



Town of Arnprior Sponsorship Package 2026



ARNPRIOR
• WHERE THE RIVERS MEET •

Welcome, Sponsors!

Events and activities continue to flourish in our community that benefit our residents and grow tourism to Arnprior. The support of our local businesses, community groups and organizations have played a critical role in helping deliver affordable and engaging events and 2026 is poised to be another exciting year with events for all ages and abilities.

This year, the Town will commence the first phase of the major refresh project at Robert Simpson Park that will enhance the user and visitor experience to our crown jewel where the rivers meet! While this will see many of our events relocate this year, we're excited to deliver our major events in other parks and locations throughout our beautiful community and along our waterfront. The description of each event will outline the new location for 2026. Each sponsorship option outlines the target audience to help align your advertising needs to the appropriate events or activities.

We look forward to you reviewing our sponsorship package, which outlines a brief description of our events and initiatives, levels of sponsorship and the rights and benefits that apply for each level.

To learn more about these opportunities and become a sponsor, contact Lucas Power, Program and Events Supervisor, at lpower@arnprior.ca

Interested in advertising opportunities at the Nick Smith Centre or major park projects? Visit www.Arnprior.ca/Sponsorship to learn more.

We look forward to sharing these experiences and making memories with you in 2026!

FamFest

Friday, February 13 - Monday February 16, 2026

Nick Smith Centre and Other Locations

1,500+ Visitors in Attendance

Arnprior.ca/FamFest



Historically just a Monday event, this year features a full weekend of activities including:

Friday - Live Music at the Nick Smith Centre

Saturday - DJ Skate Party at the Sullivan Rink of Dreams

Saturday - Live Family Feud at the Nick Smith Centre

Sunday - Winter Activities at Hydro Park East

Monday - Family Entertainment at the Nick Smith Centre

Monday includes a free pancake breakfast, swimming, skating, superhero and princess visit, Mad Science Show, Face painting, balloon twisting, Arnprior Packers Game.

Target Audience: Families

Number of Sponsors: 5

Presenting Sponsor: \$1,000 (1)

Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early January

Sponsor rights and benefits on Page 17



Watch the recap
video here!

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

St. Paddy's Party

Saturday March 14, 2026

Nick Smith Centre

400+ Visitors in Attendance

Arnprior.ca/StPaddys



St. Paddy's Party debuted in 2024 and was an instant success with tickets being sold out months prior to the event. This event features live music, green beer, a costume contest and more. This is a ticketed event with a capacity limit. The 2026 event features an afternoon and evening show.

Target Audience: Adult/Senior, General Public

Number of Sponsors: 5
Presenting Sponsor: \$1,000 (1)
Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early January

Sponsor rights and benefits on Page 17

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Bunny Run

Saturday April 4, 2026

Ball Diamonds, Robert Simpson Park, Across Arnprior

400-500 Runners

Arnprior.ca/BunnyRun



After a successful debut in the 2025 schedule, The Bunny run returns! The Bunny Run. An Easter Saturday event where you can run or walk a 10km, 5km or 2km course along Arnprior's beautiful waterfront, downtown and in to the Gillies Grove.

Participants receive a medal, bib, and loot bag for participating. Post race there are snacks, a photo booth and vendors to see.

This is a paid registration event open to all ages.

Target Audience: General Public

Number of Sponsors: 5

Presenting Sponsor: \$1,500 (1)

Event Sponsor: \$1,000 (4)

Community Sponsor: \$500 (10)

Sponsor commitment required by:
Early February

Sponsor rights and benefits on Page 17



Watch the recap
video here!

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Priorpalooza

Saturday June 6, 2026
McLean Ball Diamonds
2,500 attendees
Arnprior.ca/Priorpalooza



Priorpalooza is Arnprior's annual music festival with a little bit of something for everyone. Historically at Robert Simpson Park, this year will occur at the McLean ball Diamonds due to renovations at RSP. This full-day event features live music, kids entertainment, and a licensed beer garden in the evening. Arguably the biggest event of the year and sure to attract a crowd, this staple is always a great day. 2026 will also feature a grass volleyball tournament.

