



MULTICULTURAL FESTIVAL OF ELMIRA

PARTNERSHIP OPPORTUNITIES



Multicultural Festival of Elmira 2025 | Photographed by Robyn Louise Photography

THE 4TH ANNUAL MULTICULTURAL FESTIVAL OF ELMIRA





ROOTED HERE. GROWING TOGETHER.

Hearts Open for Everyone (HOPE), a registered non-profit organization, invites you to partner with us for the 4th annual Multicultural Festival of Elmira (MFE), on Saturday, September 19, 2026, at Gibson Park (17 First St. W.). As Elmira grows, public spaces help bring people together and nurture a sense of place. The MFE turns a community park into a welcoming space where culture, conversation, and connection flourish.

This year's theme, "Rooted Here. Growing Together," shows how shared presence and care create vibrant, connected communities. No matter where we come from, we all contribute to what's growing here. We learn from each other, celebrate diverse cultures, and build a future based on respect, inclusion, and belonging on the land we share.

WHY SPONSOR THE MULTICULTURAL FESTIVAL OF ELMIRA

The MFE is a free, inclusive event that amplifies diverse voices and strengthens social connections across Woolwich Township and the surrounding region. Sponsorship grows the festival's reach, supports community-led programming, and activates public spaces for local engagement and economic vitality. By partnering with the MFE, sponsors show commitment to inclusion, community well-being, and a thriving rural township for all.

2025 Highlights:

- 43,000+ Instagram views and 42,000 Facebook views—150% growth in engagement
- 1,677 website users (almost all new visitors) engaging with MFE content
- Regional reach: Elmira (30%), Kitchener (14%), Waterloo (6.5%), plus surrounding communities
- Direct engagement: youth ambassador programs, 418 QR code interactions, 60% email open rate

These results demonstrate strong community engagement. Your sponsorship supports the festival's continued growth and positive impact.

HOW YOUR PARTNERSHIP HELPS

- Showcase your brand through our social media, event signage, and promotional materials, reaching thousands online and in person.
- Align your business with a festival that promotes inclusion, connection, and a sense of belonging.
- Support expanded activities, enhanced performances, and an interactive Mural Reveal to ensure a memorable experience for all attendees.
- Engage directly with attendees through booths, activations, and interactive experiences to foster genuine community connections.

LET'S GROW HERE TOGETHER

Partner with us today. Email or call to learn more about sponsorship packages and how your support can directly impact the festival and our vibrant community.

With Gratitude,

Abby Cooper
Founder and Executive Director
HOPE (Hearts Open for Everyone)
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SPONSORSHIP LEVELS

	Bronze \$500	Silver \$1,000	Gold \$2,500	Platinum \$5,000
Logo on festival website	✓	✓	✓	✓
Recognition on festival program	✓	✓	✓	✓
Social media 'Thank You' post	✓	✓	✓	✓
Booth space at festival	✓	✓	✓	✓
Shoutout during event	✓	✓	✓	✓
Featured social media spotlight		✓	✓	✓
Logo on ads and press releases		✓	✓	✓
Recognition with Volunteers & Youth Ambassadors			✓	✓
Branded interactive experience or workshop			✓	✓
Branded activity/giveaway				✓
Featured video				✓

IN-KIND SPONSORSHIP

- Recognition on Website: Mention in sponsors page for in-kind support.
- Recognition on Social Media: Thank-you posts on social platforms for in-kind contributions.
- Recognition on Festival Program: Mention in the festival program.

SIGN UP TO BE A SPONSOR FOR THE 4TH ANNUAL MULTICULTURAL FESTIVAL OF ELMIRA 2026

For more information and for donation inquiries, please contact Denise Dickieson at sponsorship@heartsopenforeveryone.ca.