



2024

June 29, 30 and July 1, 2024

Sponsorship Package



FROM THE DESK OF THE PROGRAM DIRECTOR

JOIN US IN CELEBRATING CANADA'S 157TH BIRTHDAY!!



It is my pleasure to invite you to partner with the Hamilton Folk Arts Heritage Council as we showcase It's Your Festival 2024. We hope that you will be able to celebrate with us as we host 3 days of multi-cultural Canadian music and artistic performances, as well as international food and crafts.

It's Your Festival is one of the largest multi-cultural summer festivals in Ontario, celebrating Canada, presented by the Hamilton Folk Arts Heritage Council. The festival has traditionally been the largest Canada Day celebration in the Province of Ontario operated solely by volunteers, and is free to attend.

This year's festival promises to be our largest yet. We anticipate over 150,000 people in the park throughout the 3 day festival to experience the eclectic display of multi-cultural food, art, and must see musical entertainers.

I would like to extend an invitation to your organization to partner with the Hamilton Folk Arts Heritage Council in our exhibition of It's Your Festival 2024.

As a non-profit organization, the success of our event depends on the support and sponsorship of community, individual and business partners such as yourself.

We are pleased to offer you customized sponsorship packages designed to suit your marketing strategies and profile your organization to our attendees. All sponsorship packages provide an opportunity for your organization to financially support multi-culturalism and the arts in our community, while obtaining greater exposure for your organization to our attendees.

We hope that you will take this opportunity to get involved and support our celebration of multi-culturalism and the arts in our community and assist us in making this year's festival one to remember for years to come.

Yours Truly,

Lloyd Turner
Program Director
Hamilton Folk Arts Heritage Council

ABOUT HFAHC

The Hamilton Folk Arts Heritage Council ("HFAHC") is a Hamilton-based non-profit organization founded in 1969. HFAHC is committed to developing Canada's folk arts and heritage by nurturing and promoting ethnic awareness and cultural diversity. In pursuit of these goals, HFAHC presents It's Your Festival, one of Ontario's largest celebrations of multi-cultural folk arts.



Mission Statement

- To co-ordinate the efforts of all ethnic organizations and interested individuals in developing Canada's folk arts and heritage.
- To preserve Canada's folk arts heritage and traditions of the multicultural people of Canada.
- To educate and engage in outreach programs with students and the general public by implementing various cultural, folk arts and heritage programs.
- To benefit the community at large by organizing special cultural events, educational workshops, seminars and exhibitions.
- To foster the creative expression of folk arts.
- To provide the opportunity for an exchange among the various cultural organizations in the Greater Hamilton Area, thereby promoting knowledge and understanding among diverse cultures.

Our Board of Directors

Lloyd Turner, Program Director
Allan Loft, Director
John Balogh, Director

Sylvia Thomas, President

Brenda Marshall, Director
Tina Palmer, Director

Vandana Verma, Secretary/Treasurer

IT'S YOUR FESTIVAL - OVERVIEW



FEATURES

- 4 Stages of Entertainment and Top Headliners
- Canadian Citizenship Ceremony
- Parade of Cultures
- Canada Day Baby Contest
- Just One Wish Kindness Awards
- It's Your Festival Spelling Bee
- Canada's 157th Birthday Events
- Folkloric Dance and Choral Ensembles
- Family Fun Zone and Midway
- Children's Interactive, Educational Entertainment
- Beer Garden
- Foods of the World
- Arts & Crafts vendors
- Health & Wellness vendors
- Commercial vendors
- Service groups

HIGHLIGHTS FROM PREVIOUS FESTIVALS



BENEFITS AND EXPOSURE



WHY SPONSOR?

Sponsoring It's Your Festival provides an opportunity for your organization to highlight its commitment and support of multi-cultural folk arts and the community. Taking advantage of this opportunity offers your organization:

- Marketing opportunities with local and provincial exposure during the 3 day festival
- Access to our 150,000+ attendees and social media followers
- Signage before, during and after the festival
- Opportunities to increase brand exposure and community interaction
- Opportunities to interact and offer goods or services during the festival
- Opportunities to network and build relationships with other festival supporters, sponsors and community leaders



DEMOGRAPHICS



Age of attendees

- 22.6% are ages 30-39
- 22.2% are ages 20-29
- 18.1% are ages 40-49



Family Structure of attendees

- 24.2% are couples with children
- 15% are couples without children
- 14.6% are single
- 14.6% are single with children



Household Income

- 29% have income of \$50,000-\$74,999 per annum
- 27.4% have income of \$25,000-\$49,000 per annum



Gender

- 44% male
- 56% female



OTHER BENEFITS AVAILABLE TO YOU

- Naming rights
- Branding package
- Logo on t-shirt, gift bags, signage and website
- Program/ad placement
- Website placement
- Event promotion
- Press releases to traditional media and trade publications
- Custom content
- Sampling or giveaways
- Product sales
- Coupon/special offer distribution

FESTIVAL SPONSORSHIP OPPORTUNITIES

We would be pleased to discuss the following
Sponsorship Opportunities with you
OR talk about Custom Sponsorship Opportunities

| SPONSORSHIP LEVELS | Naming Rights | Platinum Main Stage | Gold | VIP Area | Silver | Bronze | Supporter | Advocate |
|--|-----------------|---------------------|-----------------|-----------|------------------------------------|--------------|-----------|------------------|
| | \$25,000 | \$20,000 | \$15,000 | \$15,000 | \$10,000 | \$5,000 | \$2,000 | \$500/ \$1000 |
| "It's Your Festival Presented by" (your organization on all signs/promotional materials) | ✓ | | | | | | | |
| Stage will be named after your organization | | Main Stage | Community Stage | | Children's or New Music Expo Stage | | | |
| VIP Area named after your organization | | | | ✓ | | | | |
| Banner with your name featured | All Stages | Main Stage | Community Stage | VIP Area | Children's or New Music Expo Stage | | | |
| MC acknowledgement on stage throughout festival | All Stages | Main Stage | Community Stage | | | | | |
| Passes to VIP area for members of your organization | 10 | 8 | 6 | 5 | 4 | 2 | | |
| 10 x 10 Festival booth | ✓ | ✓ | ✓ | | | | | |
| Advertisement in festival brochure including logo | Full Centerfold | Full Page | Half page | Half page | Quarter page | Quarter page | ✓ | |
| Recognition in multi channel promotions | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Recognition on festival website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| On-site recognition | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |

CONTACT US!

For more information or to discuss Sponsorship Opportunities,
please contact our Office:



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Home of 'It's Your Festival'

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