



2025

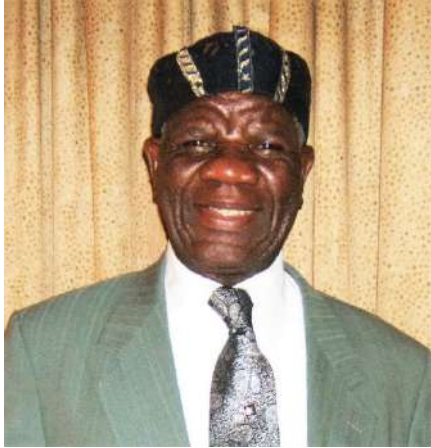
June 28,29, 30 and July 1, 2025

Sponsorship Package



FROM THE DESK OF THE PROGRAM DIRECTOR

JOIN US IN CELEBRATING CANADA'S 158TH BIRTHDAY!!



It is my pleasure to invite you to partner with the Hamilton Folk Arts Heritage Council for It's Your Festival 2025. As a sponsor, you'll benefit from:

- **Extensive Brand Exposure:** Engage with over 150,000 attendees.
- **Community Engagement:** Demonstrate your commitment to multiculturalism and the arts.
- **Customized Sponsorship Packages:** Tailored to align with your marketing strategies.

We are thrilled to host four days of vibrant multicultural Canadian music, artistic performances, and a diverse array of international food and crafts.

It's Your Festival is one of Ontario's largest multicultural summer festivals, proudly celebrating Canada in the heart of Hamilton. For 56 years, our festival has been the province's largest Canada Day celebration, operated solely by dedicated volunteers and free for all to attend.

This year's festival promises to be our most spectacular yet. We anticipate welcoming over 150,000 attendees throughout the four-day event. Our visitors will experience a rich tapestry of multicultural food, art, and must-see musical entertainment, making it an unforgettable celebration of community and culture.

As a non-profit organization, the success of our event hinges on the generous support of community-minded businesses and individuals like you. By partnering with us, you will not only support multiculturalism and the arts in our community but also gain valuable exposure for your brand.

This is a unique opportunity to demonstrate your commitment to cultural diversity and community engagement. Your sponsorship will help us create an extraordinary festival that will be remembered for years to come.

We hope you will join us in making It's Your Festival 2025 an unparalleled success. Thank you for considering this opportunity to support a cherished community tradition. Warm Regards,

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

Vandana Verma, Secretary/Treasurer
Brenda Marshall, Director
Tina Palmer, Director

IT'S YOUR FESTIVAL - OVERVIEW



FEATURES

- 4 Stages of All Canadian Entertainment and Top National Headliners
- Canadian Citizenship Ceremony
- Parade of Cultures
- Canada Day Baby Contest
- Just One Wish Kindness Awards
- It's Your Festival Spelling Bee
- Canada's 158th 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 4-day festival
- Access to our 150,000+ attendees and social media followers
- Signage during the festival for stage sponsors
- 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

- 34.48% ages 30 – 45
- 34.48% ages 46 – 59
- 24.14% ages 60 +
- 3.45% ages 19 – 29
- 3.45% under 18

Family Structure

- 46.2% multi-couple groups, no children
- 31.5% multi-couple groups, with children
- 12% solo, no children
- 10.3% solo, with children

How Did You Hear?

- 48.28% Social media
- 24.14% Word of Mouth
- 17.24% Other media
- 10.34% Website

Gender

- 58.62% female
- 41.38% male



OTHER BENEFITS AVAILABLE TO YOU

- Naming rights
- Branding package
- Logo on signage, website and social media
- Program/ad placement
- Website placement
- Event promotion
- 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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Bill Watson
2023

