

TOWN OF WHITBY

SPONSORSHIP PACKAGE



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WELCOME SPONSORS!

If you are looking to advertise or sponsor with the Town of Whitby, you have come to the right place. This year, we have over a dozen community events and initiatives being planned and we want to work with you. Our events are an integral part of our vibrant, active, and welcoming community, which have enhanced the quality of life for Whitby residents.

In addition to hosting youth and senior events, signature events and summer programming, the Town of Whitby also provides a backdrop to showcase Whitby and the many businesses that make it such a diverse community to work and play in. Be it community commitment, employee involvement or business relations, promotions, and entertainment, we invite you to use the positive equity of the Town of Whitby's events to showcase your company.

We look forward to you reviewing our sponsorship package, which outlines a brief description of our events and initiatives, levels of sponsorship and the rights and benefits that apply for each level.

Get noticed with the Town of Whitby!

Michelle Farrugia

Michelle Farrugia
Advertising and Sponsorship Sales Manager

TOWN EVENTS



FAMILY DAY

Holiday Monday in February | 10:00 a.m. to 4:00 p.m.

2,500+ visitors in attendance

whitby.ca/FamilyDay



Family Day in Whitby is an annual celebration that takes place on the third Monday in February. The event is held at Iroquois Park Sports Centre and features free, family-friendly activities including skating, swimming, entertainment, crafts, and much more.

Number of Sponsors: 2

LEAD SPONSOR: \$5,000

SUPPORTING SPONSOR: \$2,500

Sponsorship commitment required by:
Mid January

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager at sponsorship@whitby.ca or call 905.706.0246

GARDENING SPEAKER SERIES

Select dates in March, April and May

300+ visitors per event

whitby.ca/GardeningSeries



GARDENING WEBINARS

Three Gardening Webinars designed for beginners will be presented throughout the month of March in a virtual format. View speaker line-up online!

SPEAKER SERIES (IN-PERSON)

The Speaker Series consists of three (3) evening events that take place in March, April, and May, and features experienced gardeners and authors to share their knowledge and expertise on various gardening topics.

Number of Sponsors: 1

LEAD SPONSOR: \$2,500

(INCLUDES ALL DATES)

Sponsorship commitment required by:
February 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

VOLUNTEER APPRECIATION CELEBRATION

April / May



More than 165 volunteers dedicate over 1000 hours to help make our Town events a success. Event volunteers help us deliver eight large scale events and more than 50 summer programming events each year - combined, these events attract over 75,000 attendees.

As part of the Volunteer Program, the Town of Whitby presents achievement awards to Volunteers who have accomplished milestones in hours to highlight their dedication and involvement in community events. This Volunteer appreciation evening is dedicated to highlight our Volunteers and remember a rewarding year full of opportunities, learning and contributions.

Number of Sponsors: 1

PRESENTING SPONSOR: \$3,000

Sponsorship commitment required by:
February 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

RECREATION & PARKS MONTH

Month of June



June is Recreation and Parks Month. This movement promotes the benefits of recreation and parks for physical, social, and environmental health. Communities across Ontario have embraced this important month as a way to promote local programs and events, parks and facilities that are available for all citizens to enjoy.

There will be a Walk Whitby Challenge, children, youth and family activities, health and wellness workshops, elder abuse awareness workshops and much more.

Number of Sponsors: 1

LEAD SPONSOR: \$5,000

Sponsorship commitment required by:
May 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

CANADA DAY

July 1 | 5:30 p.m. to 10:00 p.m.

