



SPECIAL EVENT

BUILDING COMMUNITY TOGETHER

SPONSORSHIP PROSPECTUS

HALLOWEEN HOWL

SATURDAY, OCTOBER 28, 2023

MALTA PARK

3179 DUNDAS ST W, TORONTO, ON M6P 2A2

JOY IN THE JUNCTION

DECEMBER 2023

WWW.TORONTOJRA.COM

WELCOME TO THE JUNCTION RESIDENTS ASSOCIATION



The Junction Residents Association (JRA) is a community-led non-profit organization located in Toronto's west end.

The JRA is a collaborative effort where community members come together to improve the quality of life for all who live in the neighbourhood.

We are committed to facilitating events and opportunities for people of all ages to engage and build a strong, connected, inclusive community.

The JRA is a registered non-profit incorporated with the Province of Ontario as a non-profit. Registration # 5042092

FOUNDED

2008



We offer a healthy, caring and vibrant community where all people can thrive.



We promote a walkable, accessible, livable and safe community by empowering residents through community engagement.



We provide an effective platform for community advocacy.

WHY BECOME A SPONSOR?

By supporting the local community, your business is demonstrating its commitment to social responsibility. Enhance your reputation and brand image by establishing a positive relationship with local residents, and engaging with the community in meaningful ways.



VISIBILITY FOR YOUR BUSINESS

01

Sponsorship can be a powerful tool for creating visibility and increasing brand awareness. By associating your brand with the JRA you create a meaningful partnership with your target audience, displaying your logo or brand name prominently and engaging with potential customers directly; your business can enhance its visibility and build lasting brand relationships.

02

BUILD RELATIONSHIPS

The JRA can provide opportunities for networking and community engagement. The association often hosts events and activities that bring together local residents and businesses, providing a platform for your business to connect with potential customers and other stakeholders in the community.

03

SUPPORT COMMUNITY ENGAGEMENT

The JRA plays an essential role in advocating for the needs and interests of local residents. By supporting the association, businesses can help to ensure that the concerns of their customers and neighbours are heard and addressed, contributing to a more cohesive and harmonious community.

YOUR SPONSORSHIP SUPPORTS



HALLOWEEN HOWL

The JRA hosts the Halloween Howl which takes place on the Saturday before Halloween. The event is open to everyone in the neighbourhood and features; a Halloween DJ dance party, children's activities, a "Doggy Fashion Parade," "Children's Costume Parade", Autumn themed photo booth, treat bags for all the children and pets and hot cider.

PROGRAM

- 1:00PM - 1:25PM WELCOME & ATTENDEES WILL HAVE TIME TO EXPLORE**
- 1:25PM - 1:50 PM SPONSORS APPEARANCE & DOGGIE PARADE**
- 1:50PM - 2:00 PM DRAW FOR PET PRIZES**
- 2:00PM - 2:25 PM SPONSORS APPEARANCE & CHILDREN'S PARADE**
- 2:25PM - 2:35 PM DRAW FOR CHILDREN'S PRIZES**
- 2:35PM - 3:50PM HALLOWEEN THEMED DANCE PARTY**
- 3:50PM - 4:00 PM SPONSORS APPEARANCE & CLOSING REMARKS**

JOY IN THE JUNCTION

The JRA hosts the "Joy in the Junction" fundraiser during the holiday season. This initiative features the magic of caroling in the community.

AUDIENCE REACH



100-200+
Attendees
per community event



500+
Contacts in the
JRA Database

SOCIAL MEDIA



463



107



1000

THREE LEVELS OF SPONSORSHIP



Associate your brand and your team with the JRA's Halloween Howl and Joy in the Junction holiday season initiative to contribute to your local area. Receive recognition and profile before, during and after each event. Help create a fun and engaging atmosphere for people of all ages while also promoting local businesses and community organizations.

- 01 LEAD SPONSOR**
\$850.00 - \$1000.00
(2 Positions Available)

- 02 SLIMETIME SPONSOR**
\$1000
(1 Positions Available)

- 03 MAJOR SPONSOR**
\$550.00 - \$700.00
(3 Positions Available)

- 04 SUPPORTING SPONSOR**
\$200.00 - \$350.00
(Unlimited Positions Available)

LEAD SPONSOR BENEFITS

\$850.00 – \$1000.00

(2 Positions Available)

01

BRANDING FOR EACH EVENT

- ✓ Logo displayed on the JRA Website
- ✓ Logo displayed on a minimum four e-blasts to the JRA database
- ✓ Logo displayed on screens and printed collateral at the Halloween Howl event
- ✓ Recognition on social media posts promoting the Halloween Howl & Joy in the Junction
- ✓ Series of Social media posts highlighting the business and appreciation for their support.

02

PODIUM APPEARANCE

Opportunity to provide welcoming remarks or appreciation remarks at the Halloween Howl.

03

SOCIAL MEDIA SHAREABLE ASSETS

JRA will provide a shareable asset for your use on social media and internal communications.

04

PHOTO BOOTH BRANDING

A Photo Booth is a great marketing tool for companies; when brands sponsor a photo experience at and event. Your logo will be located on the template of the photos.

05

MATERIALS DISTRIBUTION

Opportunity to distribute materials at the Halloween Howl event.

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SOCIAL MEDIA

SILLY SQUISH SLIME SPONSOR BENEFITS

\$1000

(1 Positions Available)

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02

SLIME MAKING STATION AT THE EVENT

Sponsoring the Silly Squish Slime Making Station at the Halloween Howl is a great way to engage with attendees. We will take care of all the arrangements. You just show up ready to connect with the community.

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MAJOR SPONSOR BENEFITS

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(2 Positions Available)

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SUPPORTING SPONSOR BENEFITS

\$200.00 – \$350.00 OR IN-KIND DONATIONS OR SERVICES

(Unlimited Positions Available)

01

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CONTACT US



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