

2011 Sponsorship Opportunities



Markham Village
Music festival



Markham Village Music Festival

The Markham Village Music Festival

The Markham Village Music Festival takes place the third weekend of June each year. The Festival has run for over 30 years, and attracts as many as 20,000 visitors over two days. Although primarily a music festival, there are plenty of other activities to attract individuals and families.

The 2011 Festival will be held on Friday, June 17 and Saturday, June 18. Markham's Main Street will be closed to traffic on Friday from 4 pm to 12 pm and Saturday from 8 am to 6 pm.

The atmosphere is festive Friday evening and all day Saturday. There is a variety of entertainment on stages, pub patios, restaurants and including shops on the street displaying plenty of merchant specials!

Friday, June 17

Friday night is a multicultural showcase of entertainment, culture and food from the many ethnic groups that make up Markham. Participants include representatives from the Caribbean, China, India, Eastern Europe, Macedonia, Sri Lanka and more. This is a very popular and well-attended evening. Friday evening is also when the big name bands come out to play.

Saturday, June 18

The entertainment is nonstop, featuring music and dance for children, teens and adults. There will be professional bands, various genres, a youth stage, dance troupes, community groups, buskers, magicians and clowns. Along with the entertainment, the street will be lined with more than 100 unique craft and food booths. Fun for the whole family!

Children's Fun Village – Friday, Saturday & Sunday

Morgan Park, located a short block from Main Street, will host a complete Children's Village with carnival rides, children's games and a petting zoo. On Saturday, there is free swimming in Morgan Pool, one of the few outdoor pools in Markham.





Markham Village Music Festival



Presenting Sponsor – \$7500

As the exclusive **Presenting Sponsor**, you get premier positioning in all Music Festival promotion throughout the year, including print, radio and online representation. **There is only one Presenting sponsor opportunity. When it's gone, it's gone.**



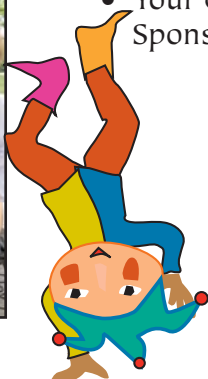
Ongoing Recognition:

- The Festival will be shown as "Markham Village Music Festival Presented by *Your Company*"
- Naming rights of Friday and Saturday's Centre Stage. (e.g. *YourName* Stage)
- Speaking opportunity on the Main Stage.
- Your logo on the 30-foot street banner before the festival.
- Recognition in Festival advertising in local paper. (With over 60,000 home deliveries, resulting in over 90,000 readers per ad; times minimum of 3 ads, for a total of over 270,000 exposures.)
- Prominent positioning of your logo on the festival programme (5,000 copies).
- One piece of your literature bundled with festival programme.
- Your logo on the 11" x 17" festival poster.
- Posters promoting the festival and your sponsorship displayed at the popular Markham Farmers' Market and in the shops on Main Street as well as in various public spaces throught Markham.
- Premier exposure on the festival's website.
- Prominent link from the festival website to your website.



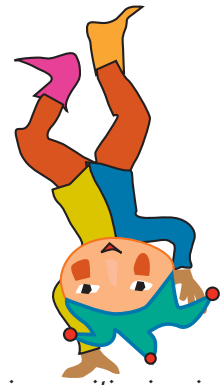
Festival Weekend Recognition:

- Your banner prominently displayed on the Main Stage both Friday and Saturday . (Banner provided by sponsor)
- Free booth close to the Main Stage to promote your products/services.
- Opportunity to speak Saturday at the opening ceremonies.
- Your company name and logo prominently positioned on the Sponsor Board.