20,000+ visitors in attendance

whitby.ca/CanadaDay



This family friendly evening event takes place at Victoria Fields where thousands of spectators pack their friends and family, blankets or lawn chairs to watch a dazzling, fireworks show synchronized to music. Interactive activities, photo ops, live musical performances and an assortment of Durham's finest food trucks and Market Vendors tantalize taste buds and keep everyone entertained

Number of Sponsors: 6

LEAD SPONSOR: \$10,000

FIREWORKS SPONSOR: \$10,000

STAGE SPONSOR: \$5,000

MAJOR ACTIVITIES SPONSOR(3): \$2,500

Sponsorship commitment required by:
June 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

CULTURE POP-UPS

June to October

2,500+ visitors in attendance

whitby.ca/Culture



The Culture Pop-ups will be a cultural experience on selected dates from June to September. Visit various locations throughout the Town to support programming and performances that reflect the diversity and inclusion of Whitby's community.

The cultural events will highlight a diverse collection of visual and performing arts, musical entertainers and dance demonstrations.

View culture pop-up line-up online!

Number of Sponsors: 4 (COST PER POP-UP: \$2,500)

JUNE – LEAD SPONSOR: \$2,500

JULY – LEAD SPONSOR: \$2,500

AUGUST – LEAD SPONSOR: \$2,500

SEPTEMBER – LEAD SPONSOR: \$2,500

OR \$8,000 (FOR ALL 4 MONTHS)

Sponsorship commitment required by:
Mid May

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

MUSIC IN THE PARK

June to August | 7:00 p.m. to 8:00 p.m.

5,000+ visitors in attendance

whitby.ca/MusicInThePark



This weekly free outdoor event celebrates local musical talents by hosting live performances on Wednesdays at Rotary Centennial Park (Downtown Whitby) and on Thursdays at Grass Park (Downtown Brooklin). Beginning at 7 p.m. until 8 p.m., guests will enjoy live music, featuring music genres ranging from pop, classic rock to country.

View music line-up online!

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager at sponsorship@whitby.ca or call 905.706.0246

Number of Sponsors: 2

WHITBY CENTENNIAL PARK

LEAD SPONSOR: \$2,500

BROOKLIN GRASS PARK

LEAD SPONSOR: \$2,500

Sponsorship commitment required by:
Mid May

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

MOVIES IN THE PARK

Select Fridays in July and August | Dusk

5,000+ visitors in attendance

whitby.ca/MoviesInThePark



The Town will host four (4) Movies in the Park events at Whitby Civic Park. Guests are encouraged to bring their blankets, popcorn, chairs and enjoy a summer evening under the stars. The movie is shown on a giant inflatable screen with concert quality sound. This event also encourages community engagement, with a flashback movie being selected by the community through social media. New this year, we have community vendors on select movie nights. Movies begin at dusk.

Number of Sponsors: 4 (1 for each movie night)

LEAD SPONSOR: \$3,000 (PER MOVIE)
OR \$10,000 (FOR ALL 4 MOVIES)

Sponsorship commitment required by:
May 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

HARVEST FESTIVAL

Third Saturday in September | 10:00 a.m. to 4:00 p.m.

10,000+ visitors in attendance

whitby.ca/HarvestFestival



This annual fall event, which was awarded a TOP 100 Event by Festivals and Events Ontario 2018-2023, attracts more than 10,000 people to Downtown Brooklin and Grass Park each year. Highlights of the festival include; a kid's zone, live entertainment, Farmer's Market, Town Trolley, Dinosaur Park, adventure zone, wagon rides, a food marketplace and over 100 community vendors.

Number of Sponsors: 8

LEAD SPONSOR: \$7,500

STAGE SPONSOR: \$3,000

MAJOR ACTIVITY SPONSOR (4): \$2,500

SUPPORTING SPONSOR (2): \$1,500

Sponsorship commitment required by:
August 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

GHOST WALKS OF WHITBY

October | Two Evening Walks – 6:30 to 8:00 p.m and 8:30 to 10:00 p.m.

350+ visitors in attendance

whitby.ca/GhostWalks



Ghost Walks of Whitby, in collaboration with a local theatre company – will feature some of Whitby’s historical buildings and haunted stories. This is a unique opportunity to see Whitby after dark and will only be available on select days throughout the month of October. This event is entirely outdoors and will feature a guided walking tour. The tour guide will tell the stories of Whitby’s spooky history and tales of many supernatural encounters! There are two walks per evening, a 6:30 pm walk for families and a Ghost Walks after Dark at 8:30 p.m. – for those 18+ who really want to be spooked!

