



***FUN FEST***

***ESSEX JULY 3-6, 2025***

CELEBRATING OUR 36TH FESTIVAL YEAR

**2025 SPONSORSHIP OPPORTUNITIES**

# ESTIMATED 2025 ATTENDANCE

## 24,750

**Thursday**  
**2.2K**

**Friday**  
**4.75K**

**Saturday**  
**15K**

**Sunday**  
**5.5K**

*Attendance includes downtown Car Show and Downtown Parade*

World's Finest Shows  
**750**

Sip 'N Shop Wine Mixer  
**600**

Youth Talent Showcase  
**250**

World's Finest Shows  
**1,500**

The Beer Gardens  
**1,250**

Main Stage Entertainment  
**1,000**

Thrill Zone  
**550**

Parade / Car Show  
**2,750**

Fireworks  
**3,000**

World's Finest Shows  
**2,500**

Main Stage Entertainment  
**2,300**

The Beer Gardens  
**2,200**

World's Finest Shows  
**1,350**

Kids Zone/Teen Zone  
**1,000**

Championship Wrestling  
**600**

Main Stage Entertainment  
**750**





# SOCIAL MEDIA REACH

2025 Estimates

2024 Data



Facebook  
Post & Ads

Followers  
**4.2K**  
2025 Goal: 5K

Total Reach  
**221,235**

Males  
**24.0%**

Female  
**76.0%**

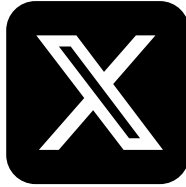


Instagram  
Post & Ads

Followers  
**825**  
2025 Goal: 1K

Total Reach  
**7,018**

Profile Visits  
**2,910**



Twitter  
Post & Ads

Followers  
**175**  
2025 Goal: 250



Tik Tok  
Post & Ads

Followers  
**510**  
2025 Goal: 600

**Essex  
Fun Fest**  
2025 social media  
strategy is to  
increase  
Twitter & Tik Tok  
accounts

## Website Data

Jan. thru Dec. 2024

Site Session

**34,640**

Unique Visitors

**21,997**

June 1 thru July 31, 2024

Site Session

**30,127**

Unique Visitors

**19,206**

Compare 2024 .v 2023

Site Session

**↑12.9%**

Unique Visitors

**↑9.82%**

[www.essexfunfest.com](http://www.essexfunfest.com)





## ORIGINS

The Essex Fun Fest dates back to 1988. Prior to this date, the festival was originally known as the Soybean Festival from 1979-1982.

In 1983 Essex celebrated it's Centennial year and the festival was renamed, Essex Centennial Festival.

From 1984-1987 the festival once again changed its name, to the Essex Summer Festival.

In 2020 and 2021, the Essex Fun Festival was cancelled due to COVID. This year marks the 36th year of the annual, summer celebration!

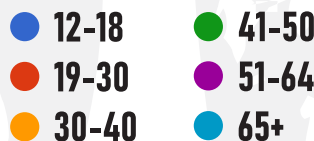
Over **120** Volunteers throughout the Weekend

Main Stage AND Beer Gardens **5,160** capacity

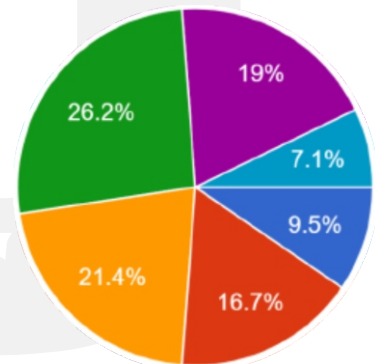
**97.6%** of our visitors likely will return again in 2024

**78.5%** of our visitors attended in groups of 3 or more people

## AGE RANGE



\*12 and under are free and it is estimated that this demographic makes up nearly 23% of our total attendance.





# MONETARY RETURN ON INVESTMENT



RETURN ON INVESTMENT	PLATINUM \$5000+	DIAMOND 2500+	GOLD \$1500+	SILVER \$1000+	BRONZE \$500+
<b>Website - Header Display</b>					
Your logo proudly stretched across the top of our webpage. Our website gets close to 70,000 page views and nearly 12,000 unique visitors over the weekend.	✓	X	X	X	X
<b>Website - Logo Display</b>					
Your logo proudly showcased on our Partnership page, and on any event page you partner on. Our website gets close to 70,000 page views and nearly 12,000 unique visitors over the weekend.	X	✓	✓	X	X
<b>Naming Rights of an Event or Specific Area</b>					
Create a welcoming atmosphere at our festival where visitors can connect with your brand.	✓	✓	✓	✓	X
<b>On-site Banner Signage</b>					
Install your supplied banner on any event or area you partner on.	✓	✓	✓	✓	✓
<b>Daily Gate Admission Passes</b>					
Each pass can be used 1x on any 3 days in which admission is being charged	25	20	15	10	4
<b>Weekend Gate Admission Passes</b>					
Can be used as many times ALL Weekend	10	6	4	2	0
<b>Beer Tent Daily Pass</b>					
Can each be used 1x on any 2 days	15	10	4	2	0
<b>First Right of Refusal</b>					
You reserve the right to partner on the same event or area the following year.	✓	✓	✓	✓	✓
<b>Social Media Mentions</b>					
Your logo, brand, image or name will be promoted on all our social media pages prior to, during and after the festival.	✓	✓	✓	✓	✓

