

Snow Day 2025 Sponsorship Package



Event Overview

The City of Greater Sudbury is excited to host **Snow Day** on **February 22, 2025**, from **11 a.m. to 3 p.m.** at **Bell Park**. This free event invites families from across the community to come together and celebrate the joys of winter in Sudbury. Snow Day is designed to be a fun-filled day of outdoor activities, fostering community spirit and encouraging participation in winter recreation.

Sponsorship Opportunities

Presenting Sponsor - \$4,500

- **Brand Recognition:** Prominent display of your brand on event signage and in all associated communications.
 - What kind of signage exists currently:
 - Chloroplast signs that go into ground with 2x2
 - Map (Made every year)
 - Activity station signs
 - Put a sponsor extension.
 - Welcome Sign
 - Put on a sponsor extension.
- **Official Recognition:** Acknowledgment from the Mayor and members of Council, showcasing your commitment to community engagement.

- **Digital Recognition:** Feature your brand on our social media platforms and the City of Greater Sudbury's website (coming soon).
- **Exclusive Activation Opportunities:** Host an activity station or provide food giveaways to enhance the event experience.
 - Prime location positioning: By the Ice (parents watching skating), Lace up area, bottom of York stairs, warm up station behind amphitheatre.
- **Branded Item Distribution:** Opportunity to distribute branded items (e.g., hot chocolate, mitts, or hot pockets) to participants.
- **Employee Engagement:** Engage your employees in volunteer opportunities at the event.

Event Component Sponsor - \$1,000

- **Brand Recognition:** Your brand will be displayed on event signage and in all associated communications.
- **Digital Recognition:** Your brand featured on our social media platforms and the City of Greater Sudbury's website (coming soon).
- **Activation Opportunities:** Participate by hosting an activity station or providing branded giveaways. See “Enhancements” for ideas on how you can participate!
- **Employee Engagement:** Opportunities for employee participation in event activities.

Enhancements – How You Can Get Involved

- **“Instagrammable” Interactive Art:** Set up a designated photo stop featuring interactive art to encourage social media sharing.
- **Activity Organizing:** Facilitate a fun “activation” for citizens, such as:
 - Jug curling draw to the button.
 - Hockey shooting game.
 - Storytelling sessions for children.
 - Snowshoe rentals.
- **Giveaways and Games:** Offer free games or giveaways to enhance community engagement, including:
 - Pizza.
 - Snowball target practice.
 - Cornhole.
 - Spin-the-wheel.
 - Photo booth.
- **Promote Physical Activity:** Provide information about your club or organization that encourages active lifestyles.
- **Live Demonstrations and Entertainment:** Engage attendees with live demonstrations, including:
 - Fat bike tricks.
 - Ice carvings.
 - Live music performances.

Join Us!

Your support will make a significant impact on our community's winter celebration. For more information on sponsorship opportunities, please contact:

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Together, let's make Snow Day 2025 a memorable experience for everyone!