Number of Sponsors: 2

LEAD SPONSOR: \$5,000

SUPPORTING SPONSOR: \$1,500

Sponsorship commitment required by:
Mid September

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

CHRISTMAS IN THE VILLAGE

November | 10:00 a.m. to 7:00 p.m.

5,000+ visitors in attendance

whitby.ca/ChristmasInTheVillage



Christmas in the Village is an annual celebration held in Downtown Brooklin featuring free, family-friendly activities including skating, seasonal entertainment, crafts, festive treats, photos with Santa and much more. Don't forget to experience the lights at Grass Park and throughout the community.

Number of Sponsors: 4

LEAD SPONSOR: \$7,500

MAJOR ACTIVITY SPONSOR(2): \$2,500

SUPPORTING SPONSOR: \$1,500

Sponsorship commitment required by:
Mid October

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

WHITBY LIGHTS THE NIGHT

whitby.ca/LightsTheNight

Signature
EVENT



WHITBY LIGHTS THE NIGHT FESTIVAL

Friday Evening in November 5:00 – 9:00 p.m.

Whitby Lights the Night Festival marks the official start to the holiday season at Whitby Civic Park, 555 Rossland Road East. Come join thousands of residents and assist Santa “light the night”. All of your favorite Whitby Farmers Market vendors will be onsite with a wide array of handmade crafts, foods, seasonal gifts and much more.

WHITBY LIGHTS THE NIGHT

Evenings November – January dusk to 10 pm

Experience the lights as the entire community continues to glimmer with magical lights and spectacular illuminations that transform Whitby Civic Park, Downtown Whitby, Celebration Square and Grass Park.

Events throughout the month include Chanukah, Lights Competition, Shopping, restaurant promotions and much more.

Number of Sponsors: 9

EVENT FESTIVAL LEAD SPONSOR: \$7,500

FARMERS MARKET AT NIGHT SPONSOR: \$5,000

STAGE SPONSOR: \$3,000

MAJOR ACTIVITIES SPONSOR: \$2,500 (4)

SUPPORTING SPONSOR: \$1,500 (2)

Number of Sponsors: 1

LIGHTS LEAD SPONSOR: \$10,000

(SPONSORSHIP HIGHLIGHTED AT KICK OFF EVENT ABOVE AND CONTINUES TO JANUARY)

Sponsorship commitment required by:
October 1

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 15

SPONSOR RIGHTS AND BENEFITS

TOWN EVENT SPONSORSHIP RIGHTS AND BENEFITS	SPONSORSHIP LEVELS		
	LEAD	MAJOR ACTIVITY	SUPPORTING
PRINT			
Marketing materials (event poster, program, registration)*	●	●	●
Town Page article mention (Brooklin Town Crier)*	●		
Stand alone advertisement (Brooklin Town Crier)*	●		
DIGITAL / AUDIO			
Webinar static screen or Town facility digital screens*	●		
E-News story (text mention)*	●		
Online logo recognition - Town event webpage (linking to sponsor landing page)	●	●	●
Town (whitby.ca/calendar) and tourism online event calendars	●	●	●
Radio advertising recognition*	●		
SOCIAL/VIRTUAL PLATFORMS - Facebook, Instagram, X (formerly Twitter)			
Promotion/recognition throughout duration of campaign (prior to event)	●	●	●
Live post (during event)*	●		
Thank you post (after event)*	●	●	
Facebook event page*	●	●	
ON-SITE RECOGNITION			
On-site A-frame signage including logo*	●	●	●
On-site featured activation booth space (equipment supplied by sponsor)*	●		
On-site booth space (10' x 10') (equipment supplied by sponsor)*	●	●	●
On-site banner or pole banners (equipment supplied by sponsor)*	●	●	●
On-site acknowledgment opening/closing ceremony	●	●	●
On-site activation space - insurance required (equipment supplied by sponsor)	●	●	●
On-screen advertisement - Movies in the Park only*	●		
Renewal option - first right of acceptance for following sponsorship year	●	●	●
In-kind product or service sponsorship opportunities available – Events team will review and consult with sponsor. Giveaway products (logo on giveaways) – Require approval – Events team will review and consult with sponsor. Additional costs may apply for various activations.	●		

