



Canada Day 2026: Sponsorship Opportunities

Date	Location	Attendance
Wednesday, July 1, 2026	Downtown Parry Sound- James Street	Approximately 10,000 attendees in 2025

Celebrate Canada Day in Downtown Parry Sound

The Town of Parry Sound, in partnership with the Parry Sound Downtown Business Association, is pleased to present Canada Day 2026 in Downtown Parry Sound on James Street. This vibrant community celebration will feature food and craft vendors, entertainment, family-friendly activities, interactive attractions, and a fireworks finale over the Inner Harbour. Last year's event welcomed approximately 10,000 attendees, making Canada Day one of Parry Sound's most visible and well-attended annual community celebrations.

Why Sponsor Canada Day 2026?

- Exposure to approximately 10,000 attendees based on historical event attendance
- Recognition through event marketing, promotional materials, and online channels
- Visibility on the Town of Parry Sound website and through Town and DBA social media
- Association with a family-friendly community celebration and strong local goodwill
- Optional: opportunities for on-site engagement and activation

1. Title Sponsor - \$3,500

- Event naming rights: *Canada Day in Parry Sound, presented by [Sponsor Name]*
- Category exclusivity as the Title Sponsor
- Prominent logo/ name placement in all event marketing and promotional materials
- Recognition on all printed event materials, including posters and schedules
- Recognition on the event page at www.parrysound.ca/CanadaDay
- Recognition through Town of Parry Sound and DBA social media promotion
- Public recognition throughout the event, including stage or DJ acknowledgements
- Opportunity to display a sponsor-provided banner on-site, subject to Town of Parry Sound approval of banner size and placement. Banner requests must be submitted for review at least two weeks prior to the event.
- Optional: sponsor/vendor booth on-site

2. Attraction Sponsorships - \$200 to \$2,500

Attraction Sponsorships provide a flexible way to support a specific activity or entertainment feature while receiving targeted recognition linked to that attraction.



Attraction Sponsor Benefits

- Company name/logo included in marketing tied to the sponsored attraction
- Recognition on the event page at www.parrysound.ca/CanadaDay
- Recognition through Town and DBA social media promotion
- Company name and logo included on attraction signage
- Optional: opportunity to provide promotional items or samples at the attraction
- Optional: opportunity to engage directly with attendees at the sponsored attraction

Featured Attraction Sponsorship Opportunities

Attraction	Investment	Recognition Example
Inflatable / Carnival Games	\$200–\$650	“Axe Throwing” or “Light Strike” presented by [Sponsor Name]”
Face Painting	\$500	“Face Painting presented by [Sponsor Name]”
Balloon Twisting	\$500	“Balloon Twisting presented by [Sponsor Name]”
DJ Services	\$800	“Canada Day 2026 entertainment provided by [Sponsor Name]”
Stilt Walkers	\$1,500	“Stilt Walkers presented by [Sponsor Name]”
Rock Climbing Wall	\$2,500	“Rock Climbing Wall presented by [Sponsor Name]”

Custom Attraction Sponsorships: If your business would like to sponsor a different attraction or propose a custom activation, we would be pleased to discuss additional opportunities.

Sponsorship Confirmation

- Early confirmation is best to ensure inclusion in all print and promotional materials.
- Recognition opportunities are subject to sponsorship confirmation timelines and production deadlines.
- Programming and attractions are subject to change.

Contact Us

For more information or to confirm your sponsorship, please contact Jayme Young at the Town of Parry Sound. We would be pleased to discuss available opportunities and help you find a sponsorship option that aligns with your organization’s goals.

Jayme Young

Community Recreation Coordinator

Town of Parry Sound

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