



**SPECIAL EVENT**

BUILDING COMMUNITY TOGETHER

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# **SPONSORSHIP PROSPECTUS**

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**JRA SUMMERFEST**

SATURDAY, JUNE 21, 2025

MALTA PARK

3179 DUNDAS ST W, TORONTO, ON M6P 2A2

[WWW.TORONTOJRA.COM](http://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 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



## JRA SUMMERFEST

The JRA SummerFest 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, and live entertainment (musicians and other performers).

## AUDIENCE REACH



**100-200+**  
Attendees  
per community event



**500+**  
Contacts in the  
JRA Database

## SOCIAL MEDIA



463




107



1000

# FOUR LEVELS OF SPONSORSHIP



Receive recognition and profile before, during and after the Event. Associate your brand and your team with the JRA's SummerFest 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**  
**\$1750+**  
(3 Positions Available)
- 02 LEAD SPONSOR**  
**\$1250+**  
(4 Positions Available)
- 03 MAJOR SPONSOR**  
**\$650+**  
(6 Positions Available)
- 04 SUPPORTING SPONSOR**  
**\$250+**  
(Unlimited Positions Available)

# PRESENTING SPONSOR BENEFITS

**\$1750+**

(3 Positions Available)

**01**

## BRANDING FOR THE SUMMERFEST EVENT

- Logo displayed on the JRA Website
- Logo displayed on a minimum of two e-blasts to the JRA subscribers
- Logo displayed on printed and digital collateral for the event
- Logo displayed on printed collateral at the event
- Logo displayed on photo booth frame at the event

**02**

## PODIUM APPEARANCE

Opportunity to provide welcoming remarks or appreciation remarks at the SummerFest and introduce entertainment or special guests.

**03**

## SOCIAL MEDIA SHARABLE ASSETS

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

**04**

## MATERIALS DISTRIBUTION

Opportunity to host a table or booth and distribute materials at the event.

### AUDIENCE REACH



**100-200+**  
Attendees  
per community event



**500+**  
Contacts in the  
JRA Database

### SOCIAL MEDIA



463



107



1000

# LEAD SPONSOR BENEFITS

**\$1150+**

(4 Positions Available)

**01**

## BRANDING FOR THE SUMMERFEST EVENT

- Logo displayed on the JRA Website
- Logo displayed on a minimum two e-blasts to the JRA subscribers
- Logo displayed on printed and digital collateral for the event
- Logo displayed on printed collateral at the event

**02**

## PODIUM APPEARANCE

Opportunity to provide welcoming remarks or appreciation remarks at the SummerFest and introduce entertainment or special guests.

**03**

## SOCIAL MEDIA SHARABLE ASSETS

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

**04**

## MATERIALS DISTRIBUTION

Opportunity to host a table or booth and distribute materials at the event

## AUDIENCE REACH



**100-200+**  
Attendees  
per community event



**500+**  
Contacts in the  
JRA Database

## SOCIAL MEDIA



463



107



1000



# MAJOR SPONSOR BENEFITS

## \$650+ CASH OR IN-KIND

(6 Positions Available)

01

### BRANDING FOR THE SUMMERFEST EVENT

- Logo displayed on the JRA Website
- Logo displayed on a minimum two e-blasts to the JRA subscribers
- Logo displayed on printed and digital collateral for the event
- Logo displayed on printed collateral at the event

02

### SOCIAL MEDIA SHARABLE ASSETS

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

03

### MATERIALS DISTRIBUTION

Opportunity to host a table or booth and distribute materials at the event

## AUDIENCE REACH



**100-200+**  
Attendees  
per community event



**500+**  
Contacts in the  
JRA Database

## SOCIAL MEDIA



463



107



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# SUPPORTING SPONSOR BENEFITS

## \$250+ CASH OR IN-KIND

(Unlimited Positions Available)



01

## BRANDING FOR THE SUMMERFEST EVENT

- Logo displayed on the JRA Website
- Logo displayed on a minimum two e-blasts to the JRA subscribers
- Logo displayed on printed and digital collateral for the event
- Logo displayed on printed collateral at the event

02

## SOCIAL MEDIA SHARABLE ASSETS

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

### AUDIENCE REACH



**100-200+**  
Attendees  
per community event



**500+**  
Contacts in the  
JRA Database

### SOCIAL MEDIA



463



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# FOUR LEVELS OF SPONSORSHIP

## SPONSOR BENEFITS



	BRANDING LEADING UP TO AND AT THE EVENT	BRANDING ON THE PHOTO BOOTH FRAME	SOCIAL MEDIA SHAREABLE ASSETS	TABLE MATERIALS DISTRIBUTION	PODIUM APPEARANCE
<b>PRESENTING SPONSOR</b> \$1750+					
<b>LEAD SPONSOR</b> \$1150+					
<b>MAJOR SPONSOR</b> \$650+					
<b>SUPPORTING SPONSOR</b> \$250+					

## AUDIENCE REACH



**100-200+**  
Attendees per  
community  
event



**500+**  
Contacts in the  
JRA Database



**15,000 +**  
Residents in the Junction  
and Surrounding area

## SOCIAL MEDIA



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# CONTACT US



## ELENI (HELEN) VASSILAKOS

Chair, Junction Residents Association  
416-553-2457  
junctionra@gmail.com

## SARAH LOPES

Volunteer, Junction Residents Association and  
Event Operations & Program Director, Simply  
Events  
647-987-6304  
sarah@simplyeventscoco.ca