*All Rights and Benefits are determined by the Town of Whitby in consultation with the client/sponsor.

Benefits in some instances reflect only specific or signature events. Options will be outlined and are offered when available and where applicable.

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

SKATE & SWIM SPONSORSHIPS



PUBLIC SKATE SPONSORSHIP

View seasonal schedule online

whitby.ca/skating



Sponsor a Public Skate open to the general public. View our Public Skate schedule and choose a date to sponsor that works for you! Public Skating is offered at Iroquois Park Sports Centre, McKinney Centre and Luther Vipond Memorial Arena. These skates are open on a first come first serve basis and do not require participant registration. Sponsor a skate and have piece of mind knowing that all marketing, promotion, skate patrol and insurance is included with the fee.

Give back to the community and get active!
Dates are subject to availability.

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager at sponsorship@whitby.ca or call 905.706.0246

LEAD SPONSOR: \$1,500 PER SKATE

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 19

PUBLIC SWIM SPONSORSHIP

View seasonal schedule online

whitby.ca/swim



Sponsor a Public Swim open to the general public. View our Public Swim schedule and choose a date to sponsor that works for you! Choose from Anne Ottenbrite Pool at Iroquois Park Sports Centre or Whitby Civic Recreation Complex Pool. These swims are open on a first come first serve basis and do not require participant registration. Sponsor a swim and have piece of mind knowing that all marketing, promotion, life guard patrol and insurance is included with the fee.

Maximize brand exposure and give back to the community! Dates are subject to availability.

LEAD SPONSOR: \$500 PER SWIM

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 19

SPONSOR RIGHTS AND BENEFITS

PUBLIC SKATE AND SWIM SPONSORSHIP BENEFITS
DIGITAL RECOGNITION
Social media promotion of public skate and/or swim
Town facility digital screen ad displayed at 3 facilities
Mention on whitby.ca/calendar tagging sponsor with link to website
ON-SITE RECOGNITION
On-site signage - A-frame(s) (24" x 36") including logo*
ALSO INCLUDED WITH FEE
Associated insurance with permit
Associated skate patrol and lifeguards on duty

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

YOUTH EVENTS



YOUTH WEEK

First week of May

2,500+ visitors in attendance

whitby.ca/YouthEvents



Whitby Youth Week is an annual, week long series of high profile events and activities dedicated to youth. It is designed to celebrate youth culture, recognize the positive contributions youth have made to our community and showcase services for youth. Become the Presenting Sponsor of Youth Week and have the opportunity to connect with students in our community. Company logo on all print/digital marketing leading up to Youth Week along with handouts distributed to participants and shared with schools.

Sponsorship exclusivity.

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager at sponsorship@whitby.ca or call 905.706.0246

Number of Sponsors: 1

PRESENTING SPONSOR: \$5,000

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 25

YOUTH WEEK: YOUTH ROOM OPEN HOUSE

First week of May

2,500+ visitors in attendance

whitby.ca/YouthEvents



Whitby offers Youth Rooms open year round, free for youth ages 12 to 18. During Youth Week, the Town will offer a Youth Room Open House at three locations free for the public to attend. Connect with youth and adults as we offer free snacks, games and activities. Become a Presenting Sponsor and be featured at all three Youth Rooms with the opportunity to set up a booth and connect with the public.

Sponsorship exclusivity.

