



Open Sky Live 2026 Summer Concert Series



Sponsorship Package

Who We Are

The Elora Centre for the Arts is a not-for-profit charity, dedicated to **igniting creativity, fostering connection** and **building community** through the arts.

We believe that **creativity belongs to everyone**. Whether someone is creating their first piece of art, attending a performance, or discovering the work of a local artist, participation in the arts enriches lives and plays an essential role in the health and well-being of our communities.

As a vibrant arts and culture hub for the region, the Arts Centre welcomes more than **50,000 people each year**. Through exhibitions, performances, community events, camps, and creative programs for all ages, we bring people together to experience the power of art. We also support the creative community by providing **affordable office and studio space for local artists and arts organizations**, helping creativity thrive in our region.

At the heart of everything we do is a commitment to **accessibility and inclusion**. We believe that everyone should have the opportunity to experience the transformative power of the arts. Last year, this included **providing quality arts programming to over 2,000 participants free of charge or at a highly subsidized rate**: youth and adults with (dis)abilities, teens and tweens, seniors living in long-term care, and low-income families.

Through the generosity of our community and supporters, the Arts Centre continues to ensure that art remains accessible, welcoming, and inspiring for all.



Open Sky 2025 Last Year at a Glance

8

Free concerts held in the Arts Centre yard, from June 12 through Sept. 18, 2025

2,100+

Total number of attendees

160+

Total number of volunteers engaged



free
SUMMER CONCERTS
(PAY-WHAT-YOU-CAN)

 JUNE 12 THE JIGGETY JAMES BAND	 JUNE 26 D'EVE ARCHER CHILL TRIO	 JULY 10 HARRY LEE FOLLON	 JULY 24 JAMES GRAY
 AUGUST 7 THE VAUDEVILLIAN	 AUGUST 21 CHRIS ODAY & WILD BLOOM	 SEPTEMBER 4 THE DOUBTFIRES	 SEPTEMBER 18 KYLE BURTON

live music
THURSDAY NIGHTS 6-9PM

ON THE PAVILION STAGE
IN THE YARD AT THE ARTS CENTRE
SNACK BAR & REFRESHMENTS

BBQ PICNIC
at the pavilion

JUNE 26 & SEPT 4 EVENTS ONLY
BBQ 1/2 CHICKEN DINNER OR VEG OPTION
\$25 (PRE-ORDER REQUIRED)

PRESENTED BY:





SPONSORED BY:















scan the code
FOR MORE INFO OR
TO BUY BBQ PICNIC
DINNERS!



CONCERT LINE UP CURATED BY



2025 Sponsor Visibility: Audience Reach & Marketing Metrics



440,000+

Total social media impressions for the series & its sponsors across Facebook, Instagram & LinkedIn (organic & paid)



40,000

Weekly circulation of the *Wellington Advertiser*, which featured a full-page ad for the series & its sponsors



2,000+

Number of Arts Centre email subscribers who regularly received updates featuring the series & its sponsors



3,700+

Number of times that pages featuring the series & its sponsors were viewed on our website



2025 Sample Promo Materials



Custom social media graphics for each concert showcasing the presenting sponsors and the featured show sponsor



Regular cross-promotion in local Facebook groups like Fergus Community News (17K members)



Regular sponsor shout-outs in social media captions



Sponsor spotlight graphic included with social media posts

Cash Sponsorship Opportunities 2026

We're thrilled to bring back the **Open Sky Live Summer Concert Series** for its third season! Sponsor a vibrant summer concert series on **June 11 & 25, July 9 & 23, August 6 & 20, and September 3, 2026**. This opportunity offers high-impact visibility and community engagement across seven peak-season events.



	Presenting Sponsor - SOLD	Sticker Sponsor	Live Music Sponsor
Investment	\$10,000	\$5,000	\$1,500
Number of Opportunities	EXCLUSIVE	EXCLUSIVE	SEVEN (1 per Concert)
Logo Sizing	Premium / Largest logo	Second-tier logo	Third-tier logo
Signature Sponsor Feature	Pavilion Banner Display (June - Sept)	Custom Wearable Stickers offered to all attendees	Logo Recognition with Sponsored Concert
The Grand 101.1 Mention (178,000 listeners)	Sponsor Mention	Sponsor Mention	---
Posters & Sandwich Boards	Logo Included	Logo Included	Logo Included
Social Media Promotion (10,000 followers)	Featured Sponsor Recognition	Sponsor Recognition	Sponsor Recognition
ECFTA Newsletters (2,300 subscribers)	Sponsor Recognition	Sponsor Recognition	Sponsor Recognition
ECFTA Website (~3,300 visitors per month)	Sponsor Recognition	Sponsor Recognition	Sponsor Recognition

Creativity. Community. Connection.



NOW is your chance to be part of 2026!



Summer Nights. Live Music. Open Sky.

We hope you'll join us!



For more information please contact:

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