



SPONSORSHIP 2017



SATURDAY MAY 13 2017
 Spring into Parkdale
 Sidewalk Festival & Market



Join Our Community

Is your brand looking to make an impact with Toronto's west end communities?

The Parkdale Village Business Improvement Area kicks off Spring with their Annual **Spring into Parkdale Sidewalk Festival & Market**.

The Spring Festival is the largest free outdoor event held within the BIA, attracting thousands of local & neighbouring visitors to the heart of Parkdale Village!

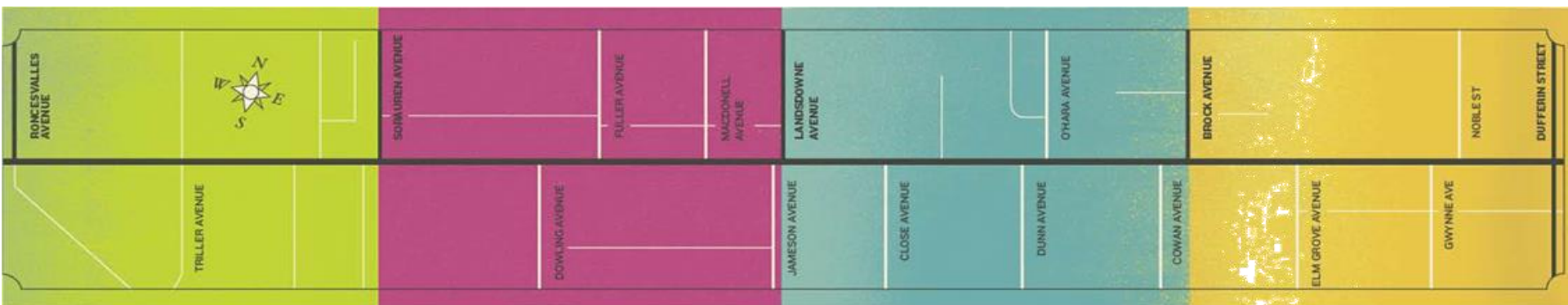
Be a part of this vibrant event & help support the arts, community, culture, diversity & shopping local.



Who we are

The Parkdale Village Business Improvement Area (BIA) represents 300+ commercial property owners and tenants along the vibrant commercial strip of Queen Street West from Dufferin Street to Roncesvalles Avenue.

The BIA works in partnership with the City to improve and promote the Parkdale area through investment and advocacy to maintain its position as one of Toronto's premier destinations for shopping, business, and experiencing diverse culture and entertainment.




Our Festival

**10+
FREE
family activities**



25+
performers
artists &
musicians



 **40+** community
partner
vendors

60+
vendors

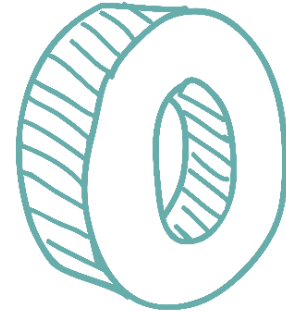
 **40+**
volunteers

1.4km Sidewalk Sale from Dufferin to Roncesvalles

Our Festival

3x

indoor- outdoor
markets



bad times

2x

road
closures



1x **FREE**
event

Online Presence



..... **35K+**
Page Views

..... **15.6K**
Sessions

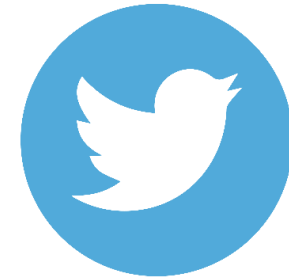
..... **12,879**
Users



1,932
Facebook
Likes



4,661
Instagram
Subscribers



5,055
Twitter
Followers

Opportunity: The Market

Become the official 'Food Market' Sponsor of the Spring into Parkdale Sidewalk Festival

10,000+ sqft Outdoor Market featuring 20+ Food & Craft Vendors & Beer Garden

On Site Festival Presence

- Naming Rights of the "Food Market"
- Logo and/or naming rights displayed on Festival Signage along Queen Street West directing visitors
- Logo and/or naming rights displayed on entrance signage of naming area (located near Cowan Avenue & Queen St W)
- 10 x 10 Vendor space for naming sponsor for brand activation within naming area
- Potential for promotional samples/ materials to be distributed to festival attendees via brand street team
- Potential for logo and/or naming rights displayed on Volunteer t shirt

Advertising/Social Media Presence

- Logo and/or naming rights displayed on promotional materials including 11x17 Posters, TTC Shelter Poster, Subway Posters, Postcards
- Logo & naming displayed in online content including BIA website, newsletter and/or 3rd party online advertising such as banner ads, blogger features
- Acknowledgment and interaction on BIA's social media network: Facebook, Twitter, Instagram
- Logo and/or naming sponsor mentioned in online event postings: blogto, City of Toronto etc
- Potential for Brand contesting (provided by sponsor) leading up to Festival via BIA social media

Sponsorship: \$10,000

**Logo on some materials is subject to sponsor meeting Sponsorship/Printing deadlines*

Opportunity: The Kids Corner

Become the official 'Kids Corner' Sponsor of the Spring into Parkdale Sidewalk Festival

Side road closure for Kids Corner Area, featuring Free Crafts & Entertainment

On Site Festival Presence

- Naming Rights of the "Kids Corner"
- Logo and/or naming rights displayed on Festival Signage along Queen Street West directing visitors
- Logo and/or naming rights displayed on entrance signage of naming area (located at Callender Ave & Queen St W)
- 10 x 10 Vendor space for naming sponsor for brand activation within naming area

Advertising/Social Media Presence

- Logo and/or naming rights displayed on promotional materials including 11x17 Posters, TTC Shelter Poster, Subway Posters, Postcards
- Logo & naming displayed in online content including BIA website, newsletter and/or 3rd party online advertising such as banner ads, blogger features
- Acknowledgment and interaction on BIA's social media network: Facebook, Twitter, Instagram
- Logo and/or naming sponsor mentioned in online event postings: blogto, City of Toronto etc

Sponsorship: \$3,000

**Logo on some materials is subject to sponsor meeting Sponsorship/Printing deadlines*

Appendix

Creative Snapshot



*New branding will be launched in 2017

Photos



Photos



Photos



Contact:

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THANK YOU



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