

## Civic Awards Sponsorship Package: City of Greater Sudbury

### Introduction

The City of Greater Sudbury is proud to offer a *Civic Awards Sponsorship Package*, inviting local businesses and organizations to recognize the invaluable contributions of our community's volunteers. The Civic Awards celebrate individuals and groups who have demonstrated exemplary service, volunteerism, and community development. This is a prestigious annual event, and your sponsorship will help us honor these dedicated citizens while providing your brand with significant exposure.



### Sponsorship Opportunities

#### 1. Presenting Sponsor (Exclusive: One Available)

- **Investment:** \$3,000
- **Time Frame:** Annual event in late April/early May.
- **Coverage:** As the Title Sponsor, your organization will be the premier supporter of the Civic Awards, recognized at the event and in all associated communications.
- **Benefits:**
  - *Exclusive* title sponsorship recognition on all event promotional materials, including event signage, invitations, print collateral, and digital content.
  - Prominent *brand visibility* on all pre-event and post-event communications, including social media.
  - *Logo* and acknowledgment on the City of Greater Sudbury's website (Leisure: under development & Civic Awards page) for the award year.
  - *Speaking opportunity* at the Civic Awards event, giving your organization the chance to address attendees.
  - Opportunity to set up a *promotional booth* at the event to engage with participants and guests.
  - Recognition by the *Mayor and members of Council* during the Civic Awards presentation.
  - Ability to provide branded gifts to award recipients and attendees (e.g., plaques, trophies, branded items).

- Opportunity for *employee engagement* and involvement in the volunteer recognition process.

## 2. Award Presenting Sponsor (Limited: Eight Available)

- **Investment:** \$500
- **Time Frame:** Annual event in late April/early May
- **Coverage:** As an Award Presenting Sponsor, your organization will sponsor one of the Civic Awards presented during the event.
- **Benefits:**
  - *Logo recognition* on all award-related promotional materials and signage.
  - *Logo* and acknowledgment on the City of Greater Sudbury's website (Leisure: under development & Civic Awards page) for the award year.
  - Recognition during the event as the presenting sponsor for one of the awards.
  - Opportunity to provide branded items or gifts to specific award recipients.
  - *Table at the event* for company representatives, giving you a direct presence.
  - Mention in *pre-event social media* posts and acknowledgment in post-event communications.
  - Opportunity to set up a *promotional booth* to engage with guests and honorees.

## 3. Community Support Sponsor (Unlimited)

**Investment:** \$250 or In-Kind contributions

**Coverage:** Support a specific element of the Civic Awards, such as event décor, dessert, or entertainment, while receiving recognition throughout the event.

### Benefits:

- *Logo placement* on promotional materials related to your sponsored element (e.g., menu, program, or event signage).
- *Logo* and acknowledgment on the City of Greater Sudbury's website (Leisure: under development & Civic Awards page) for the award year.
- *Recognition* during the Civic Awards event for your contribution to the celebration.
- Mention on *social media* prior to and after the event, amplifying your brand's community involvement.
- Opportunity to set up a *small booth or display* at the event.
- Ability to distribute branded items or giveaways to event attendees.

### Additional Information

**Event Timing:** The Civic Awards take place annually in late April or early May, giving your brand a high-profile presence among Sudbury's most engaged citizens.

**Payment Terms:** Payment is due upon agreement of sponsorship.

### Contact Information:

For inquiries or to secure your sponsorship, please contact:

**Kyle Marcus**

Partnerships & Outreach Coordinator

City of Greater Sudbury

(705) 675-4455 ext. 1413

[Kyle.Marcus@greatersudbury.ca](mailto:Kyle.Marcus@greatersudbury.ca)

By sponsoring the Civic Awards, your organization will not only highlight its commitment to supporting local volunteers but also gain invaluable community recognition. Together, we can celebrate Sudbury's outstanding citizens and promote a spirit of giving that strengthens our community.