have demonstrated a commitment to making Whitby a better place to live, work and play. Nominees and award winners are recognized at a special Awards Ceremony. Every year, 20 youth are recognized at the awards dinner. 2027 marks the 22nd Annual Celebrating Youth Awards.

Number of Sponsors: 1

PRESENTING SPONSOR: $3,000

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 29

SPONSOR RIGHTS AND BENEFITS

YOUTH EVENTS

YOUTH EVENT SPONSORSHIP RIGHTS AND BENEFITS
EXCLUSIVITY
Lead Sponsor includes category exclusivity
PRINT
Marketing materials - Poster
Event Program - Celebrating Youth Awards
Program Registration - Celebrating Youth Awards, Art Attack and Youth Artisan Market
DIGITAL / AUDIO
Digital Ad displayed on TVs at Town recreation facilities- displayed at 4 locations
Town (whitby.ca/Calendar) event calendar
Town event webpage - Text recognition
Email Blast - Sponsor mentioned - Celebrating youth awards, art attack and artisan market
SOCIAL/VIRTUAL PLATFORMS - Facebook and Instagram
Social media promotion tagging sponsor
Thank you post (after event)
ON-SITE EVENT RECOGNITION
On-site acknowledgment - if opening/closing ceremony exists
On-site signage - one (1) A-Frame sign per event
On-site booth set-up with opportunity to provide handouts (All events)


55+
EVENTS

SENIORS MONTH

Month of June

1,000+ visitors expected in attendance

whitby.ca/55plus



Whitby celebrates Seniors Month annually with month long events and activities dedicated to adults age 55+. It is designed to recognize the positive contributions seniors have made to our community and showcase services for adults 55+. Become the Presenting Sponsor of Seniors Month and have the opportunity to connect with seniors in our community. Company logo on all print/digital marketing throughout the month along with mentions in weekly e-blasts and opportunities to participate at events, including:

- Meet the Artists
- Pickleball Tournament
- Seniors' Month BBQ

Sponsor Impact:

- Increase visibility among 55+ residents, caregivers, and families
- Demonstrate commitment to community wellness, inclusion, and active aging
- Build long-term relationships with program participants and centre visitors
- Align with a trusted, well-established municipal program
- Support meaningful social opportunities for older adults in our community

Number of Sponsors: 1

PRESENTING SPONSOR: $3,000

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 32

SPONSOR RIGHTS AND BENEFITS

55+ EVENTS

55+ EVENT SPONSORSHIP RIGHTS AND BENEFITS
EXCLUSIVITY
Lead Sponsor includes category exclusivity
PRINT
Marketing materials (event posters, program, registration)
Opportunity to supply branded swag for event attendees
DIGITAL / AUDIO
Digital Ad displayed on TVs at Town recreation facilities- displayed at 4 locations
Monthly eBlast mentioning sponsor to 6,500 people
Town (whitby.ca/Calendar) event calendar
Sponsor recognition – 55+ webpage
SOCIAL/VIRTUAL PLATFORMS - Facebook and Instagram
Promotion/recognition throughout duration of campaign (prior to event)
Thank you post (after event)
ON-SITE RECOGNITION
On-site banner (equipment supplied by sponsor)*
On-site activation space – insurance required (equipment supplied by sponsor)*
On-site acknowledgment opening/closing ceremony and opportunity to speak
Renewal option - first right of acceptance for following sponsorship year
In-kind product or service sponsorship opportunities available – Events team will review and consult with sponsor. Giveaway products (logo on giveaways) – Require approval – Events team will review and consult with sponsor. Additional costs may apply for various activations.

*All Rights and Benefits are determined by the Town of Whitby in consultation with the client/sponsor. Benefit options are made available space permitting, where applicable and in some instances to specific events only.

SUSTAINABILITY SPONSORSHIP OPPORTUNITIES



ELECTRIC VEHICLE CHARGING STATIONS

whitby.ca/EV



The Town of Whitby declared climate change an emergency in 2019 and through this declaration, has committed to transitioning to becoming a low carbon community striving to reduce corporate and community greenhouse gas emissions by 100% by 2045.

