



Centennial Celebration

Sponsorship Package



A message from Mayor Peter Chirico.

It is incredibly exciting that in 2025, the City of North Bay will celebrate its 100th anniversary.

On April 14, 1925, North Bay proudly achieved "City" status with a population exceeding 12,000.

We warmly invite you to join us in commemorating this historic occasion. Over the decades, North Bay has grown and transformed, and this centennial milestone will be an opportunity to reflect on our journey and look to the future.

By becoming a sponsor, you can support our community and take part in this special celebration. Join us in celebrating the place we call home.



200 McIntyre St E, North Bay, ON P1B 8V6

705-474-0400 x. 2322

Lacey.Stevens@northbay.ca

northbay.ca/100

Celebrate with us!

The City of North Bay will mark its centennial anniversary in 2025 with a full year of events designed to bring the community together in celebration of this significant milestone. The year-long festivities will include the City's staple events such as Families First, Canada Day, and the Santa Claus Parade. Additionally, the Community Centennial Celebration Event Hosting Fund will enable local community groups to participate by incorporating a centennial theme into their own events, activities, projects, and initiatives.

A variety of sponsorship opportunities are available, catering to different levels of commitment for businesses, organizations and individuals wishing to associate their brand with this historic event.

This is an excellent opportunity for businesses to gain visibility and demonstrate their support for the community during this milestone year.

Events taking place during the Centennial Year include:

- Families First – Centennial Programming
- Public Skates
- North Bay's 100th Birthday
- Friday Night Concert Series & Drone Shows
- Canada Day – Centennial Programming
- Filling of the Time Capsule
- Mayor's Picnic
- Santa Claus Parade – 100 Years of Christmas in North Bay



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Sponsorship Benefits

Getting involved as a sponsor for the Centennial Celebrations offers a range of benefits, including media exposure, prominent signage, and promotional opportunities. Depending on the level of sponsorship, examples include:

- Displaying your company banner
- Featuring your logo on posters
- Providing a link to your website
- Social media shout-outs
- Special thank-you recognition at event
- Use of the centennial logo for your own promotions
- Recognition on Centennial time capsule plaque
- Inclusion of logo in drone show

Brand Awareness



Support Your Community



Network with your Target Market



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Sponsorship Categories



	Title \$20,000	Premium \$10,000	Community \$5,000	Hometown \$2,500	Partner \$1,000	Donor \$500
Logo & company recognition as title sponsor with exclusivity of an event	●					
Logo in centennial drone show	●					
Recognition on centennial time capsule	●					
On site activations at centennial events	●	●				
Thank you mention at a centennial event	●	●	●			
Logo inclusion on printed materials	●	●	●	●		
Company banner displayed at centennial event. (Banner to be provided by sponsor)	●	●	●	●	●	
Sponsor mention on social media	●	●	●	●	●	●
Logo and hyperlink on centennial webpage	●	●	●	●	●	●

Amounts exceeding \$10,000 can be negotiated

NORTH BAY

46.3091° N, 79.4608° W

ONTARIO

Land area 315.53 km²

The Birthplace of Ringette

Fans and
followers
25,503



Average post
impressions
302,000



Average post reach
270,000



New followers
212 monthly



Average monthly for 2023



Population*

52,662

15 to 64 years.*
33,630



65 years and over*
11,430



*Statistics Canada, Census 2021



The City of North Bay's 100th Anniversary!

Whether you choose to partner with us for a special event or support a legacy project, the Centennial Celebrations offer plenty of ways to customize your sponsorship. We'll collaborate with you to make sure each opportunity fits your marketing goals. Join in, and you'll not only boost your visibility, but also connect with the community as we commemorate our 100-year history.



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Celebrate With Us!

To learn more about hosting your own event, or volunteering for an event visit our website: northbay.ca/100



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Community Centennial Celebration Sponsorship Agreement 2025

Business Name: _____ Contact Name: _____

Mailing Address: _____

_____ Postal Code: _____

Telephone: (W) _____ (H) _____

Fax: _____ E-mail: _____

SECTION A – SPONSORSHIP CONTRIBUTION

Please select a sponsor category;

- ☐ Title Sponsor \$20,000
- ☐ Premium Sponsor \$10,000
- ☐ Community Sponsor \$5,000
- ☐ Hometown Sponsor \$2,500
- ☐ Partner Sponsor \$1,000
- ☐ Donor Sponsor \$500

For the 2025 event, the value of my cash contribution is: \$_____ (A)

SECTION B – INVOICING

A full invoice will follow upon submission of sponsorship agreement.

If you are contributing greater than \$10,000 your sponsorship package can be customized. Please email the completed form to lacey.stevens@northbay.ca or drop it off in the Arts Culture & Recreation Department 2nd Floor of City Hall 200 McIntyre St. E North Bay. Please accept our sincere thanks in advance for your contribution. It is people like you who make the difference!

Signature

Date

PHONE (705) 474-0400 200 McIntyre St. E North Bay, ON P1B 8H8 ~ **FAX (705) 474-9782**
EMAIL lacey.stevens@northbay.ca

Personal information on this form is collected under the authority of the Municipal Freedom of Information and Protection of Privacy Act and will be used for the purpose of processing sponsorships. Questions about this collection or personal information should be directed to the City Clerk, 200 McIntyre Street East, North Bay (705) 474-0626, ext. 2510.