



City of Abbotsford

# Canada Day 2025 Partnership Program

## Premier Community Event

The City of Abbotsford is excited to offer partnership opportunities for its flagship community celebration on Canada Day. Our celebrations begin with a parade along our main street, followed by an inclusive, free family festival featuring activity zones, live entertainment, food trucks and fireworks!

We host 65,000 people throughout the day's event at Abbotsford Exhibition Park until 10:30 pm. In an increasingly competitive business landscape, successful companies understand the value of sponsorship, as it allows them to build stronger relationships with their target audience, be seen as a community leader, and enjoy a range of attractive marketing benefits.

## Partnership Has its Benefits!

By partnering with the City of Abbotsford on our Canada Day event, partners will enjoy significant and effective marketing benefits such as:

- 🍁 Creative activation opportunities, allowing for in-person connection with target audience in various ways
- 🍁 On-site presence at the celebration with more than 65,000 residents
- 🍁 Social media shout-outs
- 🍁 Live emcee mentions from the mainstage
- 🍁 Industry exclusivity
- 🍁 Prominent logo placement on event signs, web and print materials
- 🍁 Mentions in City news releases... and more!

### Customize a Partner Plan for your business!

- 🍁 Your organization has the opportunity to connect directly with your target audience, and enjoy a full range of valuable marketing benefits. Email [econdev@abbotsford.ca](mailto:econdev@abbotsford.ca) to get started!



# Tourism Abbotsford

The City of Abbotsford and Tourism Abbotsford have partnered in the production of the City's signature Canada Day event. Tourism Abbotsford will be taking the lead role in putting the event together for our community.



“Abbotsford's Canada Day celebrations, which draw approximately 65,000 locals, offer a fantastic opportunity for local businesses to connect with the community. This event creates a lively, family-friendly atmosphere where businesses can engage with a large, enthusiastic crowd, making it a great way to build relationships and visibility.”

*Tourism Abbotsford*



## 2024 Canada Day Event Highlights

### PARADE

Over 18k cheering fans came out to enjoy the Canada Day parade with lots of music, floats and waving flags!

### FESTIVAL

This all day event featured live multi-cultural entertainment, activity zones, food trucks, and sensory friendly spaces.

### FIREWORKS

Our fireworks finale celebrated the community, local heritage and the Abbotsford identity.



PARADE



FESTIVAL



FIREWORKS



### NEW IN 2025: KIDS ZONE AT CANADA DAY!

Get ready for a fun-filled area featuring exciting activities, games, and interactive experiences designed for our youngest festival-goers!

# Partnership Opportunities

Note: All partner benefits are subject to print and design deadlines.

Benefits Will include, but are not limited to:	Glowing Heart Partners \$20,000	Maple leaf Partners \$10,000	Patriotic Partners \$5,000	Canuck Partners \$2,500
Title Status				
Mention in City News Release				
Recognition in 3 City owned Pattison signs (Hwy 1, Sumas Way & Hwy 11)	 Including name & logo	 Including name & logo	 Name only	
Recognition in City facility signs (City Hall, MRC & ARC)	 Including name & logo	 Name only	 Name only	
Recognition on City social media channels	 Promotional highlight reel exclusive to sponsor Promotional post exclusive to sponsor (multiple) Recognition post exclusive to sponsor on July 1 Thank You post exclusive to sponsor on July 3-5	 Promotional post exclusive to sponsor (multiple) Recognition post exclusive to sponsor on July 1 Thank You post exclusive to sponsor on July 3-5	 Mentions and Tags on general City Canada Day posts (multiple) Thank You post mention on July 3-5	 Mentions and Tags on general City Canada Day posts (multiple)
Promotional material distributed at Canada Day	 Includes roving rights			
Thank you from Mayor and/or emcee	 Multiple at both Parade and Festival events	 Multiple	 Multiple	 One
On-site activation	 Expanded on-site footprint, up to 20X60'	 Expanded on-site footprint, up to 20X40'	 Expanded on-site footprint, up to 20X20'	 On-site footprint, up to 10X20'
On-site branding	 Branding displayed throughout event site	 Branding attached to designated event feature/zone	 Branding attached to designated event feature/zone	 Branding attached to on-site footprint
Major print material	 Logo — top placement	 Logo — 2 <sup>nd</sup> level placement	 Logo — 3 <sup>rd</sup> level placement	 Name only
Online recognition				
Includes free parade registration 2024 estimated attendance — 65K				

Connect with us to **customize a partnership!**

# Make an Impact in Your Community

Sponsorship allows businesses to build strong relationships with their target audience, to be seen as a community leader, and enjoy a range of attractive marketing benefits. Sponsorship is an experience that creates a more meaningful relationship between a business and an audience.

We are happy to discuss the range of opportunities available – including custom partnership packages tailored to suit your marketing goals and budget. We are eager to work with your team and create the sponsorship opportunity that will be the best fit for your organization at Abbotsford's flagship community event.

“Abbotsford's Canada Day celebration showcases the city's unwavering commitment to accessibility. We're so grateful for their dedication to creating a more inclusive environment for individuals on the autism spectrum.”

*Canucks Autism Network*

“The Canada Day Festival is an event that we look forward to participating in every year! It is an incredible opportunity to connect with our community on a scale that is beyond our typical Go Play Outside events. Our team stayed engaged, discussing upcoming programs and recreational opportunities with the public, all while facilitating our Canada Day Button Station. The Canada Day Festival not only fosters excitement but also strengthens community bonds, creating a shared sense of pride and belonging. It was a day filled with excitement and community spirit!”

*City of Abbotsford PRC, Go Play Outside*

“The Abbotsford Canada Day Celebration is always at the top of the list when it comes to choosing which events the Abbotsford Canucks will participate in every year. The event is known for its unmatched fun, inclusivity, diversity and community engagement. We love it every single year and are already looking forward to participating again in July of 2025!”

*Abbotsford Canucks*



CANUCKS AUTISM NETWORK



GO PLAY OUTSIDE



ABBOTSFORD CANUCKS

## Digital Marketing Reach



**OVER 40 DEDICATED POSTS BROADCASTED TO 60K+ FOLLOWERS** across the City of Abbotsford and Tourism Abbotsford's combined platforms.



**46K WEBSITE VIEWS** [www.abbotsford.ca/canadaday](http://www.abbotsford.ca/canadaday)

**STAY CONNECTED:** [f/CityOfAbbotsford](https://www.facebook.com/CityOfAbbotsford) | [@thecityofabbotsford](https://www.instagram.com/@thecityofabbotsford) | [@City\\_Abbotsford](https://www.twitter.com/@City_Abbotsford)  
[f/TourismAbbotsford](https://www.facebook.com/TourismAbbotsford) | [@tourismabbotsford](https://www.instagram.com/@tourismabbotsford) | [@TourismAbby](https://www.twitter.com/@TourismAbby) | [@tourismabbotsford](https://www.tiktok.com/@tourismabbotsford)

**Contact us to get your partnership started!**

City of Abbotsford **Economic Development**

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