EV CHARGER LOCATIONS	
LOCATION	**ADDRESS**
Fieldgate Sports Complex	2 Gathering Place
Brooklin Community Centre & Library	8 Vipond Road
Centennial Centre	310 Gilbert Street West
Fire Hall Headquarters	111 McKinney Drive
Green Street Parking Lot	185 Green Street
Iroquois Park Sports Centre	500 Victoria Street West
McKinney Centre	222 McKinney Drive
Whitby Civic Recreation Complex	555 Rossland Road East
Whitby Marina	301 Watson Street West
Whitby Operations Centre	333 McKinney Drive
Whitby Town Hall	575 Rossland Road East

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor (1): $5,000 Confirmation needed by March	LEAD
Recognition on Town of Whitby website	●
Company logo/name on EV charging station video screens.	●
Logo on ChargePoint mobile app	●
Social post thanking sponsor	●

LEAF: BACKYARD TREE PLANTING & COMMUNITY GREENING PROGRAMS

whitby.ca/Leaf





The Town has partnered with Local Enhancement and Appreciate of Forests (LEAF) to deliver two turn-key programs to help increase the canopy and health of the Town's urban forest.

Backyard Tree Planting Program (BYTP)

The LEAF Backyard Tree Planting Program offers municipalities and residents an affordable program for obtaining new trees and shrubs for residential properties including single detached homes, townhouses and multi-residential units.

The program subsidizes the cost of a full-service tree-planting program on private residential, multi-residential and commercial property, and in addition provides the community with access to native shrubs, native plant kits and several educational opportunities.

Community Greening Program

The Community Greening Program was developed to support tree planting and ongoing community-based maintenance initiatives.

The program consists of the following per year:

- Two annual community tree planting events (spring and fall)
- One community maintenance event, such as invasive species management, watering, and mulching
- One education event, such as a tree tour or educational workshop

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor (1): $10,000 Confirmation needed by March	LEAD
Recognition on Town of Whitby website	●
Logo on event advertisement	●
Logo on on-site signage	●
Tree planted in honour of sponsor	●
Mention in media release	●

WHITBY'S ANTI-LITTER PROGRAM

whitby.ca/Waste | whitby.ca/ClimateChange



Help keep Whitby clean, green, and litter-free.

Since launching in 2021, the Anti-Litter App has empowered residents to take action by organizing one-time community cleanups or adopting local roads, parks, and trails. The program has become a community success story, engaging more than 2,300 volunteers annually in keeping Whitby's public spaces beautiful.

To support the growing demand, the Town is seeking sponsorship support to provide essential cleanup supplies, including gloves, garbage bags, and other materials that help volunteers make a visible impact in their neighbourhoods.

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor (1): $3,000 Confirmation needed by March	LEAD
Recognition on Town of Whitby website	●
Mention on social post	●
Logo on Anti-Litter App Website thanking sponsor for providing the material and supporting the program	●
Logo included on information sheet included with each cleanup kit	●

Sponsor Impact

- Support one of Whitby's most successful community environmental programs
- Help keep parks, trails, roads, and green spaces litter-free
- Demonstrate leadership in environmental stewardship
- Connect your brand with thousands of community-minded volunteers

POLLINATOR HABITAT AMBASSADOR

whitby.ca/Waste | whitby.ca/ClimateChange



As Durham Region's first Bee City and Canada's 10th Bee City, Whitby is committed to protecting bees, butterflies, and other vital pollinators. Through initiatives like the Mayor's Monarch Pledge, the Town continues to lead in environmental stewardship and community education.

To expand Whitby's pollinator and native plant habitats, the Town is seeking sponsorship support to provide native plants and seeds to residents at no cost or a subsidized rate. In-kind donations of native plants and seeds are also welcomed.

Sponsor Impact

- Support pollinator conservation and biodiversity
- Help residents create pollinator-friendly gardens
- Demonstrate leadership in environmental sustainability
- Align your brand with a visible community initiative

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor (1): $2,500 Confirmation needed by March	LEAD
Recognition on Town of Whitby website	●
Mention on social post	●
Logo on event advertisement	●
Logo on on-site signage at each plant sale/giveaway location	●
Logo included on care sheet distributed with each plant	●

WHITBY WATT WARS



Help fuel a culture of sustainability across Whitby.

Launched in 2026, Whitby Watt Wars is the Town's corporate energy conservation challenge, encouraging staff and facilities to reduce energy use, improve efficiency, and support Whitby's climate goals through friendly competition and measurable action.

The Town is seeking annual sponsorship support to grow this innovative program and create lasting behaviour change. Sponsorship funding helps deliver staff engagement, recognition, education, and awareness initiatives that drive measurable energy savings and reduce greenhouse gas emissions across municipal operations.

