



Event Sponsorship Opportunities

2026





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A Message to our Community Partners

We extend our heartfelt gratitude to our esteemed Community Partners.

Your collaborative efforts have played a pivotal role in elevating community programs, enriching educational opportunities, and fostering a strong sense of unity in our City. Beyond financial contributions, your support reflects a shared commitment to the well-being of our residents.

We deeply appreciate your enduring partnership, which consistently leaves a positive imprint on the lives of those we are privileged to serve.



A Winning Combination!



Welcome to Markham!

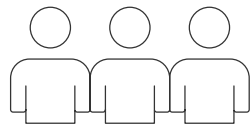
Markham is the most culturally diverse community in Canada, where you can experience over 65 unique cultures and languages, a rich heritage, outstanding community planning and services, and a vibrant local economy. We are the largest of nine communities in York Region, and the 16th largest in Canada!

We are a thriving award-winning municipality that offers a variety of partnership opportunities to help your business stay top-of-mind for your target audience(s).

Learn more: markhamBusiness.ca

370,000

Population

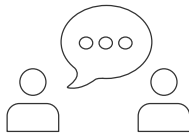


\$113,087

Average Household Income



Bilingual Population

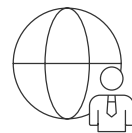


66.7%

of the population speak two or more languages

650+

Corporate Head Offices

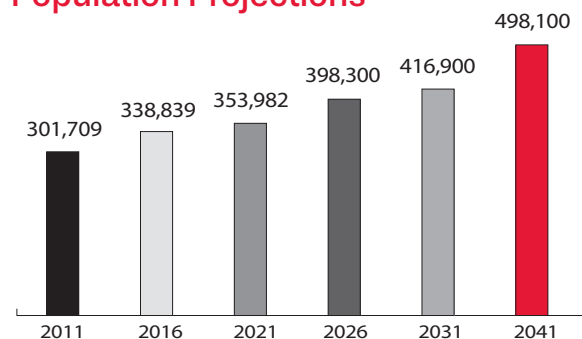


1,500+

High-tech & Life Science Companies



Population Projections



Source: York Region, Corporate Services, Long Range Planning Branch, based on Statistics Canada data and CMHC Housing Completion data (York Region Official Plan 2022)



Canada's most **Diverse** city



Rich **Cultural Heritage**



Vibrant local community.



Increase **brand visibility**



Strong community **involvement**



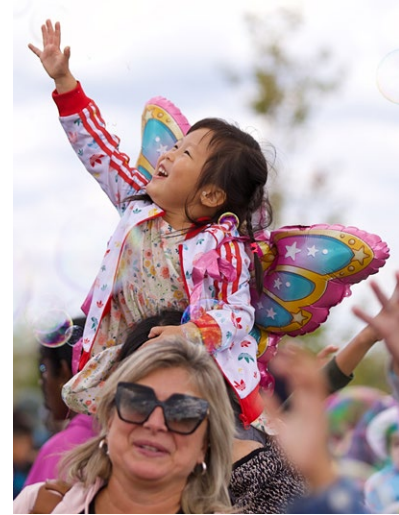
Clientele build and **competitive edge**

City of Markham Signature Events

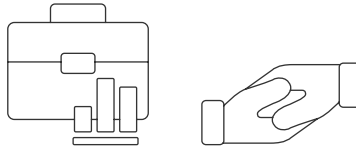
Are you interested in increasing your brand’s presence in Markham?

Are you looking to give back to the community?

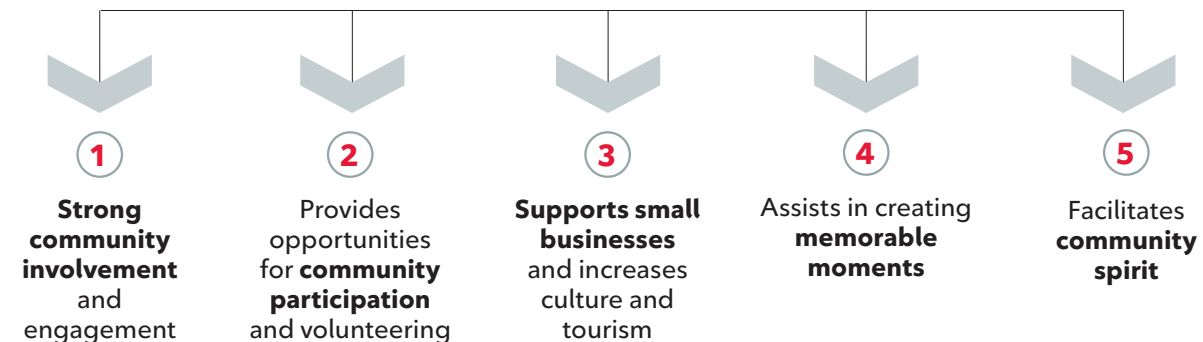
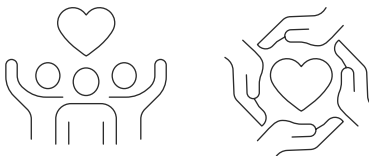
The City of Markham works with companies and individuals to develop customized sponsorship and advertising plans to meet your unique business objectives. If you are interested in promoting your business in Canada’s most diverse city, we have some great opportunities for you to explore!



