

Acorn FEST

CELEBRATE FALL IN DOWNTOWN OAKVILLE

D O W N T O W N O A K V I L L E

ABOUT ACORN FEST

This fall, Downtown Oakville will transform into a vibrant hub of harvest celebrations with a two part event. With themed decor, community activations, live entertainment, and family-friendly experiences, Acorn Fest will attract the community and visitors alike, and will include:

- September 19-20 🍁 Harvest Edition - Featuring Canada's giant acorn (6' x 8'), this weekend includes live music, outdoor movie, line dancing, stilt walkers, family games, food from local businesses, and augmented reality experiences.
- October 17-18 🎃 Halloween Edition - A family and pet friendly celebration with Tails and Treats, a pumpkin patch, Halloween entertainment, and more!
- Ongoing Sept/ Oct Signature Art Installations - Giant acorn in Towne Square and sidewalk art throughout the BIA will create immersive, photo-ready experiences.

WHY SPONSOR?

- Brand visibility on promotional materials (physical and digital assets)
- Build goodwill by supporting local businesses and culture
- Showcase your brand to a highly engaged, local audience
- Connect with the community and visitors in a meaningful way
- Align your business with a community-focused, family-friendly event
- Engage directly with attendees through activations, sampling, or interactive experiences

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP FEES ARE PER EVENT. ACORN FEST INCLUDES TWO SIGNATURE CELEBRATIONS: ONE IN SEPTEMBER AND ONE IN OCTOBER. SPONSORS MAY CHOOSE TO SUPPORT A SINGLE EVENT OR BOTH

GOLD (\$7,000) 🍁

- Logo recognition on ALL physical and digital assets:
 - Website Event Spotlight (40,805 Visitors Annually)
 - Social Media Tags on ALL Event Content (54,000 Combined Followers)
 - Digital Screens (3 locations)
 - On-Site Signage & Banners
- Brand Activation Space
- Hosted Hospitality Experience
- Right of First Refusal

BRONZE (\$750) 🍁

- Logo recognition on ALL physical and digital assets:
 - Website Event Spotlight (40,805 Visitors Annually)
 - Social Media Tags on three Event Related Content (54,000 Combined Followers)
 - Digital Screens (3 locations)
 - On-Site Signage & Banners

SILVER (\$3,500) 🍁

- Logo recognition on ALL physical and digital assets:
 - Website Event Spotlight (40,805 Visitors Annually)
 - Social Media Tags on ALL Event Content (54,000 Combined Followers)
 - Digital Screens (3 locations)
 - On-Site Signage & Banners
- On-Site Brand Activation Space

NEXT STEPS

QUESTIONS/ INTERESTED? CONTACT:
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Tailored Sponsorship Activation
Opportunities Available

In-Kind Sponsorship Opportunities Available
to Customize