



# 2025 Straffordville Watermelon Festival Sponsorship Proposal

Planting seeds in our communities

## Contact

**Website** [www.watermelonfest.ca](http://www.watermelonfest.ca)  
**Email** [sccstraffordville@gmail.com](mailto:sccstraffordville@gmail.com)

STRAFFORDVILLE  
COMMUNITY  
COMMITTEE  
Watermelon  
Festival 

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# About Us!

## STRAFFORDVILLE COMMUNITY COMMITTEE Watermelon Festival

### Ways we give back



- Bayham school snack program
- Bayham school reading program
- Tillsonburg Mental Health Association
- Tillsonburg long term care hospice program
- Aylmer & Bayham Sharing Pantry
- Bayham community events
- EON Christmas Program



### Mission

- Support and uplift communities through non-profit initiatives, volunteerism and a commitment to inclusiveness.
- Inspire and unite individuals by promoting education, physical activity and family friendly events & festivals that foster connection and joy

Our committee is powered by passionate volunteers, with each member contributing over 20 hours of their time each month to fundraising and planning efforts for both Watermelon Festival & community support. Our passion and commitment reflect the heart of our community.



**Rose Gardner**

Chair



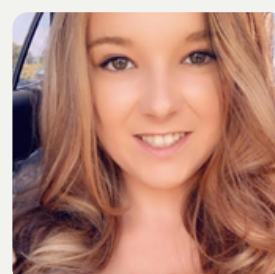
**Louise Rischel**

Co-Chair



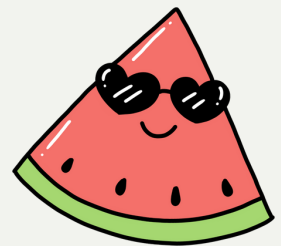
**Ashley Neufeld**

Secretary



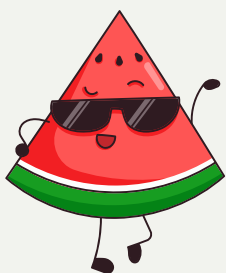
**Ashley Henderson**

Treasurer



**Joyce Taylor**

Committee Founder



**Nancy Leuszler**

Community Co-ordinator



**Kelly Sullivan**

Social Media Co-ordinator



**Dan Chilcott**

Committee Volunteer



**Joanne Habi**

Community Co-ordinator



**Mike Habi**

Committee Volunteer

# About The Event

Since its founding in 1998 by a passionate group of local volunteers, the Straffordville Watermelon Festival has grown into one of the most anticipated free family events in the region—drawing 2,500 to 3,000 attendees each year to our small but vibrant community.

This full-day celebration is dedicated to children, families, and visitors of all ages, offering live entertainment, interactive educational shows, rides and games that promote physical activity and—of course—fresh, juicy watermelon! None of it would be possible without the generous support of donors, sponsors, and volunteers who help us keep this festival free and accessible.



## Event Highlight

Free day of fun for  
individuals & families of all  
ages

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Bike raffles  
Vendors  
Free watermelon  
Seed spitting contest  
Watermelon eating contest  
Petting Zoo  
Bounce inflatables  
small midway rides  
Photo opprotunities  
Food Trucks  
live music  
Children's entertainers  
Children's educational shows  
Silent Auction

# Benefits for Sponsor

## Community Impact

Your sponsorship helps strengthen relationships with local residents and consumers. Increase small town identity and unity through community spirit. Encourages healthy living and outdoor activity through funded events.

## Tourism Impact

Increases visitor traffic through advertising and entertainment offered. Your sponsorship helps to create awareness and spending within Elgin and Norfolk county local communities.

## Brand Impact

Being associated with a fun, family-friendly event will link your company to community involvement. Local customers are more likely to support businesses that give back to their community.

# Sponsorship Package

STRAFFORDVILLE  
COMMUNITY  
COMMITTEE  
Watermelon  
Festival 



## Seed Sponsor

**6 Available**

Small logo hyperlink  
on website

one business social media  
post prior to event

Group sponsor post  
following event

Small logo on sponsor  
banner at event

Small logo on sponsor  
banner at event

**\$250 – \$500**



## Slice Sponsor

**4 Available**

Medium logo hyperlink  
on website

One business social media  
post prior to event

Group sponsor post  
following event

Medium logo on sponsor  
banner at event

10x10 prime booth space at  
event \*

MC acknowledgement 3x  
day of event

**\$500 – \$1,000**



## Melon Sponsor

**4 Available**

Large logo hyperlink  
on website

Two business social media  
posts prior to event

Group sponsor post  
following event

Large logo on sponsor banner  
and schedule at event

10x10 prime booth space at  
event\*

MC acknowledgement hourly  
on (11am – 4pm) day of event

**\$1,000 – \$2,500**



## Presenting Sponsor

**2 Available**

Large logo hyperlink  
on website

Three business social media  
posts prior to event

Group sponsor post  
following event

Large logo on sponsor banner  
and schedule at event

10x20 prime booth space at  
event & unlimited company  
signage\*

MC acknowledgement hourly  
on (11am – 4pm) day of event

Business name included in  
50% of event radio ads

**\$2,500 and up**

**At this time we are NOT able to offer tax receipts**

\*Provided by sponsor

20 Commercials per sponsor to be aired on 104. Country  
FM 5 days prior to event

Large Hyperlink – Max width 150px

Medium Hyperlink – 300px

Small Hyperlink – 450px

**Thank you!**  
**Hope you are**  
**interested!**

## **Contact**

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**Straffordville Community Committee**