

OLD BOYS & GIRLS REUNION

# Teeswater-Culross



# 2019

Together Again

Dear Potential 2019 Teeswater-Culross Old Boys and Girls Reunion Partner,

Plans are well underway for the 2019 Teeswater-Culross Old Boys and Girls Reunion, which is set to be held from August 1-5, 2019. With roots of the event dating back to 1905, the 2019 event will mark over 100 years of celebrating Teeswater-Culross.

The 2019 event will continue to have a number of traditional Reunion events including dances, school reunions, concerts, sporting events and a parade as well as a few new events to bring past and present residents Together Again. As with previous Reunion, proceeds from the Reunion will be re-invested in the community to support recreation, performing arts and related activities.

The Teeswater-Culross Old Boys provides a unique opportunity for partners to interact and connect with past, present and potential residents of Teeswater-Culross. It is a time for attendees to remember, revisit and celebrate all of their favourite things about the area. It presents a unique opportunity to showcase the changes that have occurred over the last 10 years and highlight the opportunities that those changes present moving forward.

The 2019 Committee looks forward to working together to identify opportunities for you to connect with event attendees in a way that is impactful, meaningful and aligned with your sponsorship objectives. Support is welcome in a variety of ways, including corporate sponsorship, financial support and in-kind donations of equipment, materials or services. A number of sponsorship levels have been outlined in the enclosed material and we would be happy to further discuss custom sponsorship packages as well.

On behalf of the 2019 Teeswater-Culross Old Boys and Girls Committee, we thank you for your community support and appreciate your consideration of partnership for the 2019 Old Boys and Girls Reunion.

Best Regards,

Janelle Blackwell  
Chair, Sponsorship  
2019 Teeswater Old Boys and Girls Reunion

Judy Gowland  
Treasurer  
2019 Teeswater Old Boys and Girls Reunion

---

## A LOOK AT THE TEESWATER-CULROSS OLD BOYS AND GIRLS REUNION

---

The Teeswater-Culross Old Boys and Girls Reunion celebrations date back to the early 1900's when the town organized an Old Boys Reunion - the first of many - in 1905. It was such a success that it was decided that such an event should be held in ten years. However, in 1915, it was decided that the event would be postponed until after the war. In 1919, the Old Boys Reunion took place and has been held every ten years since that time. The proceeds from past Reunions have been reinvested in the community and have provided the opportunity to support a variety of community initiatives.

While the specific events of each Reunion weekend have differed from year to year, a number of events including dances, school reunions, concerts, sporting events and parades have remained as mainstays on the Reunion agenda. The 2019 Committee looks forward to continuing with a number of traditional Reunion events and adding new opportunities for current and past residents to be Together Again.

As a nod to our strong agricultural roots and being home to Canada's oldest creamery, you will see that we have incorporated a milk can in to our logo for the 2019 Reunion. You will see that many of our sponsorship package names have drawn on a similar theme, including measurements used for milk containers.

Teeswater, August 3rd, 4th, 5th and 6th, 1919 will be dressed in Bunting, Flags, Evergreens, and Happy Faces

Teeswater and Culross  
Grand Old Boys' Reunion Programme  
July 31, August 1, 2 & 3, 1949  
"Nowhere Can You See So Much For So Little"



# SPONSORSHIP AND DONOR RECOGNITION OPPORTUNITIES

## GOLF HOLE Sponsorship Opportunity

\$150 PER HOLE

The Reunion golf tournament will take place at BlackHorse Golf & Country Club on August 1, 2019.  
A total of 18 golf hole sponsorships are available.

### PRE-EVENT

#### Website

- Business name, logo and hyperlink to your company website on the 2019 Teeswater-Culross Old Boys and Girls Reunion website

#### Social Media

- One promotional social media post published through 2019 Teeswater-Culross Old Boys and Girls Reunion noting our sponsorship status including company-provided logo and link to your company social media profile, if applicable, on Facebook.