Number of Sponsors: 1

PRESENTING SPONSOR: \$1,500

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 25

YOUTH WEEK: ART ATTACK

First Week of May

2,500+ visitors in attendance

whitby.ca/YouthEvents



Art Attack is an annual event held by the Town in partnership with Station Gallery, that celebrates and showcases the creativity of local youth ages 12 to 18. Artwork submission categories include drawing and painting, sculpture, video and film, photography, and fashion and jewelery, graffiti and spoken word. All art pieces will be installed and exhibited at the gallery. In 2023, there were close to 200 submissions and over 500 guests in attendance for the event night.

Number of Sponsors: 1

PRESENTING SPONSOR: \$3,000

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 25

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

CELEBRATING YOUTH AWARDS

November 2024

whitby.ca/YouthEvents



The awards seek nominations for Whitby youth aged 12 to 18 who through their selfless actions, volunteerism, or involvement in school or community organizations, have demonstrated a commitment to making Whitby a better place to live, work and play. Nominees and award winners are recognized at a special Awards Ceremony. In 2023, 21 youth were recognized and attended the awards dinner with their guests. 2024 marks the 19th Annual Celebrating Youth Awards.

Sponsorship exclusivity.

Number of Sponsors: 1

PRESENTING SPONSOR: \$3,000

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 25

SPONSOR RIGHTS AND BENEFITS

YOUTH EVENT SPONSORSHIP RIGHTS AND BENEFITS
PRINT
Marketing materials (event poster, program, registration)*
DIGITAL / AUDIO
Town Facility digital screens
Town (whitby.ca/calendar) event calendar
Online logo recognition - Town event webpage (linking to sponsor landing page)
SOCIAL/VIRTUAL PLATFORMS - Facebook, Instagram, X (formerly Twitter)
Social media promotion tagging sponsor
Thank you post (after event)
ON-SITE EVENT RECOGNITION
On-site acknowledgment opening/closing ceremony
On-site signage

Questions or interested in sponsoring?
Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

55+ EVENTS



SENIORS MONTH

Month of June

1,000+ participants

whitby.ca/55plus



Whitby celebrates Seniors Month annually with month long events and activities dedicated to adults age 55+.

It is designed to recognize the positive contributions seniors have made to our community and showcase services for adults 55+.

Become the Presenting Sponsor of Seniors Month and have the opportunity to connect with seniors in our community. Company logo on all print/digital marketing throughout the month along with mentions in weekly e-blasts and a opportunities to participate at events.

Sponsorship exclusivity.

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager at sponsorship@whitby.ca or call 905.706.0246

Number of Sponsors: 1

PRESENTING SPONSOR: \$5,000

SPONSOR RIGHTS AND BENEFITS OUTLINED ON PAGE 28

SPONSOR RIGHTS AND BENEFITS

55+ EVENT SPONSORSHIP RIGHTS AND BENEFITS
PRINT
Marketing materials (event posters, program, registration)*
DIGITAL / AUDIO
Webinar static screen or Town facility digital screens*
Monthly eBlast mentioning sponsor
Town (whitby.ca/calendar) event calendar
Online logo recognition - 55+ webpage (linking to sponsor landing page)
SOCIAL/VIRTUAL PLATFORMS - FACEBOOK, INSTAGRAM, X (FORMERLY TWITTER)
Promotion/recognition throughout duration of campaign (prior to event)
Thank you post (after event)
ON-SITE RECOGNITION
On-site A-frame signage including logo*
On-site banner (equipment supplied by sponsor)*
On-site activation space - insurance required (equipment supplied by sponsor)*
On-site acknowledgment opening/closing ceremony
Renewal option - first right of acceptance for following sponsorship year
In-kind product or service sponsorship opportunities available - Events team will review and consult with sponsor. Giveaway products (logo on giveaways) - Require approval - Events team will review and consult with sponsor. Additional costs may apply for various activations.

