



2026 Petawawa Ramble Sponsorship Package and Participation Opportunities

Opportunities & Coordination – through EcDev Department

Title Ramble Sponsor (1) \$2,500

- Lead recognition as the title sponsor with a business logo prominently positioned on many event promotions including print, web, and social media (excluding generic stake signage)
- Minimum 30 mentions in radio ads as the Petawawa Ramble Sponsor.
- Minimum **10,000 reaches** on social media posts including the business logo, with boosted posts ensuring extended visibility.
- Opportunity to be part of the judging committee for the Residential Display Contest
- First right of refusal for same sponsorship in a subsequent year

Individual Business Award Sponsorship (10) \$250 per award category

- Get recognition as the award sponsor in the launch event/award ceremony
- Get recognition on the Petawawa Ramble social page as the award sponsor
- Get option to be on the Business Judging panel to select the business in the category you are sponsoring. Part of the vote is public tabulation/Part of the vote is based on the judging panel.
- Get your business **name** on the award, which will be given to the winning business.
- Get the right of first refusal to sponsor the award in the subsequent year.

BUSINESS AWARD CATEGORIES AVAILABLE FOR SPONSORSHIP

- Overall Best Harvest Display
- Great Canadian
- New Participant Award
- Community Display
- Trail Champion Award
- School Spirit Award
- Public Choice Award
- Judges Choice
- Most Interactive Display
- Most Creative Display

Residential Pumpkin Folks Display Contest Sponsor (1) \$1,500

- Business logo on in-house created social posts and registration documentation related to the Residential Display Contest
- Minimum 10 business specific mentions on radio ads and logo on print ads if local papers ad space is purchased
- Lead Judge for the Residential Harvest Display Contest

Children's Harvest Activities Sponsor (1) \$2,000 (Sunday Event)

- Business logo on in-house created social posts related to the children's harvest activities display.
- Minimum 10 business specific mentions on radio ads
- Logo on event ad in the Fall Guide
- Opportunity to display your corporate logo banners and set up a table to animate at the event taking place on the Sunday of the Petawawa Ramble.

Harvest Portrait Walk Sponsor (1) \$1,000 (Saturday Event)

- Business logo on in-house created social posts related to the Harvest Walk and Portrait Session.
- Minimum 5 business specific mentions on radio ads
- Logo on event ad in the Fall Guide

Colouring Contest/Bingo Card Activity Sponsor (1) \$1,000

(sponsorship can be ¾ cash (\$700) with the remaining in gift certificates/products to cash)

- Business logo on in-house created social posts related to the sponsorship
- Minimum 5 business specific mentions on radio ads
- Logo on event ad in the Fall Guide
- Part of the sponsorship offsets the prizes awarded to winners

NEW 2026 Tractor Ride (Friday Afternoon/Early Evening) (1) TBD

- Business logo on in-house created social posts related to the Tractor Ride Activity.
- Minimum 5 business specific mentions on radio ads
- Logo on event ad in the Fall Guide

Ad in the Fall Business Guide \$50-\$400 + HST

- Ad created by our in-house EcDev Coordinator
- Ad featured on event website with supporting write-up about the business
- Copies of guide printed and distributed
- Ad featured on Petawawa Ramble Facebook page
- Use of creative material in your own promotional campaign within the event

Business Pumpkin Folk Display Locator on Ramble Map FREE

- Business must agree to set up a pumpkin folk display at their business in adherence of the Petawawa Ramble guidelines. This includes having a harvest display along with at minimum one pumpkin folk within the display.
- Business must place the advertisement stake (to be provided) highlighting the festival in their harvest display to help promote the event.

Community Pumpkin Folks Displays \$250 for businesses not operating in Petawawa

FREE for community organizations and charities - In-Kind/reciprocal exchange for fees permitted

⇒We have points along the Algonquin Trail for 2026 where businesses and organizations with no commercial presence in Petawawa can be positioned and be able to promote their business. If you want to participate, we will work with you on the location selection.

Opportunities & Coordination – through Parks, Recreation & Tourism Department

FARM TO TRAIL- Event Sponsor (1) \$2,500 (Sunday Event)

- Business logo included in specific event promotional material, including print, web, radio and social media
- Business logo located on the event swag
- Four (4) complimentary entries to the event
- Business banner (supplied by business) at event site start/finish area
- First right of refusal for same sponsorship in a subsequent year