#### Promotional Opportunity

- Opportunity to place branded item in bags given to golf tournament participants
- Rights to use 2019 Teeswater-Culross Old Boys and Girls Reunion logo on promotional materials/activities

### DURING EVENT

#### On-site Signage

- Sign with your company logo at selected hole

#### Print material

- Golf hole sponsorship recognition in official printed weekend program

### POST-EVENT

#### Follow-up Statistics

- Wrap-up information on number of 2019 event attendees, statistics on social media post that included mention of your company

**Wishing to showcase your hometown pride on Reunion weekend and support your community at the same time? The Hometown Hero donation opportunity is for you.**

**This package includes:**

- Weekend package of tickets for one
- Recognition as hometown hero, including your name, in official printed weekend program
- Recognition as hometown hero, including your name, listed on the 2019 Teeswater-Culross Old Boys and Girls Reunion website
- A unique wearable item that will only be available to Hometown Hero supporters

## OUNCE Sponsorship Opportunity

\$201 - \$299

### PRE-EVENT

#### Website

- Business name, logo and hyperlink to your company website on the 2019 Teeswater-Culross Old Boys and Girls Reunion website

#### Promotional Opportunity

- Rights to promote the status of your partnership of the 2019 Teeswater-Culross Old Boys and Girls Reunion
- Rights to use 2019 Teeswater-Culross Old Boys and Girls Reunion logo on promotional materials/activities

### DURING EVENT

#### On-site Signage

- Sponsorship recognition including logo on on-site signage

## CUP Sponsorship Opportunity

\$300 - \$749

### PRE-EVENT

#### Website

- Business name, logo and hyperlink to your company website on the 2019 Teeswater-Culross Old Boys and Girls Reunion website

#### Social Media

- One promotional social media post published through 2019 Teeswater-Culross Old Boys and Girls Reunion noting your sponsorship status including company-provided logo and link to your company social media profile, if applicable, on Facebook.

#### Promotional Opportunity

- Rights to promote the status of your partnership of the 2019 Teeswater-Culross Old Boys and Girls Reunion
- Rights to use 2019 Teeswater-Culross Old Boys and Girls Reunion logo on promotional materials/activities

### DURING EVENT

#### On-site Signage

- Sponsorship recognition including logo on on-site signage

#### Print material

- Sponsorship recognition including logo in official printed weekend program

### POST-EVENT

#### Follow-up Statistics

- Wrap-up information on number of 2019 event attendees, statistics on social media post that included mention of your company

## **PRE-EVENT**

### **Website**

- Business name, logo and hyperlink to your company website on the 2019 Teeswater-Culross Old Boys and Girls Reunion website

### **Social Media**

- One promotional social media post published through 2019 Teeswater-Culross Old Boys and Girls Reunion noting your sponsorship status including company-provided logo and link to your company social media profile, if applicable, on Facebook.

### **Promotional Opportunity**

- Rights to promote the status of your partnership of the 2019 Teeswater-Culross Old Boys and Girls Reunion
- Rights to use 2019 Teeswater-Culross Old Boys and Girls Reunion logo on promotional materials/activities

### **Print Advertising**

- Poster - Sponsorship level recognition including business logo on printed official 2019 event poster
- Newspaper - Sponsorship level recognition including business logo in official schedule printed in Mildmay Crier and Wingham Advance-Times

## **DURING EVENT**

### **On-site Signage**

- Sponsorship recognition including logo on on-site signage

### **Print material**

- Sponsorship recognition including logo in official printed weekend program

## **POST-EVENT**

### **Follow-up Statistics**

- Wrap-up information on number of 2019 event attendees, statistics on social media post that included mention of your company

**PRE-EVENT****Website**

- Business name, logo and hyperlink to your company website on the 2019 Teeswater-Culross Old Boys and Girls Reunion website

**Social Media**

- One promotional social media post published through 2019 Teeswater-Culross Old Boys and Girls Reunion noting your sponsorship status including company-provided logo and link to your company social media profile, if applicable, on Facebook.

