



MOTHER EARTH DAY
CELEBRATION OF THE ENVIRONMENT

Sponsorship Opportunities - 2024

Presenting Sponsor - \$10,000 *(Monetary value)*

- “[YOUR COMPANY NAME] Mother Earth Day, Niagara Falls, brought to you by the Environmental Action Committee.”
- Title sponsorship recognition in all media and mention of the Mother Earth Day, Niagara Falls event, including all press releases.
- Company logo branded together with the Mother Earth Day logo.
- Title recognition on print marketing and ads including promotional material.
- Top recognition on social media posts, videos and email blasts.
- Top recognition on event ads and website.
- Direct website link from www.motherearthday.ca
- Logo in lead position of website event page www.motherearthday.ca
- Complimentary vendor booth at the event in a prime location.

*Commitment due by Friday, February 16, 2024 to receive full complement of benefits.

Associate Sponsor - \$5,000 *(Monetary and/or in-kind value)*

- Recognition in media and mention of the Mother Earth Day, Niagara Falls event, including all press releases.
- Recognition on print marketing and ads including promotional material.
- Recognition on some social media posts, videos and email blasts.
- Recognition on event ads and website.
- Direct website link from www.motherearthday.ca
- Logo on website event page.
- Complimentary vendor booth at the event in a prime location.

*Commitment due by Friday, February 16, 2024 to receive full complement of benefits.

Sponsor - \$2,000+ *(Monetary and/or in-kind value)*

- Recognition by level on promotional material, website and some social media posts.
- Complimentary vendor booth at the event in a prime location.

*Commitment due by Friday, March 8, 2024 to receive full complement of benefits.

NOTE: In-kind value can consist of goods or professional services at current market value.

Event Sponsorship Agreement

City of Niagara Falls, henceforth known as "Company," and SPONSOR NAME as: _____, henceforth known as "Sponsor," enter into this agreement freely and willingly on the (date) _____.

The covenants of this agreement are as follows:

The Event - Sponsor agrees to provide sponsorship (details below) for the 2024 Mother Earth Day, henceforth known as "Event."

The Sponsorship - Sponsor agrees to provide Company with \$ _____ for Event.

Credit - In exchange for this sponsorship, Company agrees to provide Sponsor with credit outlined in the above sponsorship level descriptions. Sponsor will receive _____ level sponsorship credit.

Delivery - Sponsor agrees that the item(s) listed above will be delivered to Company no later than March 22, 2024, via mail or in person to the following address:

*City of Niagara Falls, MacBain Community Centre
C/O Environmental Action Committee
1-7150 Montrose Road
Niagara Falls, ON L2H 3N3*

Relationship - This agreement represents the only relationship between Company and Sponsor. No other relationship between the two entities exists, implied or otherwise.

Liability - The Company will not be responsible for any products or/and services sold or offered by the Sponsor. The Company will not assume responsibility for losses or injuries to property or person, which might be incurred from pilfering, water damages, accidents, acts of nature, or any other causes.

Indemnification - The Sponsor indemnifies the City of Niagara Falls and the Stamford Centre Volunteer Firemen's Association (SCVFA), its staff, volunteers from any litigation resulting from any loss or damage that they may incur to them.

Damages - The Sponsor is financially responsible for any damages they cause during the set-up, operation, tear down and removal of their booths. City of Niagara Falls and SCVFA Staff and Volunteers shall not be liable for any loss of or damage to property belonging to the Sponsor.

Event - The Company acts as an event host and are not responsible for attendance volumes. Attendance volumes are unknown, nor can we control where attendees spend their time.

Cancellation of Event - Refund of Sponsorship will not occur due to event cancellation. Out of good faith and depending when the event is cancelled the Company may negotiate with the Sponsor a revised credit for the sponsorship that is acceptable to both parties. If suitable, credits can be carried over to future events.

Exclusivity - The Company reserves the right to accept other Sponsors within similar business/organization sectors. The Company will make every effort to avoid this from occurring.

I have read and understand the terms and conditions. I also I hereby state that all information in this application is true, accurate and complete. I acknowledge that this application does not guarantee that I will be assigned a vendor stall.

Sponsor Representative Name

Sponsor Signature

Company Representative Name

Company Representative Signature