



SATURDAY, FEB. 15, 2025

Hosted by Perth Tourism

**SPONSORSHIP
PACKAGE**



ABOUT US

Formed in 2012, Perth Tourism is a branch of the Town of Perth. It leads tourism initiatives and promotes Perth across Ontario and beyond through digital, print, and radio ads, strategic partnerships, content creators and social media, events, and more.

Perth Tourism executes over 10 events annually and supports countless others within the community.

THE EVENT

An annual tradition, the Frost & Fire Winter Festival draws hundreds of residents and visitors from Perth and beyond.

This free, community event provides an array of entertainment that appeals to families both young and young at heart. For 2025, our programming consists of a jam-packed day of fun which will include a tube run, vendor marketplace, axe throwing, children's activities, live music, and more!

The Details

Location: Perth (activities take place throughout town)
Date: Saturday, Feb. 15
Time: 10 a.m.-4 p.m.

Target Audience

Our event attracts families and visitors from Lanark County, the Ottawa Valley, and beyond, looking for family-friendly fun.

Why Sponsor?

Sponsoring the Frost & Fire Winter Festival benefits you by increasing your visibility both within the community and beyond, driving recognition during the off-season.

2024 Event Summary

2000+ Attendees
1000+ Event responses
56,000+ Social media reach

SPONSORSHIP OPPORTUNITIES

We have a wide variety of sponsorship ideas and levels for your consideration. Contact us today to see how your organization can make memorable moments this February. Custom and in-kind opportunities are also available.

Bronze - \$200	<ul style="list-style-type: none">• Logo and link on event webpage Perth.ca/FrostandFire
Silver - \$500	<ul style="list-style-type: none">• All Bronze level recognition, plus• Banner or signage onsite (supplied by sponsor)• Inclusion in “thank you to our sponsors” social media post• On-air mention
Gold - \$1,000	<ul style="list-style-type: none">• All Bronze and Silver level recognition, plus• Dedicated social media post• Activation opportunities (staff on-site, giveaways, samples, swag)



Entertainment Sponsor **\$1,200 (1 available)**

Showcase live, local talent for all to enjoy!

Recognition benefits include:

- Banner or signage onsite (supplied by sponsor)
- Activation opportunities (staff on-site, giveaways, samples, swag)
- Logo and link on event webpage Perth.ca/FrostandFire
- On-air mention
- Logo inclusion on event posters
- Inclusion in “thank you to our sponsors” social media post



Tube Run Sponsor **\$1,500 (3 available)**

Slide through the streets of Perth with this unique experience!

Recognition benefits include:

- Banner or signage onsite (supplied by sponsor)
- Activation opportunities (staff on-site, giveaways, samples, swag)
- Logo and link on event webpage Perth.ca/FrostandFire
- On-air mention
- Logo inclusion on event posters
- Dedicated social media post
- Mention in press release



**TO BECOME A SPONSOR OR TO
LEARN MORE, PLEASE CONTACT**

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PERTH