# 2025 PARTNERSHIP - RATE CARD

THE ESSEX FUN FEST ATTRACTS OVER 15,000 PEOPLE TO THE FAIRGROUNDS OVER THE 4 DAYS  
and NEARLY 25,000 PEOPLE OVERALL

## PLATINUM PARTNERSHIP OPPORTUNITIES - \$5000+



ATTRACTION / EVENT	2025 PARTNER	INVESTMENT \$	2024 PARTNER
Presenting Sponsor		\$10,000	Essex Car Dealerships
Beer Gardens		\$8,000	Tony's Joint
Main Stage		\$5,000	Libro Credit Union
Beer Exclusivity		\$5,000	Molson Coors
Fireworks Display		\$5,000	Wellness Plaza

## DIAMOND PARTNERSHIP OPPORTUNITIES - \$2500-\$4999



ATTRACTION / EVENT	2025 PARTNER	INVESTMENT \$	2024 PARTNER
Sip 'N Shop Wine Mixer		\$4,000	Essex Centre BIA
Saturday Night Headliner		\$2,500	Brokerlink and Kent & Essex Mutual
Sunday Main Stage Entertainment		\$2,500	OLG
Food Court Area		\$2,500	Essex Family Dental
Friday Night Headliner		\$2,500	Windsor Power & Light
Midway Sponsor		\$2,500	Ideal: A Boutique Real Estate Brokerage
Parking Lot		\$2,500	Entegrus Inc.
Secondary Stage		\$2,500	Brokerlink and Kent & Essex Mutual

## GOLD PARTNERSHIP OPPORTUNITIES - \$1500-\$2499



ATTRACTION / EVENT	2025 PARTNER	INVESTMENT \$	2024 PARTNER
Classic Car Show		\$1,500	Essex Centre BIA
Kids Zone Area		\$1,500	Canadian Tire - Essex
Chill Zone Area		\$1,500	Essex Optimist Club
Roaming Attraction		\$1,500	
Parade		\$1,500	Schinkel's Meat Market
Whaky Olympics		\$1,500	Essex Optimist Club
Sunday Senior's Day		\$1,500	Brady's Drug Store
Shuttle		\$1,500	Paul Davis Systems
Thursday Gate Admission Sponsor		\$1,500	
Wrestling		\$1,500	Cleroux & Sons Roofing

## SILVER PARTNERSHIP OPPORTUNITIES - \$1000-\$1499



ATTRACTION / EVENT	2025 PARTNER	INVESTMENT \$	2024 PARTNER
Dog Show		\$1,000	Essex Appliance Centre
Pony Rides		\$1,000	
Rock Climbing Wall		\$1,000	
Youth Talent Showcase		\$1,000	Essex Home Hardware

## BRONZE PARTNERSHIP OPPORTUNITIES - \$250-999



ATTRACTION / EVENT	2025 PARTNER	INVESTMENT \$	2024 PARTNER
Watermelon Contest		\$500	Essex Foodland
Horseshoe Tournament		\$500	Essex Legion Branch 201
Clash of the Voices		\$500	Lola's Roundtable
Family Change, Nursing & Comfort Tent		\$500	Robert DiRiso - All-State Insurance
Volunteer Water		\$500	Josh's No Frills
Bike Valet		\$500	
Bingo		\$250	

## PERIMETER FENCE ADVERTISING (Includes Signs)

Sign Promo opportunity with your logo displayed on them installed randomly throughout the fairgrounds on perimeter fencing.

QUANTITY	2025 PARTNER	INVESTMENT \$	SIZE OF SIGNS
2 SIGNS		\$100	18" x 24"
5 SIGNS		\$200	18" x 24"
10 SIGNS		\$300	18" x 24"
20 SIGNS		\$500	18" x 24"



# Highlights

Community Fun



*Something for Everyone*



*Big Time Entertainment*

*Amazing Fireworks*

*Fun for All ages*



# 2025 PARTNERSHIP - CONTACTS

Richard Tapping [essexfunfest@gmail.com](mailto:essexfunfest@gmail.com)  
Joe Garon [joegaron@hotmail.com](mailto:joegaron@hotmail.com)

## ESSEX FUN FEST 2025 COMMITTEE

Position	Name	Email
Chair	Joe Garon	joegaron@hotmail.com
Co-Chair	Richard Tapping	essexfunfest@gmail.com
Director	Kim Verbeek	kverbeek@essex.ca
Director	Tiffany Desjardins	tiffanyannd06@gmail.com
Director	Katie McGuire-Blais	Katie_blais@hotmail.ca
Director	Cate Back	willowmorecreativeco@gmail.com
Director	Derek Knapp	derekslego@hotmail.com
Director	Chris Hellinga	cjh1505@gmail.com
Director	Nicole Atkinson	natkinson4043@gmail.com
Facility Clerk/Vendor Payment	Everette Vanlare	evanlare@essex.ca
Director of Community Services	Jake Morassut	jmorassut@essex.ca

