



# 2025 SPONSORSHIP OPPORTUNITIES

HISTORY LIVES HERE



Grey  
County  
Colour It Your Way





# INTRODUCTION

Grey Roots Museum & Archives is a regional attraction that engages and educates our communities in the human and natural history of Grey County. We do this by preserving and sharing collections, stories and memories that define our collective identity and guide our future. Innovative and informative interpretive programs and demonstrations, rotating exhibits, a heritage village, archival resources and superior customer service create an exciting and educational visitor experience.

Our 20-acre site welcomed more than 21,000 people in 2024. The impressive 40,000 square foot main museum building is open year-round, and Moreston Heritage Village is accessible seasonally throughout the summer months.

This guide outlines many ways for a community-minded business to support Grey Roots Museum & Archives and to use our profile and reach to achieve your marketing goals.





Visiting the Bruce Peninsula? Don't miss Grey Roots Museum! Our visit to Grey Roots was an incredibly enjoyable experience. The grounds are well-kept, the buildings and displays laid out well. But most of all, we were impressed by the enthusiastic, knowledgeable volunteers we met inside these buildings! Fabulous! Although we know the area well and have visited several pioneer villages/museums, we learned a lot about the Indigenous residents and settlers, and their struggles to live on the Bruce Peninsula. We also learned about the impact of various technological advancements. So glad we went!

- Trip Advisor Review – July 2024





# EVENTS

Grey Roots hosts a dynamic lineup of events that bring history and culture to life. Our Roots Are Showing showcases local musicians in an intimate concert setting. The Vintage Car Show celebrates classic automobiles with food and family fun. Moreston by Candlelight transforms the village into a winter wonderland of lights and festive cheer. Seasonal events like Spring into Moreston offer heritage activities, live entertainment, and hands-on experiences. Sponsorship opportunities provide prime visibility while supporting arts, culture, and community traditions in Grey County.



## MORESTON BY CANDLELIGHT

Experience the enchantment of Moreston by Candlelight, a cherished holiday tradition at Grey Roots. Our most popular event, each year thousands of visitors step into a winter wonderland of twinkling lights, horse-drawn wagon rides, live music, and festive treats. Sponsorship offers unique visibility while supporting a magical community event.

# PROGRAMS

Support lifelong learning and community connections through Grey Roots Museum & Archives' diverse programming! From kids' camps and school programs to hands-on workshops, cultural events, and family activities, our programs engage all ages in history, heritage, and new skills. Sponsorship helps us expand offerings, provide affordable access to underserved communities, and create lasting memories. Partner with us to inspire curiosity, foster learning, and strengthen community ties.







# EXHIBITS

## INDIGENOUS MURAL PROJECT

The 20-year renewal of our central Grey County Gallery will be completed soon with the final section we call Hope. Grey Roots is offering an exclusive, long-term opportunity to sponsor a new art piece to be painted and installed above Hope by a local Indigenous artist. This is one of several sponsorship opportunities associated with the gallery – please ask us for details.



## DINOSAUR DISCOVERIES

Each year, Grey Roots hosts engaging travelling exhibitions from world-class museums. This summer's feature is Dinosaur Discoveries from the American Museum of Natural History, on display from May through September. The exhibit brings to life the latest in paleontology through fossils, models, and interactive technology.

There's still time to support Dinosaur Discoveries! Contact Grey Roots staff to learn more about this opportunity—and to find out what exciting exhibit is coming next year!







# GREY COUNTY ARCHIVES

The Grey Roots Archives preserve Grey County's rich history through municipal and private records, including census data, township histories, vital statistics, land copy books, newspapers, maps, photographs, and documents on local industries.

The Millie Hubbert Reading Room offers researchers access to these resources, with photocopiers, microfilm readers, and remote research services available.

**Support the Archives: Donations and sponsorships help protect fragile documents, expand digital access, and preserve Grey County's heritage.**

# MORESTON HERITAGE VILLAGE

Help shape the future of Moreston Heritage Village! Grey Roots is seeking sponsors to support the addition of new historic buildings, including a Print Shop, Church, Fire Hall, and Coach House. These structures will bring history to life, creating immersive experiences for visitors of all ages. Sponsorship offers meaningful community impact and lasting recognition. Join us in preserving the past and building the future—let's create something unforgettable together!.





# NAMING RIGHTS

Leave a lasting legacy at Grey Roots Museum & Archives by sponsoring a building in Moreston Heritage Village or a gallery space in the museum. Naming rights offer a unique opportunity to showcase your support for heritage, education, and culture while gaining lasting recognition. Your sponsorship helps us preserve and share local history for generations to come. Partner with us to make history—contact us today to explore naming opportunities!

# NEXT STEPS

If you want to find out how sponsoring a Grey Roots Museum & Archives initiative will be good for your business, please get in touch! We would love to meet with you to learn about your business and your marketing objectives.

Each of our events offers a range of benefits and opportunities. After meeting with you, we'll put together a custom sponsorship that meets your objectives, delivers excellent marketing value, and puts you in touch with your community.

Please let us know if you want details about any of these opportunities.

**To book a meeting, or for more information, please contact:**

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