

# Parks services sponsorship

January 2026



The City of Prince George invites businesses, organizations, and individuals to get involved in an array of exciting, high-impact, family-friendly community park events in 2026. These events attract thousands of residents and visitors each year and offer exceptional opportunities for brand visibility, community engagement, and positive public association. By partnering with the City, sponsors demonstrate their commitment to strengthening local culture, recreation, and economic vitality while collectively utilizing Prince George's green spaces.

The City welcomes sponsorship from organizations that share the City's mission, values, and priorities for community development and celebration.

## Selection

Sponsorships are awarded on a first-come, first-served basis. The City will consider all sponsorship proposals but reserves the right to deny sponsorship from any entity at its sole discretion. The information in this package outlines the agreed expectations of the City and the sponsor. Any additional recognition must be agreed to by both parties in writing prior to funding being received.

## Restrictions

Although sponsorship is appreciated, the City must safeguard its corporate values, images, and assets. To assist, the City has created a Concert and Events Sponsorship Policy. All sponsorship opportunities will follow the policy.

## Return on investment

City parks and recreation events and programs utilize and highlight the green spaces our community has to offer, making them accessible and inclusive for all to enjoy. As a sponsor of our programs or events, the return on investment (ROI) of your sponsorship dollars will be calculated in terms of tangible and intangible benefits instead of as a percentage of revenue generated. These ROI metrics include attendance numbers, website traffic, and social media engagement which can contribute to improved brand awareness, and reputation for the sponsoring entity. For information regarding Prince George's demographics and statistics, visit the City website at [princegeorge.ca/business-development/business-resources/local-statistics](https://princegeorge.ca/business-development/business-resources/local-statistics)

## Are you interested?

If you are interested in any of the sponsorship opportunities in this package or have ideas of your own, contact [parksandrec@princegeorge.ca](mailto:parksandrec@princegeorge.ca).

# Canada Day in the Park

This celebration attracts up to 20,000 people each year for a one-day event at Lheidli T'enneh Memorial Park. This 50-year-old event showcases multicultural entertainment, food, and activities for families and individuals of all ages. Visit [princegeorge.ca/CanadaDay](http://princegeorge.ca/CanadaDay) for more information.

## **Presenting sponsor (one available): \$20,000-\$30,000**

- Naming rights for the event (e.g., Canada Day in the Park presented by Sponsor).
- Recognition in marketing materials (radio, print, digital).
- Recognition in select social media content on the City's channels.
- Recognition on the City's website and in media release prior to the event.
- Recognition in signage, printed materials, and by emcee at event.
- One vendor space up to 20'x20'.

## **Entertainment sponsor (one available): \$15,000**

- Naming rights for the bandshell (e.g., Sponsor Name stage).
- Recognition in marketing materials (radio, print, digital).
- Recognition in select social media content on the City's channels.
- Recognition on the City's website and in media release prior to the event.
- Recognition in signage, printed materials, and by emcee at event.
- One vendor space up to 20'x20'.

## **Fireworks sponsor\* (one available): \$10,000**

- Naming rights for the fireworks (e.g., Sponsor Name fireworks).
- Recognition in marketing materials (radio, print, digital).
- Recognition in select social media content on the City's channels.
- Recognition on the City's website and in media release prior to the event.
- Recognition in signage, printed materials, and by emcee at event.
- One vendor space up to 20'x20'.
- \*This category is dependent on fire restrictions and weather conditions.

## **Category sponsor: \$5,000 each**

- Naming rights for one of the following: Kids Zone, Food Pavilion, Marketplace, Other (as needed).
- Recognition in select marketing materials (digital).
- Recognition in select social media content on the City's channels.
- Recognition on the City's website and in media release prior to the event.
- Recognition in signage, printed materials, and by emcee at event.
- One vendor space up to 10'x10'.

## **Event supporter: \$1,000-\$4,999 each**

- Recognition in select social media content on the City's channels.
- Recognition on the City's website and in media release prior to event.
- Recognition in signage and printed materials at the event.
- One vendor space up to 10'x10'.