

PUMPKINFERNO SPONSORSHIP OPPORTUNITIES

2026 Season
October 1 – 31

Be part of one of the
region's most spectacular
fall traditions.



ABOUT US

For over a decade, Pumpkinferno has drawn thousands of visitors each year. As a sponsor, you help bring thousands of hand-carved pumpkins to life while showcasing your brand in a highly engaging, visually striking setting.

It's a unique way to connect with the community, boost visibility, and align your organization with creativity, heritage, and the magic of autumn.

EVENT OVERVIEW

Guests wander illuminated paths featuring thousands of creatively carved pumpkins, with new themed nights on select evenings in 2026.

Enjoy a mix of spooky and family-friendly activities, including interactive experiences, live entertainment, seasonal treats, potion crafting, and premium add-ons like the Coffin Ride, Secrets of Séance, and Escape Rooms.

WHY SPONSOR PUMPKINFERNO?

Be part of a signature event that captivates audiences, supports the community, and puts your brand in the spotlight.

✓ Visibility & Audience Reach

- 1,000–2,000 guests per night (16,000+ total attendees)
- Brand exposure through maps, signage, and digital displays
- 62,200 website users during campaign
- Reach: 14,000+ Facebook followers & 5,500+ Instagram followers
- 76.7% of attendees are local (Simcoe County)

✓ Community Impact

- \$1.2M+ in local economic impact (2023)
- Thousands of food donations collected annually for local food banks
- Named one of Ontario's Top 100 Events for over a decade
- Winner of Best Marketing Award (2024)

✓ Sponsor Benefits

- Complimentary event tickets
- Exclusive invitation to VIP "Inferno Insider" Night
- Prominent brand exposure across event and promotions

Contact:

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Coordinator, Marketing & Media Relations | Discovery Harbour



SPONSORSHIP LEVELS



PACKAGE ONE | \$500

4 Complementary tickets & 4 Inferno Insider VIP Tickets

Your logo on Pumpkinferno's:

- Webpage
- Digital event maps
- Logo on Visitor Centre screens

PACKAGE TWO | \$1500

8 Complementary tickets & 4 Inferno Insider VIP Tickets

Your logo on Pumpkinferno's:

- Webpage
- Digital event maps
- Logo on Visitor Centre screens
- Social media promotion
- One coroplast sign placed at our discretion



PACKAGE THREE | \$3000

12 Complementary tickets & 4 Inferno Insider VIP Tickets

Your logo on Pumpkinferno's:

- Webpage
- Digital event maps
- Logo on Visitor Centre screens
- One social media promotion/spotlight post

- Two coroplast signs placed at our discretion
- Inclusion in Discovery Harbour's:
 - Newsletter (3500 subscribers)
 - News release

PACKAGE FOUR | \$5000 +

24 Complementary tickets & 4 Inferno Insider VIP Tickets

Your logo on Pumpkinferno's:

- Webpage
- Digital event maps
- Logo on Visitor Centre screens
- One social media promotion/spotlight post
- Two coroplast signs placed at prime locations

- Inclusion in Discovery Harbour's:
 - Newsletter (3500 subscribers)
 - News release
- Logo on Highway 12 LED sign (colour | 120k views monthly)
- On-site booth and giveaways



CUSTOM PACKAGE

Enjoy exclusivity with event or display zone naming rights, brand integration in our online ticketing system, multiple event activations, and recognition across all events. We're here to help you meet your goals.

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