

40th Association Day - Saturday October 5, 2019

The Upper Canada College Association established Association Day in 1979 as part of the College's 150th anniversary celebrations. This fall will be the 40th anniversary of Association Day. This name is used along with "Homecoming", a term more familiar to many. More than 1,500 people attend A-Day each year.

A-Day gathers UCC's community of students, parents, alumni, grandparents, faculty and staff, and friends to enjoy a day of fun and friendship. We're seeking sponsorships (both monetary and in-kind) to offset the costs of the event. In recognition of the support of sponsors, the College is pleased to provide corresponding marketing and promotional opportunities as well as tax receipts where applicable.

Sponsorship Opportunities

Lead Sponsor: \$10,000 - TAKEN	<ul style="list-style-type: none"> • Large hanging sign with sponsors' name or logo will be displayed • Tent space on the main pedestrian thoroughfare (if applicable) to promote your company or product • Full-page advertisement in the event program (outside back cover) • Event program recognition and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
BBQ Sponsor: \$8,500 - TAKEN	<ul style="list-style-type: none"> • Tent space on the main pedestrian thoroughfare (if appropriate) to promote your company or product • Full-page advertisement in the event program (inside back cover) • Event program recognition and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Gold Sponsor: \$7,500	<ul style="list-style-type: none"> • Tent space on the main pedestrian thoroughfare (if appropriate) to promote your company or product • Full-page advertisement in the event program • Event program recognition and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Silver Sponsor: \$5,000	<ul style="list-style-type: none"> • Full-page advertisement in the event program • Event program recognition and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Photo booth Sponsor: \$2,500 - TAKEN	<ul style="list-style-type: none"> • Event program recognition • Half-page ad in the event program and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Beer Tent Sponsor: \$2,500	<ul style="list-style-type: none"> • Event program recognition • Half-page ad in the event program and event signage

	<ul style="list-style-type: none"> • VIP parking at the event • Recognition in all sponsorship vehicles*
Bronze Sponsor: \$1,000	<ul style="list-style-type: none"> • Event program recognition • Quarter-page ad in the event program and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Game Truck Sponsor: \$1,000 - TAKEN	<ul style="list-style-type: none"> • Event program recognition • Quarter-page ad in the event program and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Popcorn and Ice Cream Sponsor: \$1,000 - TAKEN	<ul style="list-style-type: none"> • Event program recognition • Quarter-page ad in the event program and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Snack Shack Sponsor: \$1,000 - TAKEN	<ul style="list-style-type: none"> • Event program recognition • Quarter-page ad in the event program and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
LEGO TENT Sponsor: \$1,000 - TAKEN	<ul style="list-style-type: none"> • Event program recognition • Quarter-page ad in the event program and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
DUNK TANK Sponsor: \$1,000 - TAKEN	<ul style="list-style-type: none"> • Event program recognition • Quarter-page ad in the event program and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Wookey Organic Market Sponsor: \$1,000	<ul style="list-style-type: none"> • Event program recognition • Quarter-page ad in the event program and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
Patron Sponsor: \$500	<ul style="list-style-type: none"> • Event program recognition and event signage • VIP parking at the event • Recognition in all sponsorship vehicles*
All other Donations/ Sponsorship:	<ul style="list-style-type: none"> • Event program recognition and event signage • Recognition in all sponsorship vehicles*
For more information contact:	Events Manager Maria Karakoulas at mkarakoulas@ucc.on.ca or 416-488-1125 ext. 2231

***Sponsorship vehicles:** UCC's website (more than 30,000 unique visitors in a two-month span); and the Winter 2019 issue of *Old Times*, the College's alumni magazine (total distribution: 11,000 households).