Markham Village Music Festival



Whole-Note Sponsor – \$5000

As the exclusive **Whole-Note Sponsor**, you get premier positioning in all Music Festival promotion throughout the year, including print, radio and online representation. **There is only one Whole-Note sponsor opportunity. When it's gone, it's gone.**



Ongoing Recognition:

- Naming rights of Friday and Saturday's South Stage. (e.g. *YourName* Stage)
- Speaking opportunity on the Main Stage.
- Your logo on the 30-foot street banner before the festival.
- Recognition in Festival advertising in local paper. (With over 60,000 home deliveries, resulting in over 90,000 readers per ad; times minimum of 3 ads, for a total of over 270,000 exposures.)
- Prominent positioning of your logo on the festival programme (5,000 copies).
- One piece of your literature bundled with festival programme.
- Your logo on the 11" x 17" festival poster.
- Posters promoting the festival and your sponsorship displayed at the popular Markham Farmers' Market and in the shops on Main Street as well as in various public spaces through Markham.
- Premier exposure on the festival's website.
- Prominent link from the festival website to your website.



Festival Weekend Recognition:

- Your banner prominently displayed on the Main Stage both Friday and Saturday. (Banner provided by sponsor)
- Free booth close to the Main Stage to promote your products/services.
- Opportunity to speak Saturday at the opening ceremonies.
- Your company name and logo prominently positioned on the Sponsor Board.





Half-Note Sponsor – \$2500

As a Half-Note Sponsor, you receive superior positioning in all Music Festival promotion throughout the year.

Ongoing Recognition:

- Naming rights for one of Friday and Saturday's two anchor Stages. (e.g. *YourName* Stage)
- Speaking opportunity on the Main Stage.
- Recognition in Festival advertising in local paper. (With over 60,000 home deliveries, resulting in over 90,000 readers per ad; times minimum of 3 ads, for a total of over 270,000 exposures.)
- Your logo in the festival programme (5,000 copies).
- One piece of your literature bundled with festival programme.
- Your logo on the 11" x 17" festival poster.
- Posters promoting the festival and your sponsorship displayed at the popular Markham Farmers' Market and in the shops on Main Street as well as in various public spaces throught Markham.
- Prominent exposure on the festival's website.
- Link from the festival website to your website.



Festival Weekend Recognition:

- Your banner displayed on your Stage both Friday and Saturday. (Banner provided by sponsor)
- Booth near your stage to promote your products/services.
- Recognition at opening ceremonies.
- Your company name and logo prominently positioned on the Sponsor Board.





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Quarter-Note Sponsor – \$1500

As a Quarter-Note Sponsor, you receive great positioning in all Music Festival promotion throughout the year.

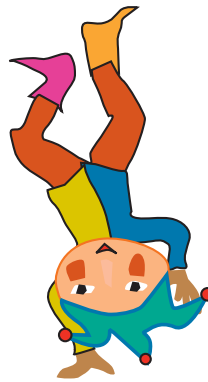
Ongoing Recognition:

- Recognition in Festival advertising in local paper. (With over 60,000 home deliveries, resulting in over 90,000 readers per ad; times minimum of 3 ads, for a total of over 270,000 exposures.)
- Your company name in the festival programme (5,000 copies).
- One piece of your literature bundled with festival programme.
- Your company logo on the 11" x 17" festival poster.
- Posters promoting the festival and your sponsorship displayed at the popular Markham Farmers' Market and in the shops on Main Street as well as in various public spaces through Markham.
- Exposure on the festival's website.
- Link from the festival website to your website.



Festival Weekend Recognition:

- Recognition at opening ceremonies.
- Your company name and logo displayed on the Sponsor Board.





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Noteworthy Sponsor – \$1000

As a Noteworthy Sponsor, you will be recognized in all printed Music Festival promotion materials.

What you get:

- Recognition in Festival advertising in local paper. (With over 60,000 home deliveries, resulting in over 90,000 readers per ad; times minimum of 3 ads, for a total of over 270,000 exposures.)
- Recognition at opening ceremonies.
- Your company name on the 11" x 17" festival poster.
- Your company name in the festival programme (5,000 copies).
- Your company name displayed on the Sponsor Board.
- Exposure on the festival's website.

Festival Friend – \$500

Exposure to the residents, shoppers and visitors to Markham Village.

What you get:

- Recognition at opening ceremonies.
- Your company name in the festival programme (5,000 copies).
- Your company name displayed on the Sponsor Board.
- Exposure on the festival's website.