



Event Partnership Program

Let's create community together.

welland.ca/events

Message to partners



Partner with the City of Welland – let's create community together

Each year, the City of Welland delivers a dynamic lineup of free community events that bring people together, celebrate local culture, and strengthen connections across the city.

These events are more than gatherings. They are shared experiences that showcase the best of Welland and create lasting memories for residents and visitors alike.

By partnering with the City, your organization becomes part of something meaningful. You connect directly with residents in a trusted, welcoming environment while demonstrating your commitment to enhancing quality of life across the city.

This sponsorship package highlights high-visibility opportunities designed to support community programming while strengthening your brand presence. Your support helps keep events free and accessible, positioning your organization as a valued community partner.

We offer flexible sponsorship options, including event-level partnerships, branded activations, and customized engagement opportunities aligned with your goals.

The City of Welland looks forward to working with you to create engaging, memorable experiences that bring our community together.

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Welcome to Welland



About Welland

Welland is a welcoming and growing city in the heart of the Niagara region. Known for its strong sense of community and cultural diversity, Welland is a place where residents and visitors come together to connect, participate, and feel at home.

The city is shaped by the Welland Canal and the Welland Recreational Waterway, which create a unique backdrop for everyday life and community events. Waterfront spaces, parks, trails, and public gathering areas support year-round activity and bring people together.

Community programming is central to life in Welland. Through events, festivals, and recreational opportunities, the City creates experiences for all ages that build civic pride and strengthen connections across the community.

Welland continues to grow through strong partnerships with local organizations, businesses, and sponsors.

These collaborations help shape a city that is inclusive, active, and focused on creating meaningful opportunities for residents.

Why partner with the City of Welland

Sponsoring City of Welland programs gives your organization visibility, credibility, and meaningful opportunities to connect with local audiences.

A trusted platform: Align your organization with a respected municipal partner that residents know and trust.

Meaningful engagement: Connect with audiences who are actively participating, celebrating, and experiencing community events.

Broad and diverse reach: Reach families, youth, seniors, and visitors from across Welland and the Niagara region.

High-visibility opportunities: Benefit from exposure at well-attended events held in vibrant, welcoming public spaces.

Purpose-driven alignment: Support accessible programming while demonstrating your commitment to inclusion and community wellbeing.



A growing city with strong community reach



55,750+ residents based on the most recent Census, with steady growth



480,000+ regional population, located in the centre of the Niagara region



One of Niagara's fastest-growing communities



81 sq kms of land with vibrant neighbourhoods, parks, and event spaces



272 acres of recreational waterway and 24 kilometres of multi-use trails, creating high-traffic, high-visibility locations for events and activations



400+ acres of parkland supporting festivals, recreation, and programming



Year-round City-led events and programs that bring together visitors across Niagara



\$50.9 million in capital investment in 2025 alone, supporting infrastructure, public spaces, and community amenities



\$277 million+ in building permit value, reflecting continued development and economic confidence

What this means for partners

A growing population, strong civic investment, and active community participation create a valuable platform for organizations seeking visibility and engagement.

Make an impact locally



Partnering with the City of Welland allows your organization to play a direct role in shaping accessible, inclusive, and engaging community experiences.

Your support helps:

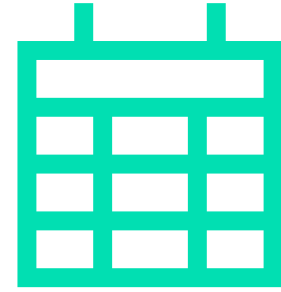
- ↳ Keep events free and accessible for residents
- ↳ Create welcoming and inclusive spaces for all audiences
- ↳ Strengthen connections across families, youth, and visitors
- ↳ Support local culture, recreation, and civic pride
- ↳ Contribute to economic activity and local business growth

What you gain:

- ↳ Increased visibility through City promotions and events
- ↳ Direct engagement with residents in a positive setting
- ↳ Strong alignment with community-focused programming
- ↳ Enhanced brand recognition and goodwill
- ↳ Flexible opportunities tailored to your goals



Festivals and events



The City of Welland delivers a diverse lineup of events throughout the year, offering opportunities for sponsors to connect with residents through high-impact community experiences. Each event attracts a unique audience and provides tailored opportunities for visibility, engagement, and brand alignment.

