



TOWN OF
**DIAMOND
VALLEY**

**20
25**

EVENT

SPONSORSHIP PACKAGE

ELEVATE YOUR BRAND

Sponsor a Town event and
spread goodwill throughout the community



403-933-4348 EXT 105



301 Centre Ave W Diamond Valley



WHY SPONSOR?



TOWN OF
**DIAMOND
VALLEY**

ELEVATE YOUR BRAND

Sponsoring a Town event is a powerful way to align your brand with the heart of Diamond Valley. Our events are a cornerstone of small-town life, creating experiences and connections that bring our community together.

As a Town event sponsor, you'll become part of something truly special while promoting your business to the community and visitors from Southern Alberta and beyond. Whether you're a local treasure, an emerging name, or a well-established corporation, sponsorship offers a chance to shine and leave a lasting impression. With options for every budget, we make it easy for businesses of all sizes to get involved.

MAKE AN IMPACT

Sponsorship is more than supporting an event—it's an investment in the spirit of Diamond Valley. Your contribution strengthens community pride, deepens connections, and helps create shared experiences that become the foundation of our town's identity.

VISIBILITY

Enhance your brand's presence with logo placement on event materials, including posters, print media, the Town website, and social media posts

CONNECTION

Show your support in a tangible and meaningful way by sponsoring, demonstrating your commitment to the community that sustains your business.

INCLUSIVITY

Our sponsorship options accommodate a range of budgets, allowing every business the opportunity to participate. Don't see an option that fits? We can create a custom package tailored to your needs

EXPERIENCE

Engage directly with the event experience. Whether as a presenting partner or by sponsoring highlights like face painting, fireworks, wagon rides, or volunteer appreciation, your brand will leave a lasting impression on attendees. You'll also have the opportunity to participate as a volunteer or set up a booth to connect with the community in a hands-on, memorable way

TOWN ANNUAL EVENTS



DIAMOND VALLEY PARADE & FESTIVAL

Kick off the celebration with the beloved Diamond Valley Parade, followed by an artisan market and an abundance of family-friendly activities. Don't miss this cherished community tradition!

May 1 deadline; See Page 4



CANADA DAY FIREWORKS

Celebrate a community favourite that lights up the night! Diamond Valley is the place to be after dark on July 1, offering an unforgettable evening for all.

June 1 deadline; see page 5

For specific event opportunities contact
events@diamondvalley.town

SPONSOR PACKAGES



TOWN OF
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VALLEY**

PRESENTING PARTNER

Elevate to the level of Presenting Partner, standing shoulder to shoulder with the Town of Diamond Valley.

- Prominent logo placement/mentions on all marketing materials, including posters, print media, banners (if applicable), website, and social media.
- Verbal recognition throughout the event.
- Prime booth space (if desired) for premium brand visibility and engagement.
- Opportunity to include promotional items in volunteer appreciation bags.
- Recognition on electronic signboard.

GOLD SPONSOR

Gain premier visibility and outstanding event engagement for your support.

- 2nd tier logo placement/mentions on posters, flyers, website (including link) and social media.
- Verbal recognition at start, middle, and end of the event.
- Dedicated booth space (if desired) at the event venue for brand visibility and engagement.
- Opportunity to include promotional items in volunteer appreciation bags.
- Recognition on electronic signboard.

SILVER SPONSOR

Cultivate meaningful connections with event attendees.

- 3rd tier logo inclusion on website, and mentions on social media.
- Verbal recognition in middle of event.
- Opportunity to include promotional items in volunteer appreciation bags.
- Recognition on electronic signboard.

BRONZE SPONSOR

Forge a solid presence within the community.

- 4th tier logo inclusion on website.
- Verbal recognition in middle of event.
- Recognition on electronic signboard.

IN-KIND SPONSOR

Showcase your commitment through in-kind contributions

- Promotion of business is based on the value / where it falls in relation to the above levels.
- Below \$250 will be mentioned on website as in-kind sponsor.

(In-kind contributions are non-monetary contributions of goods, services, or volunteer time that support the event's success.)

ACTIVITY SPONSOR

Align your brand with specific event features and be remembered by attendees in relation to these highlights.

- Promotion of business is based on the value of the sponsored activity and where it falls within the above levels.
- Plus, branded signage at the location you are sponsoring.

(Examples of activities include face painting, wagon rides, fireworks, petting zoo & bounce houses.)

****Sponsorship values are per event.**

**Lump sum contributions for the year are accepted towards any combination of events you choose.
ie \$3000 sponsorship towards 3 events would be a gold sponsor at each of those events****



TOWN OF
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Parade & Family Festival Sponsorship Opportunities

Bronze Sponsor \$250-\$499

Mentions on social media marketing
Logo on event website
Thank you with logo on digital signboard

Silver Sponsor \$500-\$999

Benefits of Bronze Sponsor
Mentions during event
Inclusion of item in volunteer bags*

Gold Sponsor \$1000-\$10,000

Benefits of Silver Sponsor
Logo on printed promotional materials / posters
Tags on Facebook and Instagram
Dedicated booth space for visibility and engagement*

Activity & Entertainment Sponsor \$ varies

Benefits of Silver - Gold Sponsor
Balloon twisting, inflatables, parade wandering dancers \$500
Facepainting \$1200 x 2
Parade Band \$1500-\$2500
Parade & Parade Volunteer Luncheon (contact for details)
LOGO ADDED TO PARADE MAP

**Volunteer appreciation, Family Festival activities, In-Kind
or do you have something else in mind?**

Contact us for more information or to brainstorm ideas

*Sponsor to provide at their discretion
Contact Events@DiamondValley.town

Tax deductible receipts provided for donated financial sponsorships



TOWN OF
DIAMOND VALLEY

CANADA DAY

Sponsorship Opportunities

Gold Sponsor \$1000-\$10,000

Benefits of Silver Sponsor

Logo on printed promotional materials / posters

Tags on Facebook and Instagram

\$10,000 = Presenting Partner

Dedicated booth space for visibility and engagement*

Silver Sponsor \$500-\$999

Benefits of Bronze Sponsor

Mentions during event

Inclusion of item in volunteer bags*

Bronze Sponsor \$250-\$499

Mentions on social media marketing

Logo on event website

Thank you with logo on digital signboard

Host an Activity

Do you have a great idea for an activity before the fireworks that you want to host and plan? Reach out to discuss, how we could work together!

*Provided at sponsor discretion & expense

Contact Events@DiamondValley.town

Tax deductible receipts provided for donated financial sponsorships



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THANK YOU

Your support helps bring the community together.

CONTACT LORALEE

403-933-4348 ext 105

www.DiamondValley.town

Events@DiamondValley.town

301 Centre Ave, Diamond Valley, AB