Let's Celebrate

CANADA 150

A Resource Guide for Enhancing Festivals and Events with a Canada 150 Theme
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About Canada 150

Ontario, Quebec, New Brunswick and Nova Scotia entered into Confederation on July 1, 1867. This year marks the 150th anniversary of Confederation and is a great opportunity to celebrate and reflect on our history, look ahead towards the future and embark on an exciting new chapter for our country.

About this Guide

Since Canada will be celebrating the 150th anniversary of Confederation this year, why not commemorate this special milestone by creating a Canada 150 theme around your existing or new festival or event. This guide was drafted to be a resource for enhancing festivals and events with a Canada 150 theme.

A theme is a subject, topic, or idea that gives personality to a festival or event. Developing and incorporating a theme will not only attract attendees, but help to create a festival or event that is memorable. The goal is to consistently communicate your theme in everything you do before, during and after your festival or event. This should be a fun and creative process so be sure to think outside the box when brainstorming with your team.

Organizers of festivals and events in Richmond Hill are encouraged to use this resource guide as a starting point to enhance their festival or event and celebrate Canada 150.

Festival and Event Ideas

Are you looking to start a new festival or event in the community? The following are ideas to get you started with your planning.

- Community street party
- Concert
- Parade
- Road race
- Fundraising walk
- Cycling event
- Speaker series
- Film night
- Community art project
- Lunch and learn
- Exhibit
- Awards ceremony
Canada 150 Theme Ideas

Your festival or event will benefit from a consistent Canada 150 theme. Pick something specific so you avoid representing too many different ideas. Remember to incorporate your theme based on its suitability to your attendees and relevance to your brand. If there is a specific message you want to portray at your festival or event, your theme should strongly support it.

Gather your planning team and idea-share everything that comes to mind. Finish your brainstorming session by narrowing down your ideas and deciding on the best ways to incorporate these into your festival or event.

Here is a list of theme ideas related to Canada and Canada 150.

- Celebrating diversity and inclusion
- Canadian environment
- Canadian history
- Celebrating generations of Canadians
- Red and white colour scheme
- Buffalo plaid and lumberjacks
- Cottage country
- Snow and ice

Helpful Tip! If you have an account, search Canada 150 on Pinterest and Instagram for ideas and inspiration.

Don’t forget to connect with your personal and professional network in regards to your festival or event and the chosen Canada 150 theme. They may have ideas, resources or connections that will help in the planning process.

The following sections include details and ideas on how to incorporate the Canada 150 theme into your marketing, decor, food and beverage, entertainment, activities and gifting.
Marketing Ideas

Now that you have a Canada 150 theme, be sure to include it in marketing materials used before, during and after your festival or event.

**Helpful Tip!** Incorporating the Canada 150 theme into pre-festival or event initiatives is critical in creating brand recognition.

The list below outlines some marketing materials where you may want to incorporate your Canada 150 theme.

- Posters, flyers, signs or banners
- Invitations
- Certificates or awards
- Promotional videos
- Website design
- Event program given to attendees
- Branded thank you letters or emails

**Did you know?** The Canada 150 logo is free and now available for everyone to use. For information on how to apply, visit the Government of Canada website at [Canada.ca/150](http://Canada.ca/150).
Decor Ideas
Decor can help showcase the Canada 150 theme at your festival or event. The following examples are visual elements that could bring your Canada 150 theme to life.

- Centrepieces
- Entrance exhibits such as welcome walls
- Small exhibits throughout the venue
- A mural created specifically for the festival or event
- Red and white colours in your table dressings or chair covers
- Red carpets or stanchions
- Floor and wall decals or step and repeat walls
- Ice sculptures or wood carvings
- Pieces of equipment or props native to Canada

Food and Beverage Ideas
Food and beverage stations, specialty menu items and signature products are elements to include in your Canada 150 theme. Consider the following ideas for your festival or event.

- Include classic Canadian dishes
- Choose a signature drink that is a Canadian invention
- Design a cake, cookies or chocolate bar with your Canada 150 theme
- Coordinate a bar that includes a countertop made of ice
- Profile a Canadian chef

Helpful Tip! Use the themed cookie or chocolate bar as a gift for your attendees.

Did you know? The Caesar is a Canadian invention (and it’s red). Other Canadian discoveries, inventions and favourites include Canada Dry ginger ale, poutine and McIntosh red apples.
Entertainment and Activity Ideas

Live entertainment and activities are a great way to incorporate Canadian music, games and history into your festival or event. Consider the following ideas for your festival or event.

Entertainment:

- Hire musicians to create a commemorative song for Canada
- Produce a video telling the story of a family’s journey to Canada
- Provide your emcee with Canadian trivia to include in the script
- Coordinate a flash mob to a favourite Canadian song
- Incorporate a Canadian artist themed playlist
- Set up a branded photo booth
- Incorporate aboriginal performances

![Helpful Tip!] Use the photos from a branded photo booth as a gift for your attendees.

Activities:

- Canada themed crafts and artwork projects
- Canada themed colouring sheets
- Sports invented by Canadians
- Games invented by Canadians
- History timeline for Canada
- Large colouring or Q & A mural

![Helpful Tip!] Use Canadian inventions like egg cartons and paint rollers for your crafts. Also browse the [ParticipACTION 150 Play List](#) for activity ideas.

![Did you know?] Lacrosse, basketball, hockey, table hockey, 5 pin blowing and trivial pursuit are examples of Canadian inventions.
Gifting Ideas

Giving your attendees something to take home with them will keep your Canada 150 theme and your festival or event top of mind.

Examples may include:

- Specialty items specifically designed to commemorate the anniversary
- Branded promotional items
- Pieces of artwork
- Gift bags filled with items from the festival or event and/or sponsors
- Online or printed photo albums

Helpful Tip! There are many licensed suppliers for promotional products that include the Canada 150 logo.

Town Support

Richmond Hill facilitates and supports the delivery of vibrant and sustainable festivals and events that engage the community in event leadership, and enhance the quality of life for its residents and the community at large. Richmond Hill has a long history of hosting and supporting festivals and events that build community pride, provide opportunities and places for people to connect and get involved, and celebrate local culture, heritage, and talent. For information about hosting a festival or event as well as helpful planning resources, visit RichmondHill.ca/EventServices.

Helpful Tip! If you are planning a new or growing an existing festival or event, the Community Festivals & Events Resource Manual provides information to assist you in delivering a safe and successful event. The manual is located online at RichmondHill.ca/EventServices.
Summary
Incorporating a Canada 150 theme into your festival or event will help Canadians come together as a community to celebrate this milestone. Hopefully this guide has given some direction on ways to integrate the Canada 150 theme into your festival or event. If you would like additional resources, please contact Event Services by email at events@richmondhill.ca or by phone at 905-771-5513.

Helpful Tip! Be sure to include your festival or event on Richmond Hill’s community calendar at RichmondHill.ca.

Resources
Here are some additional resources that may help you in planning your festival or event with a Canada 150 theme.

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