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City of Oshawa

# Centennial Celebration Sponsorship Opportunities

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**Celebrating a milestone in 2024**

Join us in celebrating Oshawa's  
100th anniversary

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## Contact

**Phone** 905-436-3311  
**Website** [Oshawa.ca/sponsorship](https://Oshawa.ca/sponsorship)  
**Email** [MHollett@oshawa.ca](mailto:MHollett@oshawa.ca)







OSHAWA  
ONTARIO, CANADA

## Message from His Worship Mayor Dan Carter

The Great City of Oshawa was established in 1924. From a humble beginning with about 15,000 residents to today with more than 172 thousand calling Oshawa home, it is amazing how far we have come.

And in 2024, we will celebrate one hundred years as a city. It is our time to celebrate the history of the community, to reflect and celebrate all of the accomplishments Oshawa has achieved.

We are planning a world-class centennial event, which will welcome people from around the world.

We hope that you will join us in marking the 100th anniversary and find unique ways to show your support for the great City of Oshawa.

On behalf of Council and every citizen, I invite you to be part of this celebration in 2024.

For more information on celebrating Oshawa's Centennial, please visit our Centennial website [www.oshawa.ca/100Anniversary](http://www.oshawa.ca/100Anniversary)

Thank you.

A handwritten signature in blue ink, appearing to be 'Dan Carter'.

Dan Carter  
Mayor

**about.**

# City of Oshawa's Centennial

On March 8, 1924, Oshawa received “City” status with a population of 15,545. In 2024, the City of Oshawa will celebrate its 100th anniversary, and we hope you will join us.

Oshawa has grown and evolved since it became a City in 1924, and recognizing this milestone will create an opportunity to reflect on where the City has come from and look ahead to where we could go.

The City of Oshawa’s Centennial Celebrations will provide a wide variety of opportunities for businesses to participate as community partners throughout the entire year!

- **Oshawa’s Community Partnership Program** is a partnership that enables you to connect with your target audience and directly contribute to the community where your customers live, learn, work and play! You can engage with existing and future customers, showing that you share their values and passion for this great community.



# As an Oshawa Corporate Partner, you will:

1.

Increase awareness and gain exposure within your community and beyond.

2.

Connect with existing and new customers in a way that is aligned with your business objectives and values.

3.

Position your organization as a valued community partner with a tangible commitment to the city where your customers live and work.

4.

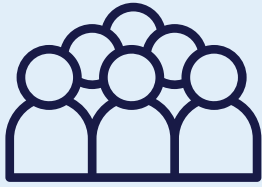
Enhance your employees' pride in your organization.



# why Oshawa.



- **The City** is dedicated to ensuring an inclusive, healthy and safe community. Oshawa's community benefits from best-in-class recreation, cultural and sport facilities.
- A strong sense of community encourages and supports our residents of all ages. The City is committed to embracing the diversity of Oshawa's population and working to create an inclusive and welcoming community for all.



Population  
**181,641**



Households  
**66,949**

**\$99,717**



Average household  
income

## Expanding and Proud



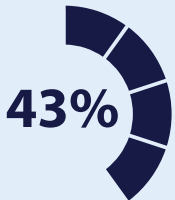
Ranked the best  
City in Durham<sup>1</sup>



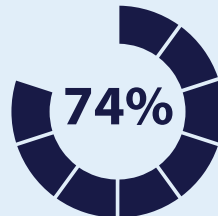
**900  
million**

In permit values  
(2022)

## Educated Community



**43%** have post-secondary  
education



**74%** have 2 or more people  
in their household



**9,800+**  
Followers



**19,800+**  
Followers



**6,900+**  
Followers



**14,000+**  
Followers

Ranked best in Durham in Maclean's Best Communities in Canada, 13th in Ontario and 34th overall in 2021.



## sponsorships.

	Title Sponsor \$ 50,000	Premium Sponsor \$ 25,000	Community Sponsor \$ 10,000	Supporting Sponsor \$ 5,000	Hometown Sponsor \$ 2,500
Logo/Name Recognition as Centennial Sponsor	●	●	●	●	●
Category Exclusivity	●				
Permanent recognition on Centennial Plaque	●	●			
Recognition on Media Release	●	●	●	●	●
Logo & hyperlink on Centennial Webpage	●	●	●	●	●
Sponsor Mention on Social Media	●	●	●	●	●
Logo inclusion on all related print materials	●	●	●	●	●





	Title Sponsor \$ 50,000	Premium Sponsor \$ 25,000	Community Sponsor \$ 10,000	Supporting Sponsor \$ 5,000	Hometown Sponsor \$ 2,500
On stage thank you and mention at Centennial events	●	●	●		
Speaking Opportunities at Centennial events	●				
On-site Activations at Centennial Events	All Centennial Events	8 Centennial Events	5 Centennial Events	2 Centennial Events	1 Centennial Events
Logo on Volunteer t-shirts	●	●	●	●	●
Onsite signage at Centennial events	●	●	●		
Centennial T-Shirts	50T-shirts	30T-shirts	20T-shirts	10T-shirts	5T-shirts
Advertisements in Centennial Program or City Related Publication	2 full pages	1 full page	1 three quarter page	1 half page	1 one quarter page

Additional Benefits: Media Announcement mention, mentions in newspaper articles, radio and additional publicity, social media and e-communications

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## Celebrating a milestone in 2024

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