Target Audience: General Public

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Number of Sponsors: 10
Presenting Sponsor: \$2,500 (1)
Stage Sponsor: \$1,500 (1)
Event Sponsor: \$1,000 (4)
Community Sponsor: \$500 (5)

Sponsor commitment required by:
Early March

Sponsor rights and benefits on Page 17

School's Out Beach Party

Thursday June 25, 2026

McLean Beach

250-500 attendees

calendar.arnprior.ca



A new staple to the summer months, the School's Out Beach Party takes place on the last day of school at McLean Beach with a guarded beach, slip and slide, many sweet treats and games to mark the beginning of summer for students in our community.

Target Audience: Families, Youth

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca



Number of Sponsors: 5

Presenting Sponsor: \$1,000 (1)

Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 17

Canada Day

July 1, 2026

Across Arnprior

2,500-3,000 attendees

Arnprior.ca/CanadaDay



A full day of activities across Arnprior starts with a pancake breakfast followed by a bike parade and celebration at Hydro Park East. Attendees get a wide range of experiences with live music, family entertainment, a duck race on the river and other community highlighted events before the main event, fireworks!

Target Audience: General Public

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca



Number of Sponsors: 10

Presenting Sponsor: \$2,500 (1)

Stage Sponsor: \$1,500 (1)

Event Sponsor: \$1,000 (4)

Community Sponsor: \$500 (5)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 17

Dragon Boat Festival

July 18, 2026

Arnprior Marina

500+ Athletes, 1,000 Spectators

Arnprior.ca/Dragon Boat



Arnprior hosts one of the most exciting Dragon Boat Festivals in Eastern Ontario annually along the waterfront of the Ottawa River. Hosting 20+ teams and providing entertainment off the water as well, competing teams from across Ontario and Quebec rave about the most exciting event of the year.

Target Audience: General Public, Tourists

Number of Sponsors: 8
Event Sponsor: \$1,000 (4)
Community Sponsor: \$500 (4)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 17

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Cultural Night Market

August 22, 2026

Downtown Arnprior

1,250-1,500 Attendees

Arnprior.ca/NightMarket



CULTURAL
NIGHT MARKET



Our Cultural Night Market showcases artists, vendors, and artisans from a variety of cultures to celebrate the rich diversity of Arnprior and beyond. With a main stage, street performers, street full of vendors, art installations and engaging activations, this event is a must-see

Target Audience: General Public, Tourists

Number of Sponsors: 8
Stage Sponsor: \$1,500 (1)
Event Sponsor: \$1,000 (4)
Community Sponsor: \$500 (4)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 17

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Concerts in the Park

Every Sunday from June 7 to August 19

Hydro Park East, McLean Beach

200-250 Attendees Weekly

Arnprior.ca/concerts



Concerts in the Park is a 10-week summer series on Sundays featuring 2 hours of live music. Historically at Robert Simpson Park, this year is split between Hydro Park East and McLean Beach due to renovations at Robert Simpson Park. Performers are all local from the Ottawa Valley and area and typically fall within the country, rock, bluegrass, and folks genres.

Target Audience: General Public, Seniors

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Number of Sponsors: 10

Presenting Sponsor: \$2,500 (1)

Event Sponsor: \$1,000 (4)

Community Sponsor: \$500 (5)

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 17

Sunday Market

June 1 to September 28

Downtown Arnprior

500 Weekly Attendees

Arnprior.ca/market



A favorite for residents and visitors alike the Arnprior Market is back for its 6th Season. Up to 40 vendors line the street in the Town's historic downtown selling farm favorites, gifts and so much more. Market visitors enjoy shopping the vendors, visiting with friends and neighbors and enjoying many of the shops and eateries in our beautiful downtown.

Target Audience: General Public

Questions or interested in sponsoring?