Planned events include:

- ↳ Family Day Community Celebration
- ↳ Victoria Day Celebration
- ↳ Canada Day Community Celebration
- ↳ Concerts on the Canal (six events)
- ↳ Welland Supper Market (nine events)
- ↳ St. George Family Day
- ↳ Lights, Frights, and Sights
- ↳ Welland Winter Lights
- ↳ Merry and Bright
- ↳ New Year's Eve Celebrations



Family Day Community Celebration

Third Monday of February



Overview:

This free, family friendly community event brings residents together for a full day of active and inclusive programming. The event features free public skating, complimentary helmet and skate-aid rentals, activations, a learn-to-skate area for beginners, crafts, face painting, and more.

Each child receives a complimentary hot dog or fries and a drink voucher, helping create an accessible and welcoming experience for all participants. The event provides strong opportunities for sponsor visibility and meaningful engagement with families and local residents.

Audience:

Families, teens, adults, caregivers, seniors, and community members from across Welland seeking inclusive and low-barrier recreational experiences.

Attendance:

Approximately 1,000 attendees.

Social media views:

9,879 views generated, with a reach of 5,937 people across City social media channels.

Sponsorship Opportunities

Food/Beverage Sponsor	Activation Sponsor	Community Sponsor
\$8,000	\$1,000	\$500
Primary logo placement on promotional materials, including website event page, event banners, and signage	Logo placement on website event page	Link to your organization on event web page
Dedicated sponsor spotlight on social media	Social media mention	Shared sponsor thank-you post on social media
Booth or display space	Booth or display space	

Victoria Day Celebration

Last Monday preceding May 25



Overview:

Victoria Day is one of Welland's signature community celebrations. This annual event features a new theme every few years, with past highlights including baseball-inspired activities and popular Touch a Truck experiences.

The celebration includes interactive activations, food trucks, live entertainment, and a fireworks display that draws a large and diverse audience. With its high energy and family-friendly atmosphere, Victoria Day offers strong opportunities for sponsor visibility and community engagement.

Audience:

Families, teens, adults, caregivers, seniors, and community members from across Welland seeking inclusive and low-barrier recreational experiences.

Attendance:

Approximately 1,000 attendees.

Social media views:

44,594 views generated, with a reach of 27,538 people across City social media channels.

Sponsorship Opportunities

Presenting Sponsor	Fireworks Sponsor	Community Sponsor
\$8,000	\$5,000	\$500 to \$1,000
Limited to one sponsor, with first right of refusal the following year	Logo placement on promotional materials, including website event page, event banners, and signage	Link to your organization on event web page
Recognition as: "Victoria Day presented by YOU "	Dedicated sponsor spotlight on social media	Recognition on website event page
Primary logo placement on promotional materials, including website event page, event banners, and signage	Booth or display space	Shared sponsor thank-you post on social media
Dedicated sponsor spotlight on social media		
Booth or display space		

★ ★ FEATURED EVENT ★ ★

Canada Day Community Celebration

Held annually on July 1



Overview:

Celebrate Canada Day in Welland with a vibrant community-wide celebration at Merritt Park. The afternoon features arts and culture activities, interactive games, local community organizations, and food trucks in a welcoming and family-friendly setting.

As the evening begins, the celebration continues at the Merritt Park Amphitheatre with Concerts on the Canal, featuring live musical performances that bring residents and visitors together to celebrate Canada Day.

With activities throughout the day and evening, the event provides strong opportunities for sponsor visibility, audience engagement, and community connection.

Audience:

The event welcomes audiences of all ages and abilities, attracting residents, newcomers, and visitors from across the region.

Attendance:

Approximately 6,000 attendees.

Social media views:

36,055 views generated, with a reach of 22,249 people across City social media channels.





