



Cambridge Celebrates Canada Day 2023 Coming Soon – With your Help!!!

Save The Date! Saturday, July 1, 2023

Annually, over 70,000 participants enjoy the one day Festival. Starting with the fishing derby, in its 60th year with 150 participants, to the parade that travels down King Street, to Riverside Park where attendees participate in the Children's Area, explore the vendor alley, take a ride in the amusement area and stay to watch the brilliant fireworks display! 2023 marks the 50th Anniversary of the amalgamation of Cambridge and gives us just what we need to add more to the Canada Day Celebration.

Our stage, now filled with 8 musical acts, has grown in size, with a graphic capability to make visual announcements and acknowledge sponsors. We have added an "adult beverage" area, which is fully fenced and licensed. The safety barricade around the fireworks area has been increased to over 170' of fencing. We have seen a strong growth in our social media programs and are launching a brand new look for our website which last year saw 125,000 visitors with potential click throughs to our sponsors' pages.

This event is planned, executed and run by volunteers and is free to all who attend. Running events like this has become increasingly expensive and we are trying to grow Cambridge Celebrates Canada Day into a "must do" event and provide the best experience for our attendees. We predict that an increase in visitors and awareness will have a positive impact on your business. We are seeking sponsors to help us keep the event free and to help continue growing. Our goal is to make sure out-of-town visitors appreciate our love for our city! We are the longest standing Canada Day celebration in this area and the only festival in the region with all of our activities.

Sponsorship will have your company name, logo, brochures, etc, seen in every location – the parade, our website and social media pages and giving you the biggest impact – off the stage (announcements and digital) and prominently display on the fencing! There will be other hidden perks offered depending on your level of sponsorship. We take pride in being a diverse and inclusive festival.

Please feel free to contact me so that we can have a discussion about the benefits to your company for being involved and helping to grow this amazing event. I can be reached at sponsorscambridgecanadaday@gmail.com or 289-456-1462

Sincerely,

Christa Bailey, Sponsorship and Promotions Coordinator