



**SUMMER
FEST**
WINDSOR'S RIVERFRONT

June 19 to July 1 2007

Proudly Presented by the Windsor Parade Corporation
1168 Drouillard Road * 519-254-2880
Windsor Ontario N8Y 2R1
www.summerfestwindsor.org

Welcome to Summer Fest 2007

Summer Fest is a 12 day long festival, which takes place along the scenic riverfront in Windsor Ontario. This festival is a perennial favourite for the entire family, offering something for all ages, and stages. Over the years more than 500,000 people have come out annually to enjoy the many activities, and attractions which run in conjunction with Summer Fest.

This community event which is the hallmark of the Summer Festival Season gets underway June 19 2007 with the opening of the World's Finest Shows Midway, located at the Civic Terrace, and Festival Plaza. June 23 the waters of the Detroit River will churn with the Thunder of the Windsor- Detroit International Tug Boat Race, which is the longest running Tug Boat Race in North America. Under the stars the sound stage comes to life on the evenings of June 22, 23 and 24th with live musical entertainment located in beautiful Dieppe Park. The excitement builds with the International Target Fireworks Show, one of the largest and most spectacular pyrotechnical displays in North America lighting up the sky over Windsor and Detroit on June 27. This annual spectacle draws more than 1,000,000 to the Windsor and Detroit Riverfront.

Canada Day is pinnacle of excitement for the festival. The Canada Day Parade, HBC Canada Day Run, Citizenship Ceremonies, Great Bed Races, Riverfront Children's Entertainment Venues, Interactive Displays, the Leisure and Recreation show and the Giant 5000 piece Canada Day Birthday Cake, are all a part of the excitement.

Summer Fest is the official kick off to summer and a long standing tradition among southwestern Ontario and Michigan residents. This international event has captured the spirit of both the Windsor and Detroit Communities, and continues like its predecessor the International Freedom Festival to enrich our cross border community relationship, and foster a spirit of cooperation between the neighboring countries.

July 1st Weekend- Children's Entertainment Sponsor

Sponsorship Package

This is your opportunity to join us in this newly enhanced venue. Children's Entertainers will be thrilling audiences at select locations along Windsor's Riverfront June 30, and July 1st. In addition the Festival Terrace Stage will come alive with the laughter and applause of children as they delight to the antics, and theatrics of some of the Region's best children's entertainers. This will provide everyone with non stop laughter, and fun, as they take part in the weekend shows along the riverfront

Presenting Sponsor-HBC

As the presenting sponsor of this energetic multi day event you will be identified as the Official Presenting sponsor of the Summer Fest Children's Entertainment Venues

Benefits to Sponsor

Identification in all media materials as official Children's Entertainment Sponsor

Corporate presentation banner across stage and entertainment pitches

Introduction and Identification at Summer Fest Media Conference and luncheon

Further opportunity for interviews, and advertising

VIP passes for 15 employees to Fireworks Evening Reception

Financial Commitment-\$5,000

Corporate Partner

As a, corporate partner you will be identified as an official corporate partner for the Children's Entertainment Area

Benefits to Sponsor

Identification in media materials as a corporate partner of the race

Opportunities for corporate banners at the event site

Invitation to Summer Fest Media Conference and luncheon

VIP passes for 5 employees to Fireworks Evening reception

Financial Commitment\$1000

**Dieppe Gardens Evening Shows
Entertainment and Stage Sponsorship Package**

Windsor's Dieppe Gardens is the place to be for evening entertainment, licensed beverages, and a spectacular view, on June 22, 23, and 24 during The Summer Fest Sound Stage music events.

Presenting Sponsor

As the presenting sponsor of this high profile multi day event you will be identified as the Official Presenting sponsor of the Summer Fest 2007 Sound Stage

Benefits to Sponsor

Identification in all media materials as official Summer Fest Stage Sponsor
Corporate presentation banner across stage, including corporate logo
Introduction and Identification at Summer Fest Media Conference and luncheon
Further opportunity for interviews, and advertising
VIP passes for 20 employees to Fireworks Evening Reception
Unlimited Stage Passes
Financial Commitment-\$10,000

Corporate Partner

As a, corporate partner of this outstanding event you will be identified as an official corporate partner of the Summer Fest 2007 Sound Stage

Benefits to Sponsor

Identification in media materials as a corporate partner of the Summer Fest Sound Stage
Opportunities for corporate banners at the event site
Invitation to Summer Fest Media Conference and luncheon
VIP passes for 10 employees to Fireworks Evening reception

Financial Commitment\$2000

Canada Day Giant Birthday Cake Sponsorship Package

This amazing 5000 piece birthday cake is truly a piece of art. Measuring the size of 4 full sheets of plywood, this is a cake of unbelievable dimension. Following the parade thousands of spectators make their way to Windsor's Riverfront to share in this delectable treat. The Windsor Star's Scene Team, the DWBIA, City Officials, and Parade Corporation staff and volunteers are all on hand to make sure that everyone has the opportunity to share in this memorable event. What a memorable way to help celebrate Canada's 140th Birthday.

Presenting Sponsor

As the presenting sponsor of this huge cake you will be identified as the Official Presenting sponsor of Official Canada Day Birthday Cake.

Benefits to Sponsor

Identification in all media materials as official cake Sponsor

Corporate logo on cake

Introduction and Identification at Summer Fest Media Conference and luncheon

Further opportunity for interviews, and advertising

VIP passes for 15 employees to Fireworks Evening Reception

Financial Commitment-\$5,000

Corporate Partner

As a corporate partner of the Birthday Cake Event you will be identified as an official corporate partner for the Giant Birthday Cake.