**Photo Opportunity**

- Cheque presentation photo opportunity

**Promotional Opportunity**

- Rights to promote the status of your partnership of the 2019 Teeswater-Culross Old Boys and Girls Reunion
- Rights to use 2019 Teeswater-Culross Old Boys and Girls Reunion logo on promotional materials/activities

**Print Advertising**

- Poster - Sponsorship level recognition including business logo on printed official 2019 event poster
- Newspaper - Sponsorship level recognition including business logo in official schedule printed in Mildmay Crier and Wingham Advance-Times

**DURING EVENT****On-site Signage**

- Sponsorship recognition including logo on on-site signage

**Print material**

- Sponsorship recognition including logo in official printed weekend program

**If sponsoring a particular event:**

- Opportunity to distribute promotional item at sponsored event and/or place logo on promotional item for distribution at sponsored event

**2 Passes for all Reunion Dances****POST-EVENT****Follow-up Statistics**

- Wrap-up information on number of 2019 event attendees, statistics on social media post that included mention of your company

## PRE-EVENT

### Website

- Business name, logo and hyperlink to your company website on the 2019 Teeswater-Culross Old Boys and Girls Reunion website
- Additional 25-word statement of business offering

### Social Media

- One promotional social media post published through 2019 Teeswater-Culross Old Boys and Girls Reunion noting your sponsorship status including company-provided logo and link to your company social media profile, if applicable, on Facebook.
- Additional promotional social media posts on Twitter and Instagram
- One Facebook post profiling your business, including image, statement of your business offering and link to your company website

### Photo Opportunity

- Cheque presentation photo opportunity

### Radio

- Gallon sponsorship recognition including mention of business name in promotional radio spots

### Promotional Opportunity

- Rights to promote the status of your partnership of the 2019 Teeswater-Culross Old Boys and Girls Reunion
- Rights to use 2019 Teeswater-Culross Old Boys and Girls Reunion logo on promotional materials/activities

### Print Advertising

- Poster - Sponsorship level recognition including business logo on printed official 2019 event poster
- Newspaper - Sponsorship level recognition including business logo in official schedule printed in Mildmay Crier and Wingham Advance-Times

## DURING EVENT

### On-site Signage

- Sponsorship recognition including logo on on-site signage

### Print material

- Sponsorship recognition including logo in official printed weekend program

### If sponsoring a particular event:

- Opportunity to place logo on event tickets
- Opportunity for event-specific signage at sponsored event

### Announcements

- Verbal mention as Gallon Sponsor during opening ceremonies

### Opportunity to provide welcome message at opening ceremony

### 2 Weekend passes

## POST-EVENT

### Follow-up Statistics

- Wrap-up information on number of 2019 event attendees, statistics on social media post that included mention of your company





**We wish to be recognized as a:**

- Golf Hole Sponsor (\$150 per hole)
- Hometown Hero (\$200)
- Ounce (\$201 - \$299)
- Cup (\$300 - \$749)
- Pint (\$750 - \$1,499)
- Quart (\$1,500 - \$2,999)
- Gallon (\$3,000 and above)

Name/Company Name: (name receipts should be issued under)

Contact Person:

Address:

Phone:

Email:

\_\_\_\_\_

Date

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

Completion of this agreement form is confirmation of your support as a sponsor, as set out above.

---

**Payment Options:**

Please note that sponsorships are non-refundable.

- Please invoice
- Payment enclosed (Cheque payable to Teeswater-Culcross Old Boys and Girls Reunion)

---

Please return form and payment to:

**Janelle Blackwell**

29 Highland Crescent  
Walkerton, Ontario  
N0G 2V0

If you have any questions, please contact Janelle at:

Phone: 226-750-3563

Email: [janelle.blackwell@gmail.com](mailto:janelle.blackwell@gmail.com)

Please make cheques payable to the "Teeswater-Culcross Old Boys and Girls Reunion" with a footnote of "Sponsorship/Donation".