*All Rights and Benefits are determined by the Town of Whitby in consultation with the client/sponsor. Benefit options are made available space permitting, where applicable and in some instances to specific events only.

SUSTAINABILITY SPONSORSHIP OPPORTUNITIES



ELECTRIC VEHICLE CHARGING STATIONS

whitby.ca/EV



Number of Sponsors: 1
LEAD SPONSOR: \$10,000

The Town of Whitby declared climate change an emergency in 2019 and through this declaration, has committed to transitioning to becoming a low carbon community striving to reduce corporate and community greenhouse gas emissions by 100% by 2045.

To support electrification of private vehicles – Get Involved!

Rights and Benefits

- Company logo/name on EV charging station video screens.
- Company logo/name will be included on the ChargePoint mobile app.
- Sponsor will be recognized on the Town’s website.

EV WHITBY LOCATIONS – ROUND 1	
LOCATION	ADDRESS
Brooklin Community Centre & Library	8 Vipond Road
Iroquois Park Sports Centre	500 Victoria Street West
McKinney Centre	222 McKinney Drive
Centennial Building/1855	416 Centre Street South
Whitby Civic Recreation Complex	555 Rossland Road East

EV WHITBY LOCATIONS – ROUND 2	
LOCATION	ADDRESS
Operations Yard	333 McKinney Drive
Operations Staff Parking	333 McKinney Drive
Fire Hall Headquarters	111 McKinney Drive
Town Hall	575 Rossland Road East
Whitby Marina	301 Watson Street West

LEAF: BACKYARD TREE PLANTING & COMMUNITY GREENING PROGRAMS

whitby.ca/Leaf



The Town has partnered with [Local Enhancement and Appreciate of Forests \(LEAF\)](#) to deliver two turn-key programs to help increase the canopy and health of the Town's urban forest.

Backyard Tree Planting Program (BYTP)

The LEAF Backyard Tree Planting Program offers municipalities and residents an affordable program for obtaining new trees and shrubs for residential properties including single detached homes, townhouses and multi-residential units.

The program subsidizes the cost of a full-service tree-planting program on private residential, multi-residential and commercial property, and in addition provides the community with access to native shrubs, native plant kits and several educational opportunities.

Community Greening Program

The Community Greening Program was developed to support tree planting and ongoing community-based maintenance initiatives.

Questions or interested in sponsoring?

Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager at sponsorship@whitby.ca or call 905.706.0246

The program consists of the following per year:

- Two annual community tree planting events (spring and fall)
- One community maintenance event, such as invasive species management, watering, and mulching
- One education event, such as a tree tour or educational workshop

Rights and Benefits

The sponsor will be recognized on the Town's website and their logo will be included on the event advertisements and signs. In addition, a tree will be planted to thank the sponsor and a media release will be conducted to announce the sponsorship.

Number of Sponsors: 1

LEAD SPONSOR: \$15,000

WASTE CONTAINER REPLACEMENT

whitby.ca/Waste | whitby.ca/ClimateChange



This project is to support the recommendations within the Zero Carbon Whitby Plan to target net-zero waste by 2045. Standardizing the waste containers and diversion opportunities in Whitby’s facilities will help ensure waste is diverted away from permanent disposal directly resulting in a reduction in emissions.

This project will follow immediately after the Waste Management Strategy and set a standard for waste bins, signage, and labeling bin locations across all municipal buildings. Standardizing waste containers with proper signage and strategic location placement is proven to dramatically increase diversion rates while also addressing needs such as accessibility.

