

June
28-30

strawberry FESTIVAL

WHITCHURCH-STOUFFVILLE

40th
ANNIVERSARY

PARTNERSHIP OPPORTUNITIES



ABOUT THE FESTIVAL

The Whitchurch-Stouffville Strawberry Festival has been going strong since 1984 and today is one of York Region's biggest events. We are a free family event with activities for everyone, including: The Festival Market with 150 vendors, The Food Zone, and Picnic in the Park with a nostalgic twist including multi-generation games like 3-legged races, rides and inflatables. Plus, all weekend long enjoy kids' activities and entertainers, live music, lots of strawberries and a whole lot of goodness!

The Whitchurch-Stouffville Strawberry Festival is a non-profit organization run entirely by a team of volunteers and relies on the amazing support of its partners and community. Let us tailor a partnership program that works for you.



PARTNER WITH US!

SPECIAL THANKS TO OUR PARTNERS



FRIENDS OF THE FESTIVAL
• The UPS Store • Stanmore Carts

CONTRIBUTORS
• Abotti with Antonietta • Breck School of Highland Dance • Dance Creations • Harriet Chung Performing Arts • Laya Bhava Dance Academy • Schell Lumber Home Building Centre • Stouffville Academy of Music & Dance • York Dance Academy • K9's in KAHOOTS

Your partnership is important to our community.

Let us help you promote your business prior to and during the Canada Day weekend and expose you to thousands of festival-goers.



We will build a partnership program TO MEET YOUR NEEDS

- The Strawberry Festival partnership program provides an opportunity for community organizations and businesses to promote your programs and services to local markets and residents.
- Your partnership allows our diverse communities to come together to share their experience through music, cultural performances and food.
- Your partnership empowers our tradition of offering a free festival to residents and visitors of all ages.
- Our new partnership program has been re-designed to support activities and events in the Festival that align to your target markets.

Contact us a sponsor@strawberryfestival.ca to select a partnership activity that meets your business interests.

PARTNERSHIP BENEFITS

We offer the following benefits:

- 50% Off one vendor booth (10x10) for \$1,000+ Partners
- Name recognition at Opening Ceremonies
- Affiliation with a Festival activity - on-site signage
- Link to your business on the Festival website
- Logo in the Festival Guide
- Logo recognition year round in Memorial Park
- Partnership pricing starts at \$1000
- Free vendor booth (10x10) for \$5,000+ Partners

Friends of Festival \$501 - \$999

- + Recognition online and in Festival Program Guide
- + Recognition year-round in Franklin Park

Contributors - up to \$500

- + Recognition online and in the Festival Program Guide



PARTNERSHIP OPPORTUNITIES 2024

ACTIVITY	INVESTMENT	BRIEF DESCRIPTION
The Festival Market	Open to two partners. \$2,500 per partner	The Festival Market is one of the most visited features of The Strawberry Festival with 150 vendors setting up shop Saturday and Sunday from 9 till 9. Crafters, Businesses, Not-for-Profits and food vendors will be down Park Drive and into Memorial Park.
The Food Zone	Open to two non-food related partners. \$2,500 per partner	The Food Zone featuring 15 food trucks all day Saturday and Sunday positioned in the heart of Memorial Park.
The Picnic Shelter	\$2,500.00	All Day childrens activities - colouring, crafts, bubbles and a story or two will be happening during the day on both Saturday and Sunday at the Picnic Shelter.
Kid Inflatables	\$2,500.00 SOLD	Kids, festivals and inflatables go hand-in-hand. Five 5 highly interactive inflatables focussed on kids over 3, happening 9am - 5pm Saturday and Sunday from 11am - 5pm
Pony Rides	\$2,500.00	A Festival favourite - the Ponies are massively popular rides for very young children (2 - 9) over four hours per day on Saturday and Sunday. A captive audience as Mom's and Dad's (and kids's) wait for their turn!
Picnic in the Park	\$2,500.00 SOLD	Picnic in the Park. A traditional field sport family games on on Saturday and Sunday featuring: Tug of War, three-legged races, Giant Hula-Hoop contest. Lots of fun for families to watch and play!
Sandy Stronach Red Berry Café	\$2,500.00	Located in centrally located Latcham Hall. The Sandy Stronach Red Berry Café provides respite from a "hot" day and farm fresh strawberries and desserts.
Festival Pub	\$2,500.00	The Pub is located beside the Main Festival Stage, along side three evenings of musical entertainment. In 2023 we served over 3300 beverages.
Main Stage Lighting and Sound	\$2,500.00	The Festival Main Stage - seen all over Memorial Park is the hot spot for live events and music from morning to night. Sound and lighting is a special need.
Friday Night Entertainment	\$3,000.00	Friday night the Main stage will be bouncing with the Honky -Tonk sassy country sounds of the award winning Miss Ginger St. James and her band
Saturday Night Entertainment	\$3,000.00 SOLD	Saturday night entertainment by two of Stouffville/Uxbridge's most popular country acts; the ever popular Twangsters and Canadian Country Music award winner and star (all the way from Uxbridge) Leah Daniels

