



Welcome to
Palmerston:
Small Town
Big Heart.



BECOME A 2026

**ALL ABOARD
PALMERSTON**

SEASON SPONSOR



*Help keep Palmerston's story rolling,
one event, one memory, one connection at a time.*

All Aboard Palmerston is a grassroots, community-led initiative dedicated to celebrating and strengthening Palmerston's downtown. Our volunteer-led committee works to support residents and local businesses through events, beautification projects, promotion, and fundraising efforts rooted in community pride and railway heritage.

The All Aboard Palmerston Sponsorship Package is a year-long opportunity designed to support initiatives that better our downtown and community. Your sponsorship helps us deliver engaging events and experiences that attract visitors, encourage local spending, and celebrate what makes Palmerston unique.

By partnering with All Aboard Palmerston, you're not just sponsoring events; you're helping keep our downtown on track and investing in the vitality of our community throughout the year.

Signature Events

- **Raleway Festival**
 - June 20th, 2026
 - 12 p.m. - 4 p.m.
- **Light up the Park**
 - November 13th, 2026
 - 5:30 p.m. - 8 p.m.
- **Kris Kringle Market**
 - November 19th, 2026
 - 4 p.m. - 8 p.m.



RALEWAY FESTIVAL TIERED LEVELS

Raleway Festival sponsorships are honoured from April 2026 - June 2026

The Raleway Festival is a local celebration of history, food, and drinks! With over 400 in attendance each year and four hours of Ales on the Rails, your sponsorship will help us chugga-chugga-chugga more people and fun to Palmerston, Ontario!

FIRST CLASS | \$500

- Event Partner Exposure at Raleway Festival
- Priority Signage Opportunity
 - Name & Logo displayed at signature events (signage provided by company)
- Listed as sponsor on signage on the 2 Palmerston Community Poster Boards.
- Social Media Sponsor Highlight
 - About our Partners post on All Aboard Palmerston Facebook & Instagram. Includes: company logo, name & mention.
- Mentioned as a sponsor on www.allaboardpalmerston.ca website
- Norgan Theatre Pre-Show Advertising before event
- Logo included on Raleway Festival Poster
- Social Media Posts & Mentions throughout the year
- Includes 4 free tickets to the Raleway Festival
- Sponsorship Receipt

2ND CLASS | \$250

- Priority Signage Opportunity
 - Name & Logo displayed throughout the event (signage provided by company)
- Social Media Sponsor Highlight
 - About our Partner's post on All Aboard Palmerston Facebook & Instagram. Includes: company logo, name & mention.
- Mentioned as a sponsor on the www.allaboardpalmerston.ca website
- Norgan Theatre Pre-Show Advertising before event
- Social Media Posts and Mentions
- Includes 2 free tickets to the Raleway Festival
- Sponsorship Receipt

3RD CLASS | \$100

- Social Media Sponsor Highlight
 - About our Partners post on All Aboard Palmerston Facebook & Instagram. Includes: company logo, name & mention.
- Mentioned as a sponsor on the www.allaboardpalmerston.ca website
- Norgan Theatre Pre-Show Advertising before event
- Social Media Posts and Mentions
- Includes 1 free ticket to the Raleway Festival s
- Sponsorship Receipt

HOLIDAY EVENTS TIERED LEVELS

Season sponsorships are honoured from September 2026 - December 2026

Light up the Park and the Kris Kringle Market bring hundreds of people annually to shop, eat, and experience our downtown and Palmerston Lions Heritage Park. Your support will allow us to bring more entertainment and fun to these events.

