



Interested in Sponsoring?

Sponsorship Level/Amount:

Business Name:

Contact Name:

Phone Number:

Email:

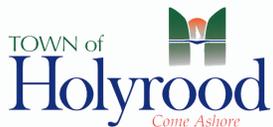
Mailing Address:

Signature: Date:

Please submit this form to be invoiced for your selected sponsorship amount. This form may be emailed to info@holyrood.ca, mailed to Town of Holyrood, PO Box 100, Holyrood, NL A0A 2R0, or submitted at the Hubert A. Keough Municipal Building - 34 Salmonier Line, Holyrood.

For more information on SquidFest37 partnership opportunities or to submit your sponsorship application, please contact:

Kyle Hawco
Director of Recreation & Community Services
Phone: (709)229-7252 ext. 204
Email: Kyle.Hawco@Holyrood.ca



SQUID FEST 37

SPONSORSHIP PACKAGE

SquidFest
TOWN of HOLYROOD
Fun for squids of all ages!

TOWN of **Holyrood**
Come Ashore

WWW.SQUIDFEST.CA

Dear Business Owner,

Holyrood’s Squid Festival Committee is excited to begin preparations for SquidFest 2026, taking place July 15–19, 2026 — and this year marks an especially exciting chapter for the festival.

After 36 incredible years, SquidFest is returning to the Holyrood Festival Grounds and will officially kick things off with the debut of our new festival stage. This investment allows us to deliver a bigger, more dynamic SquidFest, with enhanced entertainment, improved sightlines, and an overall elevated festival experience for residents, visitors, and sponsors alike.

As we celebrate our 37th anniversary, SquidFest continues to grow as one of Holyrood’s most recognizable and well-attended community events. Each year, thousands of people gather to enjoy multiple days of family activities, live entertainment, and signature festival events — creating exceptional exposure and engagement opportunities for our business partners.

We are now inviting the business community to be part of this exciting next phase of SquidFest. Enclosed, you will find our 2026 Sponsorship Package, outlining a range of partnership opportunities designed to provide strong visibility and value before, during, and after the festival.

Please note that there is only one Community Champion sponsorship available. This exclusive partner will serve as the festival’s Banner Sponsor, receiving the highest level of recognition and promotional benefits outlined in the Sponsorship Package — making it the premier opportunity to align your brand with SquidFest 2026. We encourage you to review the package and select the sponsorship level that best suits your business goals.

All sponsorships must be paid in full by Friday, June 12, 2026, to ensure inclusion in festival signage, marketing materials, and promotional campaigns.

If you have any questions regarding SquidFest37 please contact Kyle Hawco, Director of Recreation & Community Services at kyle.hawco@holyrood.ca or (709)229-7252 ext 204.

Sponsorship Level	Sponsorship Amount
Community Champion (Exclusive)	\$5,000
Community Leader	\$3,000
Community Supporter	\$1,000
Community Helper	\$500
Community Contributor	All monetary donations under \$500
Community Kindness	In-Kind Donation

SPONSORSHIP OPPORTUNITIES

COMMUNITY CHAMPION

Exclusive Banner Sponsor
Total Sponsorship: \$5,000

- Presentation of SquidFest 37 (“Business Name” Presents SquidFest 37)
- Inclusion in all radio advertising
- Exclusive event advertising and promotion at one event (cannot be Beach Party)
- Logo featured at top of Festival brochure
- Special Community Champion announcement made on social media platforms
- Inclusion in all print materials
- Opportunity to display signage at Festival Grounds in designated areas all week long
- Logo featured on SquidFest website
- 6 All Access Passes
- Speaking acknowledgement at all Festival events
- Speaking and presentation opportunities at various events
- Acknowledgement in SquidFest Shoreline Ad

COMMUNITY LEADER

Total Sponsorship: \$3,000

- Exclusive event advertising and promotion at one event (cannot be Beach Party)
- Inclusion in all radio advertising
- Logo featured in Festival brochure
- Special feature on social media platforms
- Inclusion in all print materials
- Opportunity to display signage at Festival Grounds in designated areas all week long
- Logo featured on SquidFest website
- 4 All Access Passes
- Speaking acknowledgement at one Festival event
- Speaking and presentation opportunities at one event
- Acknowledgement in SquidFest Shoreline ad

COMMUNITY SUPPORTER

Total Sponsorship: \$1,000

- Logo featured in Festival brochure
- Opportunity to display signage at Festival Grounds in designated areas all week long
- Logo featured on SquidFest website
- 2 All Access Passes
- 2 Beach Party Tickets
- Speaking acknowledgement at one Festival event
- Special feature on social media platforms
- Acknowledgement in SquidFest Shoreline ad

COMMUNITY HELPER

Total Sponsorship: \$500

- Logo featured in Festival brochure
- Opportunity to display signage at Festival Grounds in designated areas all week long
- Logo featured on SquidFest website
- 4 Beach Party Tickets
- Included in post on social media platforms
- Acknowledgement in SquidFest Shoreline ad

COMMUNITY CONTRIBUTOR

Total Sponsorship: Any amount under \$500

- Logo featured in Festival brochure
- Logo featured on SquidFest website
- 2 Beach Party Tickets
- Acknowledgement in SquidFest Shoreline ad
- Opportunity to display signage at Festival Grounds in designated areas all week long

COMMUNITY KINDNESS

In-Kind Donation subject to approval by SquidFest Committee

- Logo featured in Festival brochure
- Logo featured on SquidFest website

