

2024 Sylvan Circle Tour Sponsorship Opportunities



ABOUT THE SYLVAN CIRCLE TOUR

The Sylvan Circle Tour Committee was formed in 2000 with the coming together of local artists from Sault Ste Marie to Bruce Mines. The Committee developed an exhibition tour featuring local talented artists and artisans at various township halls and private studios along the 100-kilometre Highway 17 and 638 scenic route.

Since its inception, the Tour has attracted well over 25,000 visitors and has generated significant value to the local economy supporting resident artisans and the business community. The Tour has become a feature of the cultural landscape of Central Algoma and attracts many visitors from other regions of Ontario.

The exhibitors featured in the eight venues along the tour route represent a wide variety of art media and highlights artists from the Algoma District. Exposure to the tour route in rural Algoma provides visitors with an opportunity to gain awareness and appreciation of not only local artists but also local countryside, farmers' markets, local food providers as well as other businesses and attractions in the area.

The 2024 Sylvan Circle Tour will take place on Saturday, September 21 from 9am to 5pm.

TOUR SPONSORSHIP OPPORTUNITIES

The Sylvan Circle Tour has become the premier art and artisan event in Algoma and a highlight of the Autumn calendar. Please consider supporting this successful event by taking advantage of one of our sponsorship packages. Your sponsorship helps promote your business locally and supports the Tour by expanding social media marketing, print and website advertising, and by utilizing radio advertising to attract a diverse audience.

PLATINUM LEVEL Sponsorship (One Package Available) \$1,000

- Prominently featured on the Tour's Highway 17 billboard sign from June 2024 to May 2025
- Standalone logo on the Tour's brochure cover and featured on the Tour map
- Prominently featured on the Tour website
- Social media advertising

GOLD LEVEL Sponsorship (Two Packages Available) \$500

- Featured logo on the Tour's brochure cover and on the Tour map
- Prominently featured on the Tour website
- Social media advertising

SILVER LEVEL Sponsorship (Three Packages Available) \$300

- Featured logo on the Tour's brochure cover
- Prominently featured on the Tour website
- Social media advertising

BRONZE LEVEL Sponsorship \$50

- Word ad (up to 40 words) featuring your local business and contact information in the Tour brochure and on the Tour website

We thank you for your consideration and look forward to the possibility of your support. Please contact us via email at info@sylvancircle.ca for more information.