Benefits of sponsorship to businesses:



Benefits of sponsorship to community:





Signature Events

The City of Markham is proud to host flagship events that unite our diverse communities!



Sponsors Receive

- City-wide brand recognition and promotion
- Social media reach
- Impressions from Markham residents
- On-site engagement through signage, giveaways, featured exhibits, and more!



Canada Day
July 1

25,000
Avg. Attendance



Children's Festival
September 12

10,000
Avg. Attendance



Santa Claus Parade
November 28

20,000
Avg. Attendance



Park and Play Fun Tour
Summer 2026

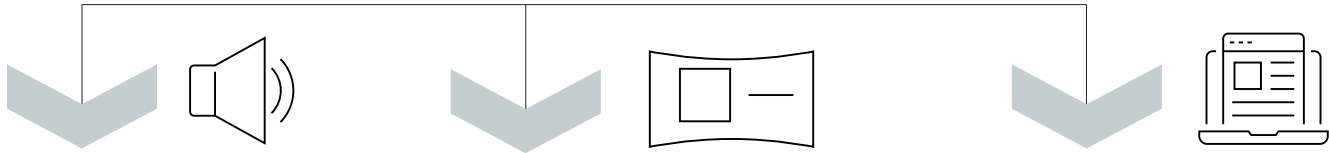
3,000
Avg. Attendance



Markham Museum
Special Events

11,000
Avg. Attendance

Sponsorship Benefits & Reach



On Site

- Activation booth
- Event signage
- Park and Play trailer
Stencil Logo
- Giveaway opportunities
- Event media releases and media materials

Out-of-Home

- City-wide mobile signs (**high-traffic intersection placements**)
- Hwy. 407 digital billboard (**average 4.1M+ vehicle impressions/week**)
- Metrolinx digital billboard (**average 705k+ vehicle impressions/week**)

Digital

47,000+
Event webpage
Avg. page views

26,000+
Average organic and paid social media impressions

30,000
Approximate Email blasts

8 facilities

Markham community centres with digital screens
4-week campaign






Canada Day
July 1
25,000+
Avg. Attendance

Markham's Canada Day celebrations brings together visitors of all ages from across the City and nearby communities.

The day is filled with a variety of free entertainment, activities, and food vendors. The fun wraps up with our exciting fireworks display!

Learn more: markham.ca/CanadaDay

Media Impressions (2025)



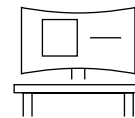
1,820,927

Social Media
Combined Corporate Channels



8,230,429

Digital Signs, Mobile Signs and Billboards



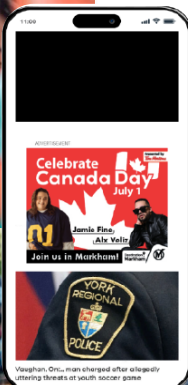
368,234

Digital, Mobile, and Spotify Advertising



10,419,590

Total Media Impressions






Children's Festival
 Sept. 12
 10,000+
 Avg. Attendance

The Markham-Milliken Children's Festival is the party kids wait for all year!

Festival highlights include a variety of free play zones, large inflatables, arts and crafts, educational activities, food vendors, live entertainment, and more!

Learn more: markham.ca/ChildrensFestival

Media Impressions (2025)



338,816

Social Media
Combined Corporate
Channels



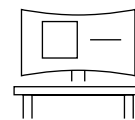
27,731

Digital, Mobile, and
Spotify Advertising



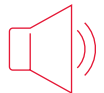
7,672,564

Digital Signs,
Mobile Signs and
Billboards



8,039,111

Total Media
Impressions





Santa Claus Parade
 Nov. 28
 20,000+
 Avg. Attendance

The Markham Santa Claus Parade is the perfect way to celebrate the holiday season with your loved ones.

This festive tradition is the time to come together and show we are as a community: warm, welcoming, and spirited. The parade features 80+ floats including marching bands, local businesses and of course, jolly Old Saint Nick.