Sponsorship Opportunities

Presenting Sponsor	Fireworks Sponsor	Community Hub Sponsor
\$15,000	\$5,000	\$2,000
Limited to one sponsor, with first right of refusal the following year	Logo placement on promotional materials, including website event page, event banners, and signage	Sponsorship opportunities are available within event activity areas, including: Live Music in the Park, Arts and Culture Community Hub, Children's Fun Zone, and Sports Hub
Recognition as: "Canada Day presented by YOU "	Dedicated sponsor spotlight on social media	Sponsors receives:
Primary logo placement on promotional materials, including website event page, event banners, and signage	Booth or display space	Logo placement on wayfinding signage within the selected hub
Dedicated sponsor spotlight on social media		Featured website placement
Booth or display space		Dedicated sponsor spotlight on social media
		Booth or display space



★★ FEATURED EVENT ★★

Concerts on the Canal Summer Music Festival

Friday evenings throughout the summer

Overview:

Named one of Ontario's Top 100 Festivals and Events for two consecutive years, Concerts on the Canal is a signature summer tradition in Welland that transforms the city's waterfront amphitheatre into a vibrant gathering place filled with music, energy, and community spirit.

Audiences can paddle up beside the stage, relax in the natural rock seating, or enjoy expanded bleacher seating while taking in live performances in a scenic open-air setting. An accessible seating area ensures the experience is welcoming for all guests, while a licensed 19+ beer garden contributes to the relaxed and social atmosphere.

Featuring primarily Niagara- and Welland-based artists, the series celebrates local talent and invites residents and visitors alike to connect and enjoy summer evenings along the canal.

Audience:

Families, teens, adults, seniors, music lovers, and

community members from across Welland and the Niagara region seeking accessible and engaging entertainment experiences.

Attendance:

Approximately 1,500 attendees per concert.

Social media views:

Strong digital engagement, with more than 6,200 followers, and growing, with significant online exposure, generating 984,232 social media views and an additional 2,482,383 video views across City social media channels.



Sponsorship Opportunities

Presenting Sponsor

\$20,000

Limited to one sponsor

Recognition as: "Concerts on the Canal presented by **YOU**"

Logo placement opportunities could include:

Seat cushions alongside the Concerts on the Canal logo

Promotional materials, including website event page, posters, and social media

Volunteer and merchandise T-shirts

Two on-site sponsorship banners

Social media video announcing the presenting sponsor

Dedicated sponsor spotlight on social media

Featured website placement

Booth or display space

On-stage sponsor recognition during peak audience attendance

Featured Concert Sponsor

\$6,000

Single-night opportunity. Benefits may include some or all of the following:

Promotional recognition:

Sponsor spotlight leading up to the sponsored concert on City social media channels

Promotion up to two times per month from June to September

On-stage sponsor recognition during peak attendance

Sponsor recognition during concert opening announcements

Brand visibility:

Logo placement on selected promotional materials, including:

Main concert poster and rack card

On-site sponsorship banners

Sponsor posters displayed throughout the park

Featured website placement

Volunteer and merchandise T-shirts

Concert Amplifier Sponsor

\$1,000

Logo placement on:

Sponsor posters displayed throughout the park

Two sponsorship banners

Event website

Volunteer and merchandise T-shirts

Shared social media feature once per month from June to September

On-stage sponsor recognition during peak audience attendance

Community Concert Fan

\$500

Logo placement on:

Sponsor posters displayed throughout the park

Two sponsorship banners

Event website

Shared social media thank-you posts three times from June to September:

Once before the series

Once during the series

Once post-series




CONCERTS
on the CANAL
'26

Welland Supper Market

Wednesdays during the summer



Overview:

The Welland Supper Market is a lively mid-week community gathering that brings residents together to enjoy local food, live entertainment, and a welcoming outdoor atmosphere.

Held throughout the summer, the market features a rotating selection of food vendors, food trucks, local businesses, and entertainment, creating a relaxed space for residents and visitors to dine, socialize, and connect. The event encourages people to visit downtown, support local businesses, and enjoy summer evenings in the community.

Audience:

Adults, families, and seniors.

Attendance:

Average attendance ranges from 100 to 300 attendees per event.

Social media views:

89,953 views generated, with a reach of 68,839 people across City social media channels.

