



SPECIAL EVENT

BUILDING COMMUNITY TOGETHER

SPONSORSHIP PROSPECTUS

COMMUNITY FUN DAY
SUNDAY, JUNE 25, 2023
MALTA PARK
3179 DUNDAS ST W, TORONTO, ON M6P 2A2

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



COMMUNITY FUN DAY

The Community Fun Day is a summer event hosted by the JRA and open to everyone in the neighbourhood. The event takes place in Malta Park and features; BBQ, children's activities, face painting and live entertainment (musicians and other performers).

PROGRAM

12:00 – 12:10 PM	WELCOME & SPONSOR APPEARANCE
12:10 – 12:30 PM	TWINKLES – CHILDREN'S BUBBLE SHOW
12:30 – 12:45 PM	MUSICAL INTERLUDE
12:45 – 1:30 PM	GREY SWANS – INDIE-FOLK TRIO
1:30 – 2:00 PM	MUSICAL INTERLUDE & SPONSOR APPEARANCE
2:00 – 2:45 PM	JUST SAX – JAZZ, FOLK, POP, CLASSICAL SAXOPHONE QUARTET
2:45 – 3:00 PM	MUSICAL INTERLUDE
3:00 – 3:50 PM	THE MONKEY BUNCH – CHILDREN'S MUSIC
3:50 – 4:00 PM	CLOSING REMARKS & SPONSOR APPEARANCE

AUDIENCE REACH



100–200+
Attendees
per community event



500+
Contacts in the
JRA Database



463



107



1000

SOCIAL MEDIA

THREE LEVELS OF SPONSORSHIP



Receive recognition and profile before, during and after the Event. Associate your brand and your team with the JRA's Community Fun Day to contribute to your local area. Help create a fun and engaging atmosphere for people of all ages while also promoting local businesses and community organizations.

- 01 PRESENTING SPONSOR**
\$750.00 - \$1000.00
(1 Position Available)

- 02 LEAD SPONSOR**
\$450.00 - \$650.00
(2 Positions Available)

- 03 PHOTO BOOTH SPONSOR**
\$1000.00
(1 Position Available)

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

PRESENTING SPONSOR BENEFITS

\$750.00 – \$1000.00

(1 Position Available)

01

BRANDING AT THE EVENT

- ✓ Logo displayed on the JRA Website
- ✓ Logo displayed on a minimum two e-blasts to the JRA database
- ✓ Logo displayed on screens and printed collateral at the event
- ✓ Recognition on social media posts promoting the event

02

PODIUM APPEARANCE

Opportunity to provide welcoming remarks or appreciation remarks at the Community Fun Day and introduce entertainment and special guests.

03

SOCIAL MEDIA SHARABLE ASSETS

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

04

SOCIAL MEDIA POSTS

A series of social media posts highlighting the business and appreciation for their support.

05

MATERIALS DISTRIBUTION

Opportunity to distribute materials at the event.

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SOCIAL MEDIA

PHOTO BOOTH SPONSOR

\$1000.00 OR IN-KIND MANAGEMENT & SET UP

(1 Position Available)

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PHOTOBOOTH AT EVENT

A Photo Booth is a great marketing tool for companies; when brands sponsor a photo experience at an event, they receive high engagement touch-points with attendees. Coordinate with your preferred vendor, or let the JRA handle all the details.

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SUPPORTING SPONSOR BENEFITS

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

(Unlimited Positions Available)

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CONTACT US



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