

Smiths Falls Old Home Week 2025

Building Partnerships for an Historic Celebration

As a valued part of our community, we invite your business to play an important role in the historic Smiths Falls Old Home Week 2025—August 2 to August 9. This event, marking a century of cherished memories, relies on the support of local community leaders like you to come to life. Held every 25 years, Old Home Week is not just a celebration but an opportunity for your business to shine and contribute to the vibrant tapestry of our town.

Your Community, Your Celebration

Old Home Week provides a stage for your business to connect with thousands of local residents and visitors. Enjoy extensive visibility through event marketing, social media, and on-site recognition. Your partnership directly fuels the local economy, supporting businesses like yours and fostering community growth.

Let's Partner!

Old Home Week is not just an event; it's a celebration woven into the fabric of our town, spotlighting local talent, businesses, and community spirit. By aligning your business with Old Home Week, you reinforce your commitment to Smiths Falls, elevate your brand visibility, and become an integral part of a cherished community tradition. Tailor your partnership to fit your business objectives and budget with our customized partnership packages.

How Else Your Business Can Engage

In-Kind Contributions: Showcase your products or services to enhance the overall event experience.

Volunteer Engagement: Mobilize local volunteers to actively participate in and enhance the event experience.

Charitable Donations: Tax receipts are available for donations not associated with a partnership agreement.

Be a part of the celebration, and let's make history together!

For partnerships and donation inquiries, please contact:



Laura Newans

letspartner@oldhomeweek.com

www.oldhomeweek.com

Instagram: @ohw2025

Facebook: Smiths Falls Old Home Week 2025



FROST & WOOD PARTNERSHIP PACKAGE - \$50,000

- Exclusive Event Naming Rights: Festival officially named after the Frost & Wood partner (e.g., "Smiths Falls Old Home Week, Presented by [Your Company]"). Prominent logo placement on all marketing materials, banners, and digital media.
- Main Event Recognition: Company logo prominently displayed at the main event venue. Recognition in all announcements and during key festival moments.
- VIP Perks: VIP passes for company representatives.
- Digital Exposure: Extensive social media mentions and dedicated posts. Featured in email newsletters to festival attendees.
- Media Exposure: Featured in press releases and media interviews. Logo inclusion in print and online advertising.
- Banner Placement: Prominent placement of banners at the main event venue.

BASCULE BRIDGE PARTNERSHIP PACKAGE - \$25,000

- Event Naming Rights: Naming rights for a specific featured event during the festival. Logo on event banners and promotional materials.
- VIP Perks: VIP passes for company representatives.
- Digital Exposure: Social media mentions and logo inclusion on festival website. Featured in select email newsletters.
- Media Exposure: Inclusion in press releases and media coverage. Logo presence in print and online advertising.
- Banner Placement: Banners displayed prominently at the sponsored event.

RYAN'S PARK PARTNERSHIP PACKAGE - \$15,000

- Event Area Partnership: Sponsorship of a specific festival area or activity. Logo inclusion on area signage and promotional materials.
- VIP Perks: VIP passes for company representatives.
- Digital Exposure: Social media mentions and logo presence on festival website. Recognition in select email newsletters.
- Media Exposure: Logo inclusion in press releases and media coverage.
- Banner Placement: Banners displayed at the sponsored area.

OLD SLYS PARTNERSHIP PACKAGE - \$10,000

- Community Engagement Partnership: Sponsorship for a community engagement activity or workshop. Logo inclusion on activity materials.
- VIP Perks: VIP passes for company representatives.
- Digital Exposure: Social media mentions and logo presence on festival website. Recognition in select email newsletters.
- Media Exposure: Logo inclusion in press releases and media coverage.
- Banner Placement: Banners displayed at the sponsored area.



OLD CENTRAL SCHOOL PARTNERSHIP PACKAGE - \$5,000

- Logo Recognition: Logo placement on festival website and select promotional materials.
- Digital Exposure: Social media mentions and recognition in email newsletters.
- Banner Placement: Banners displayed at select festival locations.