Sponsorship Opportunities

Series Sponsor	Performance Sponsor	Community Sponsor
\$10,000	\$800	\$250
Limited to one sponsor, with first right of refusal the following year	One sponsorship opportunity available for weekly performance	Limited to 10 sponsors, with first right of refusal the following year
Recognition as: "Music and Supper Market presented by YOU "	Recognition as: "Performer Name sponsored by YOU "	Recognition as a "Music and Supper Market Community Support Sponsor"
Primary logo placement on promotional materials, including website event page	First right of refusal the following year	Link to your organization on event web page
Dedicated sponsor spotlight on social media	Dedicated sponsor spotlight on social media for that week	
Booth or display space	Logo placement on promotional materials, including website event page	
	Booth or display space	

St. George Family Day

Third Saturday in August



Overview:

This free, family-friendly community event offers an afternoon and evening of activities at St. George Park. Highlights include public free swimming at Rosie Smith Memorial Pool, live entertainment, interactive activities for all ages, music, and a fireworks display to close the evening.

Designed as a welcoming celebration for all ages, the event brings residents together for a fun and memorable summer experience in the community.

Audience:

Families, teens, adults, caregivers, seniors, and community members from across Welland seeking inclusive and low-barrier recreational experiences.

Attendance:

Approximately 300 attendees and growing.

Social media views:

22,882 views generated, with a reach of 8,414 people across City social media channels.

Sponsorship opportunities

Fireworks Sponsor	Community Hub Sponsor	Community Sponsor
\$5,000	\$1,000	\$500
Primary logo placement on promotional materials, including website event page, event banners, and signage	Sponsorship opportunities are available within key event activity areas, including: Music Zone, Arts and Culture Community Hub, and Children's Fun Zone	Link to your organization on event web page
Dedicated sponsor spotlight on social media	Sponsors receive: Logo placement on wayfinding signage within the selected hub	Shared sponsor thank-you post on social media
Booth or display space	Featured website placement	
	Dedicated sponsor spotlight on social media	
	Booth or display space	

Lights, Frights and Sights

October



Overview:

Lights, Frights, and Sights brings Halloween to life in Welland each October through a self-guided driving tour featuring creatively decorated homes and businesses across the city.

Residents and visitors are invited to explore glowing displays, spooky scenes, and imaginative Halloween themes at their own pace using a digital tour map. Participants can also vote for their favourite decorated location through the People's Choice Award, creating a fun, family-friendly, and community-driven seasonal experience.

The event highlights local creativity while providing unique opportunities for sponsor visibility across both digital and community-based activations.

Audience:

Families, residents, and visitors of all ages

Attendance:

Twenty-two decorated locations participated, generating more than 900 community votes.

Social media views:

117,660 social media views across City social media channels.

Sponsorship opportunities

City Display Sponsor	Participant Sponsor	Winner Prize Pack Sponsor
\$2,000 to \$10,000	\$2,000	\$1,000
Support new Halloween-themed displays at City locations throughout Welland	Limited to one sponsor	Limited to one sponsor
Sponsors receive:	Logo placement on participant lawn signs	Logo placement on website event page and certificates
Logo placement on sponsored displays	Logo placement on website event page	Dedicated sponsor spotlight on social media
Primary logo placement on promotional materials, including website event page	Dedicated sponsor spotlight on social media	Friends of the Event
Dedicated sponsor spotlight on social media, featuring the sponsored display		\$250
		Link to your organization on event web page
		Shared sponsor thank-you post on social media

Welland Winter Lights

December



Overview:

Winter Lights brightens Welland during the holiday season through a festive self-guided driving tour that celebrates creativity, neighbourhood spirit, and community participation.

The Winter Lights Display Tour features homes and businesses across the city decorated with seasonal displays and holiday lights. Residents and visitors can explore the displays at their own pace using a digital map available through Engage Welland and vote for their favourite display through the People's Choice Award.

The event creates a fun way for the community to celebrate the holiday season, while providing strong opportunities for sponsor visibility.

Audience:

Families, residents, and visitors of all ages.

Attendance:

Thirty decorated locations participated, generating more than 500 community votes.

Social media views:

151,975 views generated, with a reach of 1,559 people across City social media channels.