Learn more: markham.ca/SantaClausParade

Media Impressions (2025)



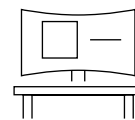
259,554

Social Media
Combined Corporate
Channels



7,641,550

Digital Signs,
Mobile Signs and
Billboards



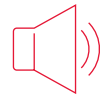
17,114

Digital, Mobile, and
Spotify Advertising



7,918,218

Total Media
Impressions






**Park and Play
Fun Tour**
Summer 2026
3,000+
Avg. Attendance

Contributing Sponsor

The Park and Play Fun Tour is a cherished community program that provides free, accessible activities for children age 4-12 at a local park each week in the summer, ensuring all families can participate.

As a sponsor, your logo will be prominently displayed on the travelling recreation trailer, reaching audiences at an additional 40+ events throughout the year.

Your support helps enhance the program by adding inflatables, giveaways, and sports equipment, encouraging team play and making summer even more exciting for local families.





Markham Museum
Special Events
 11,000+
 Avg. Attendance

30 historic buildings on 25-acres of open-air parkland

Markham Museum is a one-of-a-kind site, connecting the history of Markham to our changing world today through agriculture, food, environment, technology, and engineering.

Since 1971, the Museum has offered unique educational experiences through year-round exhibits, public programs, research facilities and signature events.

Our events offer a unique experience through programmed activities, special demonstrations from our historical buildings and family friendly entertainment.

Learn more: markhamMuseum.ca

Programming Opportunities

March Break Public Programming

March 16-20

March Break Public Programming is a drop-in event offering a week of vibrant, hands-on discovery for children ages 4–13 and their families. Visitors can enjoy themed activities and crafts, interactive programming, and opportunities to explore current exhibitions that promote play-based learning.

International Museum Day

May 16

International Museum Day is a family-friendly celebration that brings the Museum to life through specialized programming, themed crafts, and the activation of select historic buildings and gallery spaces. Visitors of all ages can enjoy engaging, hands-on experiences that inspire curiosity and learning.





Markham Museum
Special Events
 11,000+
 Avg. Attendance



Museum Events



Applefest

September 19

AppleFest is an annual fall festival at Markham Museum that celebrates community, heritage, and harvest. It features access to various historic buildings throughout a 25 acre site, interactive exhibitions, trackless train rides, engaging activations, dynamic live entertainment, apple flavoured treats, fresh apple cider made on-site at the Cider Mill, a variety of food trucks, and more!

Night at the Museum

Summer 2026 - 4 Nights

Night at the Museum is a popular summer series suitable for all ages that offers a chance to enjoy family friendly movies under the stars. Settled in the Museum's picturesque outdoor space, over 500+ residents take part with friends and family at each show.





Sponsorship tiers and benefits are priced per event★

	Presenting Sponsor \$30,000	Entertainment Sponsor \$25,000	Community Partner \$20,000	Children's Activity Sponsor \$15,000	Custom Title & Museum Sponsor \$10,000	Contributing Sponsor \$5,000
Recognition						
Markham "Presented by" corporate logo on all marketing collateral	●					
Company name recognition on marketing materials	logo	logo	logo	logo	logo	logo
Print & Signage						
Digital – 407 and Metrolinx Digital Signs (over 4,860,000 Imp/ month)	●	●				
Mobile signs across Markham (approx.. 248,000 auto impressions / day)	●					
On site event signage, map, way finder and entertainment lineup branding	●	●	●	●	●	
Indoor Recreation Facility Posters and On Site Event Signage	●	●	●	●	●	●
Digital						
Digital Outdoor "Recreation Facility" signs across Markham	●					
Digital Billboards Interior Community Centres & Civic Centre	●	●	●	●		
Markham Events video (posted on City website and social)	●	●	●	●	●	●
Enews Letter	●	●	●	●	●	●
Web & Social Media						
Weblink on markham.ca / Events & YourVoiceMarkham.ca	●	●	●			
Sponsor page & digital introduction markham.ca/Events	●	●	●	●	●	●
Social Media handles	●	●	●	●	●	●
Event Venue						
Official stage recognition by Mayor	●					
Opportunity to provide greetings at event(s) of choice	●	●				
Video on LED stage screen (30 seconds) – Logo (when applicable)	●	●				
Stage banners – Print or Digital	●	●	●	●	●	●
Recognition on LED stage screen (when applicable)	●	●	●	●	●	●
Official stage recognition by Emcee	●	●	●	●	●	●
Booth: display area for community outreach	●	●	●	●	●	●
Exclusive Opportunities						
First right of refusal for following year's Events	●	●	●			
Three (3) year renewal option	●	●	●	●	●	●
Custom Sponsorship Packages Available						
	●	●	●	●	●	●

* **Sponsorship Details** – Sponsorship tiers and benefits are priced per event. Bundled opportunities and discounts may be offered for multi-event commitments. Customized packages opportunities are available upon request.

Experience the excellence of a Markham partnership!

Become a corporate sponsor

Contact Ryan McCluskey | RMcCluskey@markham.ca | 905.477.7000 x2105



markham.ca/Sponsorship

