

Trinity  Village

The Grand Parade Sponsorship Package 2026



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Life is Grand

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General Information

We are excited for our upcoming fundraiser event The Grand Parade on **Saturday, September 19th 2026!**

During The **Grand Parade**, we will walk and stroll around the Trinity Village grounds with loved ones, enjoy a complimentary BBQ, live music, ice cream and fun activities for all. Pets are welcome too!

Who We Are

Trinity Village is a not-for-profit charitable organization owned and operated by Lutheran Homes Kitchener-Waterloo, a Ministry of the Eastern Synod of the Evangelical Lutheran Church in Canada. Comprised of the Adult Day Program, the Care Centre, and the Terrace, Trinity Village is designed to offer progressive stages of living and specialized care.





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Why Participate?

Your involvement directly supports:

- Enhancing care and services for older adults in our community
- Expanding programs that promote health, wellness, and social connection
- Improving accessibility and facilities at Trinity Village
- Providing essential resources for residents and their families

By joining, you'll:

- Gain valuable exposure for your business through event marketing and promotion
- Connect with community
- Demonstrate your commitment to social responsibility and local impact
- Enjoy a day of community, connection, and fun while supporting a meaningful cause.

The Cause:

- The Grand Parade will be raising funds to purchase and install an on-site organic waste composter (food-waste digester system). This upgrade will significantly reduce the amount of organic waste on the property, help deter wildlife, and lower our ongoing disposal costs. It also creates the potential to turn food scraps into nutrient-rich compost for our gardens and grounds—supporting healthier landscaping while aligning with our commitment to stewardship by responsibly caring for our land, infrastructure, and environmental footprint.

The Gift of Community:



Greenhouse



Mobility Bus



Whispers of Hope Garden



Outdoor Haven



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The Grand Parade Sponsorship Opportunities

Lead Sponsor – \$3,000

- Participation for up to 4 people to walk in the parade
- Complimentary lunch and refreshments
- Logo featured on large event signage and all event marketing materials
- Greeting opportunity during the Opening Ceremony
- Recognition on social media and website (2400+ followers on Instagram, LinkedIn and Facebook)
- Recognition in an email to Trinity Village Care Centre families and staff
- Branded start and finish arch
- Logo displayed on event t-shirts – approx 150 distributed
- Logo recognition in thank you email to participants and donors
- Inclusion in media releases
- Your logo on the Grand Parade website, linked directly to your website
- On-Site activation
 - Option to:
 - Hand out samples, coupons, or swag
 - Set up a small booth or branded area
 - Direct face-to-face interaction with participants

BBQ / Hospitality Sponsor \$1,500

- Participation for up to 2 people to walk in the parade
- Complimentary lunch and refreshments
- Logo included on marketing material
- Recognition on social media and website coverage (2400+ followers on Instagram, LinkedIn and Facebook)
- Verbal recognition in Opening Ceremony
- Recognition in an email to Trinity Village Care Centre families and staff
- Signage recognition at the BBQ area
- Your logo on the Grand Parade website, linked directly to your website
- On-Site activation
 - Option to:
 - Hand out samples, coupons, or swag
 - Set up a small booth or branded area
 - Direct face-to-face interaction with participants



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The Grand Parade Sponsorship Opportunities

Ice Cream Sponsor – \$1,000

- Logo included on marketing material
- Recognition on social media and website (2400+ followers on Instagram, LinkedIn and Facebook)
- Verbal recognition in Opening Ceremony
- Recognition in an email to Trinity Village Care Centre families and staff
- Signage displayed at the Ice Cream Station area
- Your logo on the Grand Parade website, linked directly to your website
- On-Site activation
 - Option to:
 - Hand out samples, coupons, or swag
 - Set up a small booth or branded area
 - Direct face-to-face interaction with participants

Games Station Sponsor – \$500

- Logo included on marketing material
- Recognition on social media and website (2400+ followers on Instagram, LinkedIn and Facebook)
- Verbal recognition in Opening Ceremony
- Recognition in an email to Trinity Village Care Centre families and staff
- Signage displayed at the Games Station area
- Your logo on the Grand Parade website, linked directly to your website
- On-Site activation
 - Option to:
 - Hand out samples, coupons, or swag
 - Set up a small booth or branded area
 - Direct face-to-face interaction with participants



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The Grand Parade Sponsorship Opportunities

Route Sponsor – \$500

- Logo included on marketing material
- Signage display in the route area
- Recognition on social media and website (2400+ followers on Instagram, LinkedIn and Facebook)
- Recognition in an email to Trinity Village Care Centre families and staff
- Verbal recognition in Opening Ceremony
- Your logo on the Grand Parade website, linked directly to your website
- On-Site activation
 - Option to:
 - Hand out samples, coupons, or swag
 - Set up a small booth or branded area
 - Direct face-to-face interaction with participants

Warm up Sponsor – \$500

- Logo included on marketing material
- Signage display in the Warm up area
- Recognition on social media and website (2400+ followers on Instagram, LinkedIn and Facebook)
- Recognition in an email to Trinity Village Care Centre families and staff
- Lead 5-10 minute warm up for participants of all abilities
- Your logo on the Grand Parade website, linked directly to your website
- On-site activation
 - Option to:
 - Hand out samples, coupons, or swag
 - Set up a small booth or branded area
 - Direct face-to-face interaction with participants



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The Grand Parade Sponsorship Opportunities

Additional Sponsorship Opportunities

Media Sponsor – In-Kind

Help us spread the word and celebrate older adults in our community!

- Logo featured on event marketing materials
- Recognition in an email to Trinity Village Care Centre families and staff
- Recognition on social media and event website
- Opportunity to set up a booth at the event
- Dedicated space for a live DJ, on-site broadcast, or engagement activity led by your media team

Goods & Services Sponsor – In-Kind

Support the event with donated items or services that enhance the experience for participants and volunteers. Examples include prizes, snacks, water, wellness items, printing, or equipment!

- Logo featured on event marketing materials
- Recognition in an email to Trinity Village Care Centre families and staff
- Recognition on social media and event website
- Verbal mention during the Opening Ceremony
- Opportunity to display signage or materials at your point of contribution (e.g., water station, raffle table, or registration area)

Volunteer Team Sponsor – In-Kind

Bring your team to help out and show your support for our community in a hands-on way.

- Logo featured on event marketing materials
- Recognition in an email to Trinity Village Care Centre families and staff
- Complimentary lunch and refreshments
- Recognition on social media and event website
- Group name or logo included on Volunteer Thank You signage
- Option for your volunteers to wear branded shirts during the event



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Becoming A Sponsor!

How to Register

Click below to complete the form and become a sponsor at **The Grand Parade**.

COMPLETE FORM HERE

The Grand Parade Payments

- **Cheque Pay To Order Of:** The Grand Parade (Cheques made to Trinity Village cannot be accepted)
 - **Memo:** Trinity Village Kitchener, ON location
 - Dropped off at Trinity Village Care Centre
 - 2727 Kingsway Drive Kitchener Ontario, N2C 1A7
- **Online payments available** (an invoice will be sent to you directly by the Grand Parade organization).





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Contact Information

For questions about the **Grand Parade** or how to get involved as a sponsor, volunteer, or supporter, please contact:

Lisa Talbot

Village Navigator & Philanthropy Lead

(519) 893-6320 ext. 329

navigator@trinityvillage.com



Trinity Village

By Lutheran Homes Kitchener - Waterloo



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