Sponsorship opportunities

Display Sponsor	Winner Prize Pack Sponsor	Friends of the Event
\$2,500 to \$30,000	\$1,000	\$250
Support new seasonal lighting displays and installations throughout Welland	Logo placement on participant certificates	Logo placement on website event page
Primary logo placement on promotional materials, including website event page	Logo placement on website event page	Shared sponsor thank-you post on social media
Dedicated sponsor spotlight on social media, featuring the sponsored display	Dedicated sponsor spotlight on social media	
Expanded opportunities available based on display scope and installation requirements		

Merry and Bright

Third Saturday in November



Overview:

Merry and Bright is a high-energy holiday celebration in downtown Welland that brings together the Santa Claus Parade, the Civic Square Tree Lighting Ceremony, and Merry Chili Holiday into one signature community event.

Drawing families, residents, and visitors to the downtown core, the event delivers festive entertainment, strong community spirit, and memorable holiday experiences for all ages. With multiple activation opportunities and high public visibility, Merry and Bright provides sponsors

with a unique opportunity to connect with the community while helping launch the holiday season in a memorable and meaningful way.

Audience:

Families, residents, and visitors of all ages.

Attendance:

Approximately 4,500 attendees.

Social media views:

38,128 views generated, with a reach of 3,001 people across City social media channels.

Sponsorship Opportunities

Presenting Sponsor	Surprise and Delight Sponsor	Santa's Float Sponsor
\$10,000	\$200 to \$1,000	\$1,000
Limited to one sponsor, with first right of refusal the following year	or equivalent in-kind support, helping to provide holiday giveaways and surprise moments throughout the event	Logo placement on website event page
Recognition as: "Santa Claus Parade presented by YOU "	Sponsors receive:	Banner placement on float, featuring the sponsor name or logo (one-colour logo)
Primary logo placement on promotional materials, including website event page	Logo placement on website event page	
Dedicated sponsor spotlight on social media	Recognition during giveaway announcements	
Booth or display space	Sponsor logo placement on presents, where applicable	
	Sponsor thank-you post on social media	

New Year's Eve Celebrations

December 31



Overview:

The City of Welland and the Niagara Centre YMCA partner to host a fun, family-friendly New Year's Eve afternoon celebration.

Designed for all ages, this daytime event provides a welcoming opportunity for residents and visitors to celebrate the new year through activities, entertainment, and community connection in a safe and inclusive environment.

Audience:

Young families, multi-generational groups, YMCA members, and community residents.

Attendance:

Approximately 500 participants.

Social media views:

6,589 views generated, with a reach of 769 people across City social media channels.

Sponsorship Opportunities

Activation Sponsor

\$1,000

Primary logo placement on promotional materials, including website event page

Dedicated sponsor spotlight on social media

Booth or display space

Community Supporter

\$500

Logo placement on website event page

Shared sponsor thank-you post on social media

Other opportunities

In addition to signature events, the City of Welland offers ongoing opportunities for sponsors to connect with residents through programs, spaces, and experiences used throughout the year.

Naming rights Align your brand with key community spaces by sponsoring naming rights for City facilities, meeting rooms, or program areas.

Public skating Support recreation by sponsoring skate times, themed events, or accessible equipment.

Rec Rentals equipment Enhance visitor experiences by sponsoring equipment such as canoes, kayaks, and paddleboards.

Wellness for All Wellness for All helps Welland residents access recreation and cultural programs by reducing financial barriers to participation. Donations and sponsorships support eligible individuals and families who may otherwise be unable to take part, helping create more inclusive opportunities across the community.

Sensory-friendly event support Help create inclusive environments by supporting a portable sensory space that provides a calm area for guests who need a break from stimulation.

Give your time Support events through staff participation and volunteer involvement while creating meaningful team-building opportunities.

Custom activations Work with the City to develop branded experiences, contests, or educational initiatives tailored to your goals.

These opportunities provide ongoing visibility while supporting programs and services that residents use and value.

Get involved

Ready to partner with the City of Welland?

Let's build a sponsorship package that works for your organization.

Contact:

Community Services
sponsorship@welland.ca
905-735-1700 x4000



welland.ca/events