CRAINE HOUSE PARTNERSHIP PACKAGE - \$2,500

- Activity Partnership: Sponsorship of a specific festival activity or entertainment segment. Logo inclusion on activity materials.
- Digital Exposure: Social media mentions and logo presence on festival website. Recognition in email newsletters.
- Banner Placement: Banners displayed at the sponsored activity.

ELMCROFT HOUSE PARTNERSHIP PACKAGE - \$1,000

- Acknowledgment: Logo placement on festival website. Recognition in select email newsletters.
- Digital Exposure: Social media shout-out.

ROCKLYN HOUSE PARTNERSHIP PACKAGE - \$500

- Acknowledgment: Name listed as a community friend on festival website.
- Digital Exposure: Social media shout-out.

Note: All sponsors will be acknowledged in the festival program, and their logos will be displayed on the partners' board at the main event entrance.

For more information and to discuss customized partnership opportunities, please contact Laura at letspartner@oldhomeweek.com

We appreciate your support in making Smiths Falls Old Home Week a memorable event for our community!



Old Home Week in Smiths Falls has been a cherished celebration held every 25 years, weaving together the town's rich history and fostering community bonds. The tradition originated in 1925 and has become a milestone event, bringing together both local residents and those who once called Smiths Falls home.

Early Beginnings (1925):

The inaugural Old Home Week in 1925 marked a poignant moment as Smiths Falls residents gathered to celebrate their shared community. The event was envisioned as a homecoming for former residents, providing an opportunity for them to reconnect with their roots and each other. Festivities included parades, community dinners, and cultural performances that captured the essence of Smiths Falls' vibrant community spirit.

Building Traditions (1950, 1976, 2000):

Subsequent Old Home Weeks in 1950, 1976, and 2000 solidified the tradition as a quadrenscentennial celebration. The town witnessed the evolution of the event, incorporating new elements while preserving the core values of community, nostalgia, and connection. Each iteration became a platform for locals to showcase their talents, businesses to thrive, and families and friends to create enduring memories.

Milestones and Memories (2025 - Centennial Celebration):

As Smiths Falls prepares for the Old Home Week in 2025, the town is on the brink of celebrating a century of memories. This centennial celebration holds special significance, not only as a testament to the enduring spirit of Smiths Falls but also as an opportunity to reflect on the town's growth, resilience, and the bonds that have shaped its identity. As we look toward the future, we envision Old Home Week as not just a nostalgic reunion but as an embrace of the town's cultural diversity, inviting new faces to experience all that Smiths Falls has to offer.

The Old Home Week celebration every 25 years serves as a living testament to the town's commitment to preserving its heritage, fostering community ties, and creating a lasting legacy for generations to come. The event remains a beacon, drawing former residents back home while inviting new ones to become part of the enduring story of Smiths Falls.



Thank you for partnering with Smiths Falls Old Home Week 2025!
Your support is essential to making this event a success.

Business Name:	
Contact Person:	
Email/Phone:	
Business Address:	
Signature:	

To select your partnership package and contribute, please choose from the following options:

- FROST & WOOD PARTNERSHIP PACKAGE - **\$50,000**
- BASCULE BRIDGE PARTNERSHIP PACKAGE - **\$25,000**
- RYAN'S PARK PARTNERSHIP PACKAGE - **\$15,000**
- OLD SLYS PARTNERSHIP PACKAGE - **\$10,000**
- OLD CENTRAL SCHOOL PARTNERSHIP PACKAGE - **\$5,000**
- CRAINE HOUSE PARTNERSHIP PACKAGE - **\$2,500**
- ELMCROFT HOUSE PARTNERSHIP PACKAGE - **\$1,000**
- ROCKLYN HOUSE PARTNERSHIP PACKAGE - **\$500**

Please make all cheques payable to the Town of Smiths Falls with the
memo
"Old Home Week 2025"

Logos can be sent to letspartner@oldhomeweek.com for promotional materials

Tax receipts are also available for charitable donations not associated with a partnership agreement:

- CHARITABLE DONATION - \$_____

**Thank you for your support – we look forward to making Smiths Falls Old Home Week
2025 a memorable event together!**