



Canada Day & FLING OFF KING

CELEBRATION



Lincoln's Signature Sponsorship Package

2026

TWO EVENTS. ONE GREAT INVESTMENT.



WHY SPONSOR BOTH?

Sponsoring both Canada Day at Charles Daley Park and Fling off King in Downtown Beamsville means your brand connects with **over 12,000+ attendees** and **reaches over 500,000+ people digitally**, across two of the region's largest, **free community celebrations.**

WHAT TO EXPECT

- ✓ Meaningful Brand Visibility
- ✓ Digital Promotions
- ✓ Recognition & Thank You
- ✓ Live Event Acknowledgement
- ✓ Media Coverage
- ✓ Data Insights
- ✓ Community Engagement
- ✓ Support Local Families & Businesses
- ✓ Be Recognized as a Community Leader

16+
hours of activity

12,000+
attendees


Activities for all ages



Signature sponsorship options package

SPONSOR BENEFITS

PRESENTING CHAMPION (MAX 2)

\$10,000

- Logo on Side Stage Banners (FOK)
- Logo on Stage Banner (Canada Day)
- Fireworks (Canada Day)
- Community Chalkboard Thank You Art
- Newsletter mentions across four distribution lists
- 6 Commercial Segments on The Lincoln Local Podcast
- 1 Business Feature on The Lincoln Local Podcast
- Press Release Mention
- Logo on materials and signage at events
- Newspaper logo in Event Ads
- Website presence both Town of Lincoln and BIA
- Social media mentions before and during events
- Option to provide swag materials
- Logo on printed posters
- Verbal recognition at events
- Event Space for Company Tent
- Exposure on Lincoln's Digital TVs (5)

EXECUTIVE CHAMPION

\$6,000

- Newsletter mentions across four distribution lists
- Press Release Mention
- Logo on materials and signage at events
- 3 Commercial Features on The Lincoln Local Podcast
- Newspaper logo in Event Ad
- Website presence both Town of Lincoln and BIA
- Social media mentions before and during events
- Option to provide swag materials
- Logo on printed posters
- Verbal recognition at events

ASSOCIATE CHAMPION

\$4,000

- Press Release Mention
- Logo on materials and signage at events
- Website presence both Town of Lincoln and BIA
- 1 Commercial Feature on The Lincoln Local Podcast
- Newspaper logo in Event Ad
- Social media mentions before and during events
- Option to provide swag materials
- Logo on printed posters
- Verbal recognition at events

SUPPORTER CHAMPION

\$2,000

- Logo on materials and signage at events
- Newspaper logo in Event Ads
- Website presence both Town of Lincoln and BIA
- Social media mentions before and during events
- Option to provide swag materials
- Logo on printed posters
- Verbal recognition at events

PATRON CHAMPION

\$1,000

- Website presence both Town of Lincoln and BIA
- Social media mentions before and during events
- Option to provide swag materials
- Logo on printed posters
- Verbal recognition at events

FRIEND CHAMPION

\$500

- Social media mentions before and during events
- Option to provide swag materials
- Logo on printed posters
- Verbal recognition at events

EMAIL STEPH



Let's Partner to Build a Vibrant Lincoln Together

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Canada Day
CELEBRATION

JULY
1
2026

1:30 - 10:00 p.m.
Charles Daley Park
Jordan

5,000+ ATTENDEES, 8+ HOURS
OF FAMILY-FRIENDLY FUN,
FIREWORKS FINALE



FLING
OFF KING

SEPT
26
2026

2:00 - 10:00 p.m.
5020 Serena Drive
Beamsville

7,000+ ATTENDEES,
LIVE MUSIC, FOOD TRUCKS,
KIDS ENTERTAINMENT & MORE