



Sponsorship Proposal



Join us in celebrating the 41st year of River John Festival Days! What began in 1985 as a bicentennial celebration has grown into a cherished annual tradition.

By sponsoring the festival, you'll support a beloved community event while gaining exposure to thousands of attendees. Your investment helps boost the local economy and provides year-round benefits.

We offer a variety of sponsorship options, from supporting individual events to becoming a Festival Champion. Be part of this celebration and create lasting memories with us!



2026

www.rjfestivaldays.ca



About Us

River John Festival Days, a cornerstone of community pride and tradition, began in 1985 as part of River John's bicentennial celebrations. The festival quickly became an annual event that attracts locals and visitors alike. Each year, we celebrate the spirit of our community with a week-long series of festivities, fostering connections and creating lasting memories. As we mark our 41st year, we continue to evolve, offering new ways for businesses and organizations to get involved and make a lasting impact.



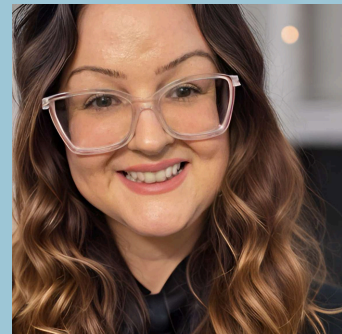
Meet Our Team



Chelsey MacLean
President



Gillian Joudrie
Vice President



Amy Langille
Treasurer



Sponsorship Packages

We view sponsorship as a mutually supportive relationship, which is why we've crafted these opportunities to ensure a partnership that benefits both sides. Below, you'll find our sponsorship options and the benefits that come with each level of investment. There's no long-term commitment – our packages are designed to fit the needs and budget of everyone.

Can't find a sponsorship package that fits your needs? Have other creative collaboration ideas in mind? We'd love to hear from you! We're open to custom and in-kind sponsorships. Reach out to Amy at rjfestivaldays@gmail.com to explore how we can work together!

Bronze Sponsorship Package

\$250

- Your business name listed on the Bissell Park "Thank You" sign.
- Name featured in our festival brochure.
- Listed on the "Our Sponsors" webpage.
- Inclusion in the Bronze group thank you post on social media.

Silver Sponsorship Package

\$500

- Your colour logo on the Bissell Park "Thank You" sign.
- Name listed in our festival brochure.
- Colour logo featured on the "Our Sponsors" webpage.
- Inclusion in the Silver group thank you post on social media with your logo.

Gold Sponsorship Package

\$750

- An even larger colour logo on the Bissell Park "Thank You" sign.
- Your name listed in our festival brochure.
- Colour logo featured on the "Our Sponsors" webpage.
- PLUS! Your logo showcased on every page of our website through the sponsor carousel, with a clickable link to your website, social media, or other destination*.
- Inclusion in the Gold group thank you post on social media with your logo.

Platinum Sponsorship Package

\$1,000

- Your logo in the second largest spots on the Bissell Park “Thank You” sign.
- Brochure upgrade to feature your full-color logo.
- Custom sponsorship announcement on our "Platinum Sponsors" webpage, including a write-up about your business and links to your website or socials.
- PLUS! Your logo featured on every page of our website through the sponsor showcase carousel, with a clickable link to your website or social media*.
- Exclusive spotlight thank you post on social media with your colour logo.
- Up to ten tickets to our popular festival dance.

New! Festival Champions - Three Available!

\$1,500

Over the years, many local businesses and organizations have told us they want to support Festival Days in an even bigger way and show a deeper connection to River John Festival Days and the community it celebrates. In response, we are proud to introduce Festival Champions. The Festival Champion sponsorships recognize exceptional supporters who believe deeply in Festival Days and want to help ensure the festival remains vibrant, welcoming, and supported for generations to come. This level allows supporters to give back to the festival in a meaningful way, while being recognized for their commitment to River John and its traditions. Along with everything in the Platinum package, as one of the Festival Champions, you will receive additional recognition and engagement opportunities never offered before.

