



2025 Straffordville Watermelon Festival Sponsorship Proposal

Planting seeds in our communities

Contact

Website www.watermelonfest.ca
Email sccstraffordville@gmail.com

STRAFFORDVILLE
COMMUNITY
COMMITTEE
Watermelon
Festival 

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About Us!

Ways we give back



- Bayham school snack program
- Bayham school reading program
- Tillsonburg Mental Health Association
- Tillsonburg long term care hospice program
- Aylmer & Bayham Sharing Pantry
- Bayham community events
- EON Christmas Program



Mission

- Support and uplift communities through non-profit initiatives, volunteerism and a commitment to inclusiveness.
- Inspire and unite individuals by promoting education, physical activity and family friendly events & festivals that foster connection and joy

Our committee is powered by passionate volunteers, with each member contributing over 20 hours of their time each month to fundraising and planning efforts for both Watermelon Festival & community support. Our passion and commitment reflect the heart of our community.



Rose Gardner

Chair



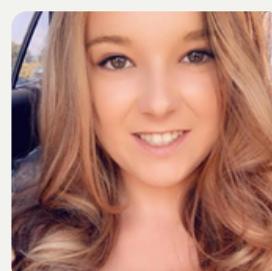
Louise Rischel

Co-Chair



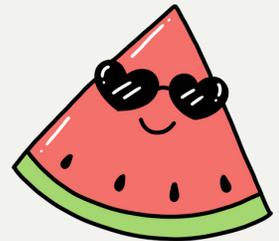
Ashley Neufeld

Secretary



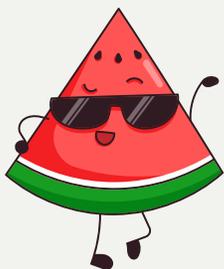
Ashley Henderson

Treasurer



Joyce Taylor

Committee Founder



Nancy Leuszler

Community Co-ordinator



Kelly Sullivan

Social Media Co-ordinator



Dan Chilcott

Committee Volunteer



Joanne Habi

Community Co-ordinator



Mike Habi

Committee Volunteer

About The Event

Since its founding in 1998 by a passionate group of local volunteers, the Straffordville Watermelon Festival has grown into one of the most anticipated free family events in the region—drawing 2,500 to 3,000 attendees each year to our small but vibrant community.

This full-day celebration is dedicated to children, families, and visitors of all ages, offering live entertainment, interactive educational shows, rides and games that promote physical activity and—of course—fresh, juicy watermelon! None of it would be possible without the generous support of donors, sponsors, and volunteers who help us keep this festival free and accessible.



Event Highlight

Free day of fun for individuals & families of all ages

Bike raffles
Vendors
Free watermelon
Seed spitting contest
Watermelon eating contest
Petting Zoo
Bounce inflatables
small midway rides
Photo opportunities
Food Trucks
live music
Children’s entertainers
Children’s educational shows
Silent Auction

Benefits for Sponsor

Community Impact

Your sponsorship helps strengthen relationships with local residents and consumers. Increase small town identity and unity through community spirit. Encourages healthy living and outdoor activity through funded events.

Tourism Impact

Increases visitor traffic through advertising and entertainment offered. Your sponsorship helps to create awareness and spending within Elgin and Norfolk county local communities.

Brand Impact

Being associated with a fun, family-friendly event will link your company to community involvement. Local customers are more likely to support businesses that give back to their community.

Sponsorship Package



Seed Sponsor

6 Available

Small logo hyperlink
on website

one business social media
post prior to event

Group sponsor post
following event

Small logo on sponsor
banner at event

Small logo on sponsor
banner at event

\$250 – \$500



Slice Sponsor

4 Available

Medium logo hyperlink
on website

One business social media
post prior to event

Group sponsor post
following event

Medium logo on sponsor
banner at event

10x10 prime booth space at
event *

MC acknowledgement 3x
day of event

\$500 – \$1,000



Melon Sponsor

4 Available

Large logo hyperlink
on website

Two business social media
posts prior to event

Group sponsor post
following event

Large logo on sponsor banner
and schedule at event

10x10 prime booth space at
event*

MC acknowledgement hourly
on (11am –4pm) day of event

\$1,000 – \$2,500



Presenting Sponsor

2 Available

Large logo hyperlink
on website

Three business social media
posts prior to event

Group sponsor post
following event

Large logo on sponsor banner
and schedule at event

10x20 prime booth space at
event & unlimited company
signage*

MC acknowledgement hourly
on (11am –4pm) day of event

Business name included in
50% of event radio ads

\$2,500 and up

At this time we are NOT able to offer tax receipts

*Provided by sponsor

20 Commercials per sponsor to be aired on 104. Country
FM 5 days prior to event

Large Hyperlink – Max width 150px

Medium Hyperlink – 300px

Small Hyperlink – 450px

Thank you!
Hope you are
interested!

Contact

Website www.watermelonfest.ca

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Straffordville Community Committee