

Association Day - Saturday September 29, 2018

Association Day was established in 1979 by the Upper Canada College Association as part of the College's 150th anniversary celebrations. The event has been held each year since and is now the largest community event at UCC. Association Day is synonymous with Homecoming, a concept more familiar to many. More than 1,500 people attend A-Day each year.

The event gathers the UCC's community of students, parents, alumni, grandparents and friends to enjoy a day of fun and friendship. A-Day is not a fundraising event. We do, however, seek 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.

Sponsorship Opportunities

Platinum Sponsor: \$10,000 - TAKEN	<ul style="list-style-type: none"> • Large hanging sign noting the sponsor will be displayed outside the area selected by the sponsor, <i>e.g.</i>, at the barbecue lunch, hospitality tent, along the avenue, etc. • Tent space on the main pedestrian thoroughfare (if appropriate) 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*
Gold Sponsor: \$7,500 - 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*
Silver Sponsor: \$5,000	<ul style="list-style-type: none"> • Full page ad 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	<ul style="list-style-type: none"> • Event program recognition • ½ page ad in the event program and event signage • 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*
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	<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 2018 issue of *Old Times*, the College's alumni magazine (total distribution: 11,000 households).