Sponsor Impact

- Support local climate action and energy conservation
- Align your brand with a forward-thinking sustainability initiative
- Promote environmental leadership within the community
- Help create measurable reductions in energy use and emissions

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor (1): $2,500 Confirmation needed by March	LEAD
Sponsor logo featured on Whitby Watt Wars promotional materials and participant communications.	●
Sponsor recognition on challenge social media posts, and public-facing communications.	●
Sponsor acknowledgement during challenge updates, awards announcements, and celebration events.	●
Opportunity to present the prize to the facility achieving the greatest energy reduction.	●
Demonstrated commitment to sustainability, energy conservation, and community climate action.	●

COOLING KITS



Help protect Whitby's most vulnerable residents when it matters most.

As extreme heat events become more frequent, Whitby is expanding its Cooling Kits Program to support residents who are most at risk, including individuals without air conditioning and those experiencing homelessness. Free kits provide essential items such as cooling towels, handheld fans, water bottles, sunscreen, and transit tickets to help residents stay safe and comfortable during heat emergencies.

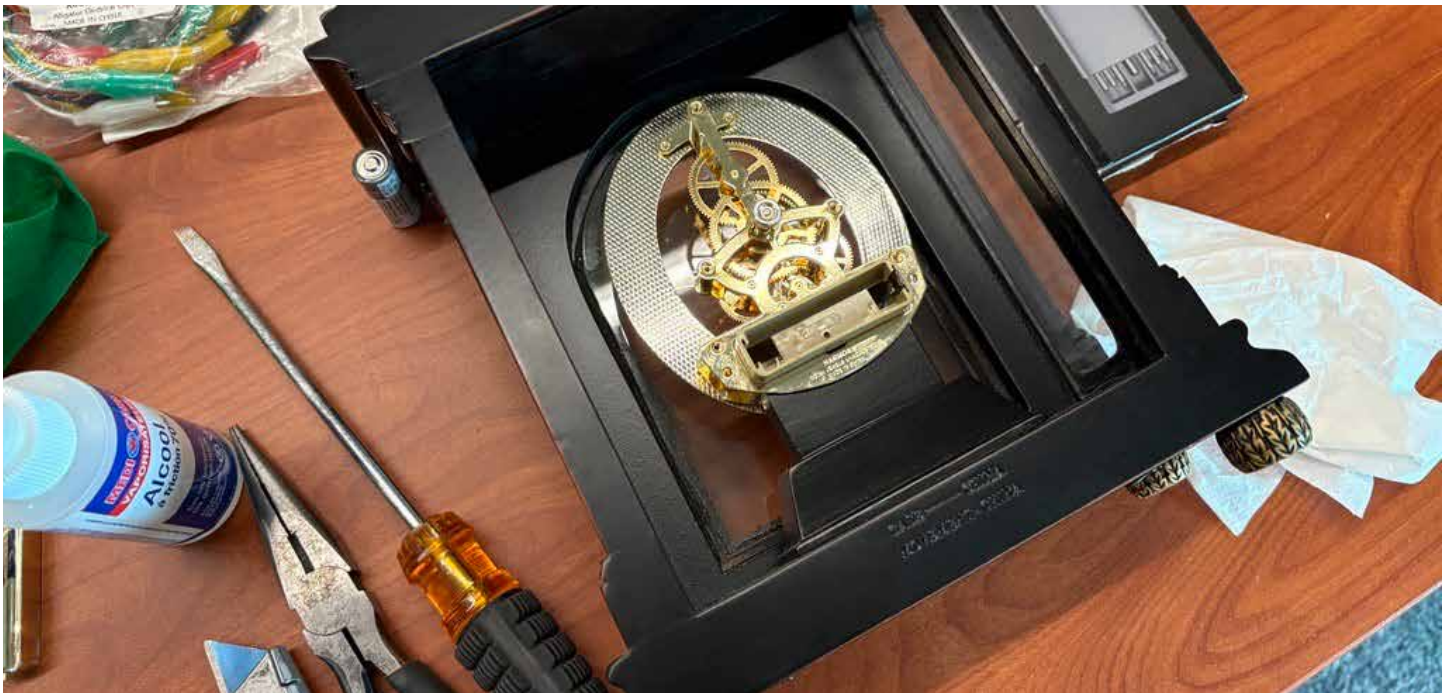
The Town is seeking sponsorship and in-kind support to grow this impactful program and ensure more residents have access to critical heat-relief resources.

