



The **MEAFORD SCARECROW INVASION** is a volunteer-driven community event whose purpose is to promote Tourism, Economic Development, and Community Spirit each Fall. Now in its **28th** year, this year's theme is the celebration of Meaford's 150th Anniversary!

The Scarecrow Invasion is a nonprofit organization operated completely by volunteers and relies on donations to fund the costs of putting on an event of this size. We are hoping that you will consider being a donor or sponsor. Please consider donating or sponsoring to help keep the **Invasion** going.

Cheques should be made payable to *Meaford Scarecrow Invasion and Family Festival*.

Thank-you very much for your consideration!
The Meaford Scarecrow Invasion Team

SCARECROW INVASION STATS and FACTS

Event Attendance

- Scarecrow Invasion (mid-September – mid-October): **10,000+**
- Parade & Festival: **1500 – 1800**, weather dependant

Social Media & Website Performance & Demographics

- Facebook Followers: 2,040
- Instagram Followers: 329
- Followers - top 5 cities
 - Facebook: Meaford, Owen Sound, Collingwood, Toronto, Flesherton
 - Instagram: Meaford, Toronto, The Blue Mountains, Collingwood, Owen Sound
- Facebook Page Performance: August 18, 2023– October 18, 2023
 - * 52,100 Reach * 7,700 Content interactions * 1,100 Link Clicks
- Website Performance: Aug 18 – Oct 18 5,300 Users

Phone: 905-580-6422
Website: scarecrowinvasion.com

Email: sponsor@scarecrowinvasion.com
Ontario Corporation Number: 1848524

Meaford Scarecrow Invasion 2024 Sponsorship Levels

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

TITLE EVENT SPONSOR - \$5,000

Everything included for \$1,500 “Apple” Sponsorship (see below) PLUS the following

- Recognition as the title event sponsor with business logo on Scarecrow Invasion website home page and in social media
- Featured on event signage during the invasion (mid-September to mid-October)
- Prominently featured in all media campaigns (Radio, Print, Digital)
- Prominent logo featured on Festival Poster in Pavilion
- Sponsor booth space if desired at Family Festival (Meaford harbourfront)

PARADE SPONSOR – \$2,000

Everything included for \$1,500 “Apple” Sponsorship (see below) PLUS the following

- Company name and logo on signage carried by volunteers in parade
- Your samples handed out by our volunteers on parade route
- Name mentions in Rogers TV parade coverage. E.g., “The 26th Annual Meaford Scarecrow Festival Parade brought to you by...”

‘MR. AND MRS. SCARECROW’ SPONSOR – \$1000

Everything included for \$500 “Pumpkin” Sponsorship (see below) PLUS the following

- Your company name & logo featured on the costumes of Mr. & Mrs. Scarecrow
- Visit to your business by Mr. & Mrs. Scarecrow with photos posted on Scarecrow Invasion social media

UNLIMITED SPONSORSHIP OPPORTUNITIES

Sponsor Promotional Benefits	Apple \$1,500	Pumpkin \$500	Crow \$200	Pie \$100
Sponsor Business video on Social Media	✓			
Scarecrow at Business (During Invasion) 5wks	✓			
Logo on Sponsor Poster at Family Festival	✓	✓		
Recognition in promotional materials including newsletters and on Scarecrow Invasion social media	✓	✓		
Company logo, name & business website link featured on scarecrowinvasion.com all year	✓	✓	✓	
Social Media Thank-you with company name, logo & business website link	✓	✓	✓	✓