Contact Lindsay Wilson, Marketing and Economic Development Officer, at lwilson@arnprior.ca

Number of Sponsors: 1

Presenting Sponsor: \$2,000

Sponsor commitment required by:
Early April

Sponsor rights and benefits on Page 17

Trunk or Treat

October 31, 2026
Robert Simpson Park
100 Attendees
Calendar.Arnrior.ca



An accessible twist on classic Trick or Treating... Trunk or Treat is a low-sensory event with no scary decorations or lights designed for those that may not be able to go door-to-door on October 31. People can sign up to give out candy and participants simply show up and enjoy the event. This is done in the parking lot of Robert Simpson Park.

Target Audience: Families, Youth

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnrior.ca



Number of Sponsors: 4
Presenting Sponsor: \$500 (1)
Event Sponsor: \$100 (4)

Sponsor commitment required by:
Early August

Sponsor rights and benefits on Page 17

Haunted Hall

October 31, 2026

Nick Smith Centre - Community Hall

600-700 Attendees

Arnprior.ca/Halloween



When Spooky Season rolls around, the Community Hall becomes the Haunted Hall. This 3-hour event is a space to drop in during your trick or treating on October 31. With the help of drapes, lighting and a lot of decorations, the hall becomes a house with many scenes and scares along the way.

Target Audience: Families, Youth

Number of Sponsors: 10

Presenting Sponsor: \$1,000 (1)

Event Sponsor: \$5,000 (4)

Community Sponsor: \$200 (5)

Sponsor commitment required by:
Early August

Sponsor rights and benefits on Page 17

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Night of Nostalgia

November 6, 2026

Nick Smith Centre - Community Hall

200 Attendees

Arnprior.ca/Nostalgia



Ready to turn it back a few decades? Night of Nostalgia is an 80s, 90s, Early 2000s dance party for ages 19+. With loads of decade appropriate decor, a glow bar and a photobooth, this event will surely bring you back in time. This is a ticketed event.

Target Audience: Adults

Number of Sponsors: 4

Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early August

Sponsor rights and benefits on Page 17

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Christmas Lights Contest

November 20- December 22, 2026

Across Arnprior

Digital Event (Over 5,000 views in 2025)

Arnprior.ca/ChristmasLights



The sun may set earlier in the winter but we keep the town lit with the Christmas Lights Contest. Homes across Arnprior can submit their address to be featured on our lights map that is shared with the community. You can also be judged by our panelists to be crowned the best house of the year and receive a Shop Local Gift Card.

Target Audience: General Public

Questions or interested in sponsoring?

Contact Lucas Power, Program and Events Supervisor at lpower@arnprior.ca

Number of Sponsors: 5

Presenting Sponsor: \$1,000 (1)

Event Sponsor: \$500 (4)

Sponsor commitment required by:
Early October

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Sponsorship Rights and Benefits

Town Events

	Presenting Sponsor	Event Sponsor	Community Sponsor
Print			
Logo on marketing materials (Event Posters, Banners)	●	●	
Digital / Audio			
Advertising Screen at Nick Smith Centre	●	●	
News story on Arnprior.ca	●	●	●
Mentioned on event submission to local directories	●		
Online logo recognition (Event Webpage, Events Calendar)	●	●	●
Mentioned in radio ad *	●		
Social / Virtual Platforms (Facebook, Instagram, X, LinkedIn)			
Promotion/recognition throughout duration of marketing campaign	●	●	
Mentioned in event stories (Facebook, Instagram)	●		
Thank you post (after event)	●	●	●
Facebook Event Page post	●	●	●
On-Site Recognition			
Event Signage Including Logo	●	●	●
On-Site Booth Space (10'x10')	●	●	●
On-Site Banner or Pole Banner	●		
On-Site acknowledgment	●	●	●
Logo on branded giveaways *	●		
General Benefits			
Renewal Option - first right of refusal	●	●	●
Ability to interact with event participants or operational selection (i.e. Candy Handout at Halloween, Movie in the Park poll/selection, Costume Contest)	●		
In-Kind Sponsorship			
In-Kind Sponsorship are available and approved by the Events Team. Contact the Event Supervisor to discuss in-kind options.	●	●	●
* If Applicable. Contact Events Team to confirm action			



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