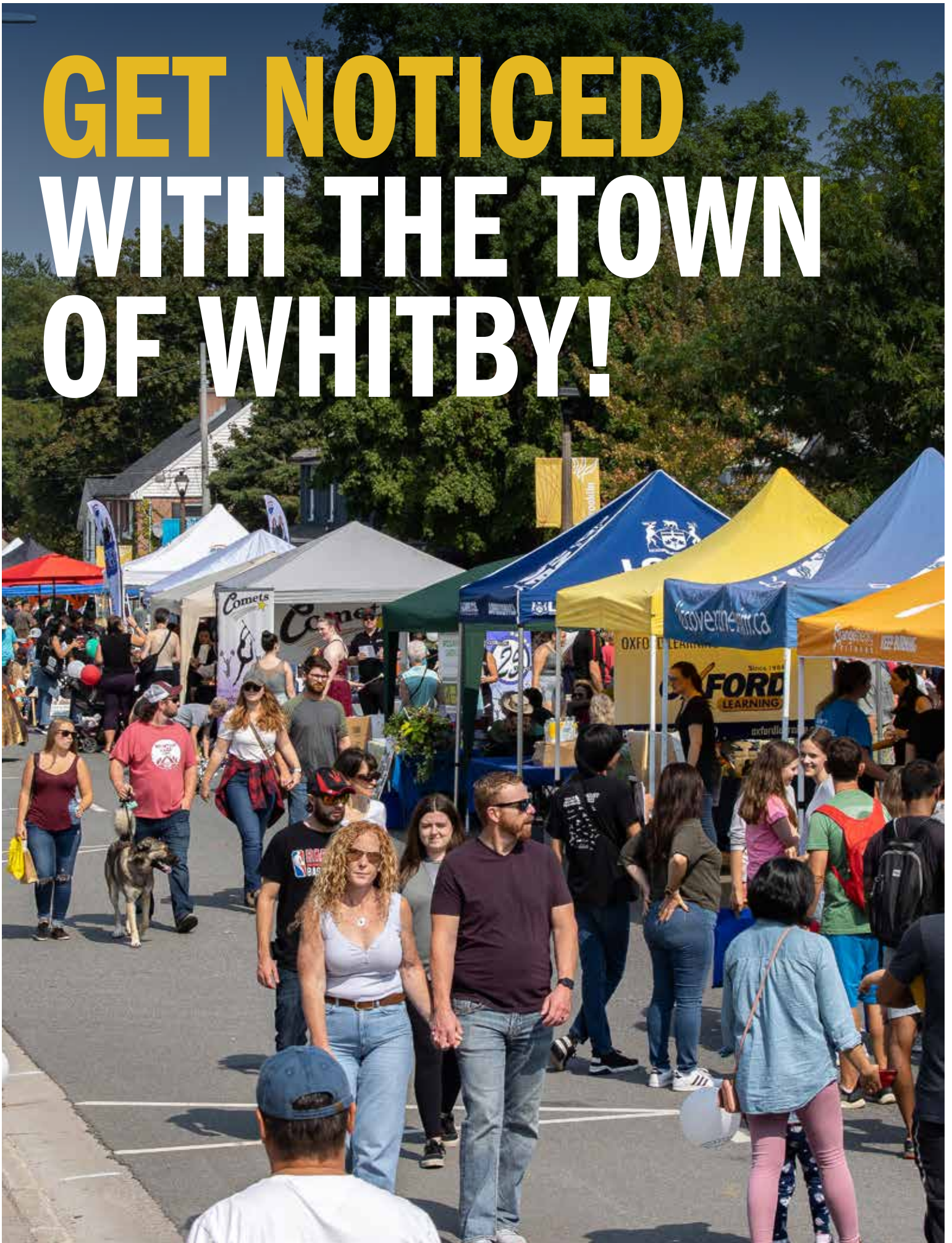
Rights and Benefits

The sponsor will be recognized on the Town’s website and their logo will be placed on the standardized waste containers located in the Town’s facilities.

Number of Sponsors: 1

LEAD SPONSOR: \$10,000

GET NOTICED WITH THE TOWN OF WHITBY!





Questions or interested in sponsoring?
Contact Michelle Farrugia, Advertising and Sponsorship Sales Manager
at sponsorship@whitby.ca or call 905.706.0246

whitby.ca/Sponsorship