Benefits to Sponsor

Identification in media materials as a corporate partner

Opportunities for corporate logo on cake

Invitation to Summer Fest Media Conference and luncheon

VIP passes for 5 employees to Fireworks Evening reception

Financial Commitment\$1000

31st Annual-International Tug Boat Race
Sponsorship Package

The quiet waters of the Detroit River come to life each year for the running of the International Tug Boat Race. Churning water, roaring diesel engines, and the blast of a mighty air horn, signifies that this perennial favourite has taken to the waters on Saturday June 23 2007 A show piece event for the festival, this is the longest running Tug Boat Race in North America.

Presenting Sponsor

As the presenting sponsor of this high profile multi day event you will be identified as the Official Presenting sponsor of the 31st Annual Summer Fest International Tug Boat Race.

Benefits to Sponsor

Identification in all media materials as official Race Sponsor
Corporate presentation banner across stage, including corporate logo at awards luncheon
Introduction and Identification at Summer Fest Media Conference and luncheon
Further opportunity for interviews, and advertising
VIP passes for 15 employees to Fireworks Evening Reception
Financial Commitment-\$7,000

Corporate Partner

As a, corporate partner of this long standing tradition you will be identified as an official corporate partner of the 31st Annual International Tug Boat Race

Benefits to Sponsor

Identification in media materials as a corporate partner of the race
Opportunities for corporate banners at the event site
Invitation to Summer Fest Media Conference and luncheon
VIP passes for 10 employees to Fireworks Evening reception

Financial Commitment\$2000

Canada Day Parade Sponsorship Package

There is nothing that kick starts a celebration like a parade. Join us as the Canada Day Parade makes its way down through the heart of Windsor. This has long been a favourite event associated with Summer Fest, and attracts in excess of 50,000 spectators into Downtown Windsor. Giant Inflatable Balloons, American and Canadian marching bands, floats, clowns, and entertainers have delighted spectators young and old, and helped to celebrate Canada's Birthday with an entertaining and colorful spectacle.

Presenting Sponsor

As the presenting sponsor of the parade your company will be identified as the Official Presenting sponsor of the Canada Day Parade.

Benefits to Sponsor

Identification in all media materials as official Presenting Sponsor

Corporate presentation banner at the beginning of the parade

Numerous opportunities for corporate participation in the parade

Introduction and Identification at Summer Fest Media Conference and luncheon

Further opportunity for interviews, and advertising

VIP passes for 15 employees to Fireworks Evening Reception

Financial Commitment-\$10,000

Corporate Partner

As a, corporate partner of this long standing tradition you will be identified as an official corporate partner of the Canada Day Parade.

Benefits to Sponsor

Identification in media materials as a corporate partner of the parade

Opportunities for corporate banners in the parade

Invitation to Summer Fest Media Conference and luncheon

VIP passes for 10 employees to Fireworks Evening reception

Financial Commitment\$2000

Target International Fireworks Spectacular Fireworks Evening Reception

Wednesday June 27th 2007 Dieppe Gardens is the best seat in the house for one of North America's most outstanding pyrotechnical displays. Join the Windsor Parade Corporation's Corporate Sponsors , DaimlerChrysler Financial Services, and the Windsor Star as we celebrate the 49th Annual Target International Fireworks Show. This annual event is the hallmark of Summer Fest and draws over One Million spectators to the Detroit River Waterfront. There is nothing that can compare to the awe inspiring thunder of this magnificent fireworks display as it lights up the Detroit and Windsor skyline during this absolutely spectacular display.

Fireworks Evening Reception Package includes

As a patron of the evening's reception your guests will be entitled to an abundant selection of local vintner's favorites, assorted specialties from the area's finest restaurants, guaranteed seating in Windsor's premier Fireworks Setting-Dieppe Gardens, corporate sinage, live entertainment, and preferred parking. This truly is an outstanding value and a wonderful way to provide your corporate guests with a remarkable opportunity.

Corporate Packages

Package #1

100 Corporate guests-\$5000

Package #2

50 Corporate guests-\$2500

Package #3

25 Corporate guests-\$1500

*Space is limited

Citizenship Court Ceremony Sponsorship Package

As Canadians there is no better time to reflect on the bounty that belongs to us and our county than on July 1, Canada Day. We are privileged to live in a county that values respect, freedom, peace, equality, and fosters a sense of belonging. On July 1st the Windsor Parade Corporation in conjunction with Citizenship and Immigration Canada, and the Windsor Essex Multi Cultural Council is honoured to host a special citizenship ceremony. This is your opportunity to be a part of a truly monumental day in the lives of New Canadians, as the embark upon their new journey as citizens of Canada

Presenting Sponsor

As the presenting sponsor of this unique event you will be identified as the Official Presenting sponsor of the July 1st Citizenship Court of 2007.

Benefits to Sponsor

Identification in all media materials as official Citizenship Court Sponsor

Corporate presentation banner at event

Introduction and Identification at Summer Fest Media Conference and luncheon

Further opportunity for interviews, and advertising

VIP passes for 15 employees to Fireworks Evening Reception

Financial Commitment-\$5,000

Corporate Partner

As a corporate partner you will be identified as an official corporate partner of the 2007 Citizenship Ceremony

Benefits to Sponsor

Identification in all media materials as a corporate partner of the event

Opportunities for corporate banners at the event site

Invitation to Summer Fest Media Conference and luncheon

VIP passes for 5 employees to Fireworks Evening reception

Financial Commitment\$1000