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- **Recognition & Engagement**
 - Dedicated Story Page on our Website: A Festival Champion webpage featuring your organization's story — why you support River John Festival Days and what River John means to you — along with your full-color logo and links to your website and social channels. (Content provided by sponsor; lightly edited by our team for length, clarity, and accessibility.)
- **Invitation to the Annual General Meeting (AGM)**
 - Festival Champions are invited to attend the AGM as guests to celebrate community accomplishments and share feedback during the open comments portion of the agenda.
 - *Please note: attendance is non-voting and does not confer governance or decision-making authority.*
- **Year-End Recognition**
 - You will be mentioned as a Festival Champion in the Board of Directors' year-end report and in appropriate festival communications.
- **Renewal Priority**
 - Festival Champions receive first offer to renew their Champion recognition for the following year before new Champion opportunities are opened to the public. We will contact you with renewal details and deadlines.
 - *Notes: Renewal priority is a courtesy extended to current Champions in good standing and is timelimited; if the renewal deadline passes or terms aren't confirmed, the opportunity may be offered to other sponsors.*





Event Sponsorship Opportunities

Want to make a bigger impact with your sponsorship this year? Sponsor an event only or add on an event to your festival sponsorship for even more reach!

Each event sponsorship includes the following benefits:

- ✓ A “Brought to You By [Your Business/Organization Name]” announcement in the brochure and on the website.
- ✓ A social media post announcing the event and thanking your business as the sponsor.
- ✓ Ability to post approved signage at the event
- ✓ Renewal Priority! Receive first offer to renew your event sponsorship for the following year before new opportunities are opened to the public.

Cardboard Boat Races

\$200

- The cardboard boat race captivates a large audience as the cardboard boat captains navigate the river’s water to reach the other side. Anticipation will build among spectators of all ages, promising moments of excitement and laughter for participants and spectators alike.

Kids Scavenger Hunt

\$250

- Spanning across our entire community, the kids scavenger hunt promises excitement and discovery at every turn. With parents lending a helping hand, kids can explore safely while enjoying the thrill of the hunt. It’s an unforgettable experience that creates lasting memories for parents and their little ones, fostering bonds and creating moments of joy and excitement for all involved.

Community Picnic

\$300

- A day filled with sunshine (fingers crossed and back up plan prepared!), laughter, mouthwatering food, and a breathtaking view awaits you at our community picnic. But it’s more than just a picnic; it’s a celebration of community spirit, where neighbors and friends come together to unwind, reconnect, and create lasting memories.



Event Sponsorship Opportunities

Antique Car Show

\$450

- Step into automotive history at our Antique Car Show. Discover restored classics, each with its own story of craftsmanship and style. From sleek convertibles to rugged trucks, there's something for everyone. A popular event perfect for families and car enthusiasts alike looking to celebrate the legacy of classic cars.

Tug of War

\$500

- Get ready for some friendly competition at our Tug of War event! This classic game pits two teams against each other in a test of strength, strategy, and teamwork. Watch as participants dig in their heels and pull with all their might to claim victory. It is truly a thrilling and crowd-pleasing event!

Foam Party

\$500

- Dive into a world of bubbles and joy at our Foam Party for Kids! A sea of foam will transform the space into a magical playground where children can jump, slide, and laugh in a frothy wonderland. Perfect for kids of all ages, this bubbly bash promises endless fun, sparkling smiles, and memories that will last the whole family long after the foam settles. Don't forget to bring your swimwear and your best dance moves as we turn the party up to a frothy level of fun!



Thank You!

We extend our heartfelt gratitude to all our sponsors for your generous support. Your partnership helps make River John Festival Days a memorable event for our community. Together, we create lasting memories and celebrate the spirit of River John. Thank you for being a vital part of this special celebration!



Sponsorship Agreement:

Organization Name

Email Address

Phone Number Contact Name

Sponsorship Level Festival Champion Platinum Gold Silver Bronze

Event Sponsorship Cardboard Boat Races Scavenger Hunt Community Picnic Antique Car Show Tug of War
Foam Party

Payment Total

Payment Options Payment Enclosed! Please make cheques payable to River John Festival Days Association
 Please send me an invoice via Email

- Completed agreements and cheques must be mailed to: RJ Festival Days, 541 Brook Road, River John, NS B0K 1N0
- Agreements and invoice requests can be sent to rjfestivaldays@gmail.com

Parade Participation: We invite all sponsors to take part in our festival parade. FREE to enter! It's a great opportunity to showcase your business and connect with the community.

Yes, we would like to participate in the parade. Please contact us with details.

Sponsorship Deadline

If you would like to sponsor the Festival Days and be included in our infamous brochure and other print materials, please contact Amy via telephone at 902-957-1912 or email this completed form to rjfestivaldays@gmail.com to confirm your sponsorship by May 15th, 2026; otherwise, sponsorships will be accepted until June 30th, 2026.

Thank you in advance for your generous support of the 41st Annual River John Festival Days!