ACTIVITY	INVESTMENT	BRIEF DESCRIPTION
Sunday Night Entertainment	\$3,000.00	Sunday Night entertainment includes local favorites New Moon Junction and multi Juno Award (X 2) and Maple Blues Award winning (X 7) artist Jack de Keyzer.
Festival Backstage Dressing Rooms	\$3,000.00	With the "A" list performers joining the festival this year we require an appropriate change and dressing room facility to accommodate them. In addition the facility will provide a change facility for young dance school members.
Festival Main Stage Complete sponsorship	\$15,000.00	As the Festival Main Stage sponsor you will have exclusive rights to all evening entertainment activities (Fri, Sat,Sun) including feature entertainer introductions and product pitch. Your corporate supplied banner prominently displayed across the Main Stage.
Roving Entertainers	\$2,500.00	Nothing is more exciting than spontaneous entertainment. Festival goers will enjoy Isabella Hoops, Stilt walkers, magicians and flash dances throughout the Festival weekend.
Walk-a-round Festival Mascots	\$1,500.00	Mascot characters from Patrol, Mario Brothers and Elsa from Frozen will delight children as they roam the Festival grounds. What could be better than seeing the "glee" on a five year old face as their favourite character passes by.
Festival Petting Zoo	\$1,500.00	Kids love a petting zoo. Children will have the opportunity to safely interact with traditional farm and country animals. The Petting Zoo will provide entertaining and educational activities.
DOO DOO the Clown	\$1,500.00	SOLD UNBELIEVABLE! Doo Doo the Clown holds a hugely popular kids show Saturday on the Festival Main Stage. You'll often see Doo Doo wandering around the Festival entertaining families and their kids.
Local Artist Showcase	\$1,500.00	Features entertainment for all : Stouffville's own Men of Note Choir, local favourites the WHATABOUTBOB band, 60's rockers The Russ Clayton Band (the Flailing Sheleleighs), Doug MacKenzie and Maddie Corinne
The Strawberry Social	\$1,500.00	SOLD Held after the Sunday Church Service, we serve up cake and stawberries with whip cream. Open to all family visitors.
First Aid Service	\$1,500.00	SOLD An appreciated service at the Festival on hot days. This location gives the community caring services and a place for lost children.
Water Stations	Open to two partners. \$1,500 per partner SOLD SOLD	Festival has gone green - bring your water bottles from home and fill them up all day long at our Water Refill Station. It's all a part of the Festival's sustainability initiative to reduce plastics. You can provide your own branded compostable cups.
Information Booth	\$1,500.00	Everybody has a question. The information booth and Festival Shop is conveniently placed at the heart of the Festival for all to see. It's also a key meeting place for Festival goers. This year we have located our popular water station here.
Saturday Afternoon Entertainment	\$1,500.00	All day Saturday will feature local Dance Schools showing their talent
Saturday Afternoon Open Mic	\$1,500.00	Strawberry Jam Jr. - an Open Mic for kids from 5 to 12 years of age.
Jazz in the Sandy Stronach Red Berry Cafe	\$1,500.00	Freeport Jazz Band take the stage on Sunday afternoon in the Sandra Stronach Red Berry Cafe. Jazz, Folk and Contemporary music
Guitarist in the Sandy Stronach Red Berry Cafe	\$2,500.00	York Durham Fingerstyle Guitarist take the stage all Saturday in the Sandra Stronach Red Berry Café. featuring Jazz, Folk and Contemporary music.
Ecumenical Service	\$1,500.00	Faith-based communities come together at the Sunday morning ecumenical service. Over 250 attendees enjoy the gospel music and inspiring messages from Stouffvilles' religious leaders.
Indigenous Peoples week	\$2,500	Celebrate Indigenous Peoples week with a dance, drum and song presentation by members of our First Nations Peoples dressed in traditional regalia immediately following the Opening Ceremonies
Experience our Community (trolley)	\$2,500	Experience Stouffville's Farm to Table and Strawberry Picking farms local farmers. Hop on our shuttle and San Francisco style Trolley bus and make the rounds of our local berry picking and farmer's markets at Reesor's Farm Market, Organics Family Farm and Carma Farms. On-vehicle promotion boards spots (4) available for you to post your business