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor (1): $5,000 Confirmation needed by May	LEAD
Sponsor logo featured on cooling kit tote bag and handouts	●
Sponsor recognition on Town of Whitby website	●
Sponsor acknowledgement on social media posts that promote the cooling kits	●

Sponsor Impact

- Support vulnerable residents during extreme heat events
- Promote community health, safety, and climate resilience
- Demonstrate leadership in social and environmental responsibility
- Align your brand with a high-impact community initiative

REPAIR CAFÉ



Help Whitby turn waste into opportunity.

Each April and October, during Waste Reduction Week, the Town's popular Repair Café brings the community together to repair, reuse, and reduce waste. Residents bring everything from clothing and jewelry to small household items to be repaired by skilled volunteers, giving items a second life instead of sending them to landfill.

To further support waste diversion efforts, the event also features TerraCycle collection stations, providing residents with a responsible way to recycle hard-to-dispose-of items that don't belong in curbside programs.

As the program continues to grow, we're seeking a community-minded sponsor to help power this impactful initiative by supporting volunteer lunches and funding TerraCycle collection boxes. Your sponsorship will demonstrate a commitment to sustainability while helping Whitby residents make a tangible environmental difference.

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor (1): $5,000 Confirmation needed by May	LEAD
Sponsor logo featured on advertisements and on-site signage	●
Sponsor recognition on Town of Whitby website	●
Sponsor acknowledgement on social media posts promoting the event and thanking sponsor	●

Sponsor Impact:

- Connect with environmentally conscious residents
- Support local waste reduction and diversion efforts and demonstrate leadership in environmental sustainability
- Help expand a well-loved community program and provide direct support to dedicated community volunteers

ROOFTOP BEEHIVE PROGRAM

whitby.ca/ClimateChange



Join the buzz!

The Town of Whitby is seeking sponsorship support to maintain its rooftop beehive at Town Hall in partnership with Alvéole. As Durham Region's first Bee City and Canada's 10th Bee City, Whitby is committed to supporting pollinator health, biodiversity, and environmental education. The rooftop hive provides a unique opportunity to connect residents, businesses, and organizations with the important role pollinators play in our ecosystems.
A minimum three-year sponsorship commitment is required to support the ongoing operation, education, and community engagement activities associated with the hive.

Sponsor Impact:

- Support pollinator conservation and local biodiversity.
- Help provide environmental education opportunities for residents.
- Demonstrate leadership in sustainability and community stewardship.
- Align your brand with a visible and innovative environmental initiative.
- Contribute to a healthier and more resilient community.

SPONSORSHIP RIGHTS AND BENEFITS	
Lead Sponsor (1): $5,200 Three-Year Commitment Required	LEAD
Logo featured on custom honey jar labels.	●
Recognition on the Town's MyHive webpage: View the Town of Whitby Hive	●
Recognition on Town website, social media, and promotional materials.	●
Logo featured on workshop advertisements and event materials.	●
One private pollinator workshop annually for your staff.	●
One community pollinator workshop annually with sponsor recognition.	●
One case (25 jars) of rooftop honey annually.	●
Recognition as the exclusive sponsor of Whitby's rooftop beehive.	●

This exclusive sponsorship helps ensure the continued success of Whitby's rooftop beehive while showcasing your organization's commitment to biodiversity, sustainability, and community education.







SPONSORS MAKE IT HAPPEN

Be Part of Something Bigger

Partner with the Town of Whitby and support the events, programs and initiatives that bring our community together, enhance quality of life, celebrate our culture, promote sustainability and create memorable experiences for residents.

Stronger Brighter Together ♡



WHY SPONSOR WITH WHITBY?

CONNECT
Reach thousands of residents and visitors throughout the year.

INCREASE VISIBILITY
Showcase your brand through high-profile events and programs.

CREATE IMPACT
Support meaningful initiatives that enrich the lives of Whitby residents.

DEMONSTRATE LEADERSHIP
Align your organization with sustainability, culture, recreation and community well-being.

GROW YOUR BUSINESS
Build brand awareness and strengthen relationships within the community.

FEATURED SPONSORSHIP OPPORTUNITIES


Canada Day Fireworks


Family Day


Holiday Skate & Swim


Home Sweet Home Festival


Doors Open Whitby


Pollinator Habitat Program


Harvest Festival


Whitby Lights the Night


Whitby Watt Wars


Repair Café

BOOK YOUR SPONSORSHIP TODAY >

Together, we can make a difference in Whitby.













whitby.ca/Sponsorship

Whitby