GOLD | \$500

- Event Partner Exposure at 2026 holiday events
- Priority Signage Opportunity
 - Name & Logo displayed at signature events (signage provided by company)
- Listed as sponsor on signage on the 2 Palmerston Community Poster Boards.
- Social Media Sponsor Highlight
 - About our Partners post on All Aboard Palmerston Facebook & Instagram. Includes: company logo, name & mention.
- Mentioned as a sponsor on www.allboardpalmerston.ca website
- Norgan Theatre Pre-Show Advertising before holiday events
- Logo included on 2 holiday event posters
- Social Media Posts & Mentions throughout the year
- Sponsorship Receipt

SILVER | \$250

- Priority Signage Opportunity
 - Name & Logo displayed throughout the event (signage provided by company)
- Social Media Sponsor Highlight
 - About our Partner's post on All Aboard Palmerston Facebook & Instagram. Includes: company logo, name & mention.
- Mentioned as a sponsor on the www.allboardpalmerston.ca website
- Norgan Theatre Pre-Show Advertising before both holiday events
- Social Media Posts and Mentions
- Sponsorship Receipt

BRONZE | \$100

- Social Media Sponsor Highlight
 - About our Partners post on All Aboard Palmerston Facebook & Instagram. Includes: company logo, name & mention.
- Mentioned as a sponsor on the www.allboardpalmerston.ca website
- Norgan Theatre Pre-Show Advertising before both holiday events
- Social Media Posts and Mentions
- Sponsorship Receipt

All sponsors are welcome to host a booth or activation at events!

PREMIUM SPONSOR

Level up your 1st Class Sponsorship!

Those who purchase a 1st Class Sponsorship may choose to add-on a premium sponsorship & become the exclusive sponsor of specific activities or features at our events. These activity sponsorships are designed to give you targeted exposure while directly supporting key event elements. For your sponsorship, you will receive:

- All the benefits of a 1st Class or Gold Sponsor, PLUS
- Recognition as the exclusive sponsor of the chosen activity.
- Dedicated social media shout-outs highlighting your additional support before the event.

Only one of each available!

**Please note, you are welcome to be the exclusive sponsor for multiple activities (ex. 1 per event).*

RALEWAY FESTIVAL | JUNE 20, 2026



TITLE SPONSOR
\$1500



BAND SPONSOR
\$1000

LIGHT UP THE PARK | NOV 13TH, 2026



PERFORMER SPONSOR
\$1000



HOT CHOCOLATE SPONSOR
\$800



HORSE & WAGON SPONSOR
\$800



CHARACTER SPONSOR
\$700



PRIZE SPONSOR
\$600

KRIS KRINGLE MARKET | NOV 19TH, 2026



Sponsorship Commitment Form

Company: _____

Ontario Number: _____

Contact Person: _____

Address: _____

Town/City: _____ Province: _____ Postal Code: _____

Telephone: _____

Email: _____

Website: _____

I would like to participate in the following sponsorship level:

For each event, you may select a tiered OR premium sponsorship level. You may select one option per box.

RALEWAY SPONSOR	
<i>TIERED</i>	
<input type="checkbox"/> 1 st Class \$500	
<input type="checkbox"/> 2 nd Class \$250	
<input type="checkbox"/> 3 rd Class \$100	
<i>PREMIUM</i>	
<input type="checkbox"/> Title \$1500	
<input type="checkbox"/> Band \$1000	

HOLIDAY EVENT SPONSOR	
<i>TIERED</i>	<i>PREMIUM</i>
<input type="checkbox"/> Gold \$500	<i>LIGHT UP THE PARK</i>
<input type="checkbox"/> Silver \$250	<input type="checkbox"/> Performer Sponsor \$1000
<input type="checkbox"/> Bronze \$100	<input type="checkbox"/> Hot Chocolate Sponsor \$800
	<input type="checkbox"/> Horse & Wagon Sponsor \$800
	<i>KRIS KRINGLE MARKET</i>
	<input type="checkbox"/> Character Sponsor \$700
	<input type="checkbox"/> Prize Sponsor \$600

Total Sponsorship Amount:

\$ _____

Please make cheque payable to:

Town of Minto, 5941 Highway 89, Harriston, ON, N0G 1Z0

E-transfers are also accepted to payment@town.minto.on.ca

(Please Note: All Aboard Palmerston Sponsorship)

Sponsor _____

Print Name

Signature

Date

DEADLINE: March 31st, 2026

Please email completed form to erinetown.minto.on.ca