
SPONSORSHIP PROPOSAL

FAIRBANK VILLAGE BIA:
2024 SUMMERFEST

HOW YOU CAN GET INVOLVED!



FAIRBANK SUMMERFEST



A modern twist on a summer carnival, where the Admission, Rides & Entertainment are FREE along Eglinton Avenue West, this 3-day extravaganza that includes food from around the world as well as a sidewalk sale that will remind you of a European Bazar. Proudly presented by Fairbank Village BIA, Summerfest brings thousands of Friends and Neighbours into our community each summer, **making it our largest event of the year.**

2023 EVENT HIGHLIGHTS

Growing in attendance every year, our 2023 Summerfest event was a resounding success.

81.3K Total 2023 Visitors	Over the course of the event's 3-day run, we saw a total of 81,300 visitors in 2023 alone.
Of the total 81,300 visitors who attended the 2023 event, 63,500 of these were unique.	63.5K Unique 2023 Visitors
1.3 Avg Visits Per Visitor	Based on total visitation numbers above, the 2023 event saw a total of 1.3 visits per unique event visitor.



58.3% of the total visitors belong to a **visible minority group**. In addition, we can see that **51.1%** of the visitors were **born outside of Canada** and about **16%** of those total visitors **immigrated to Canada in the last 5 years.**

2023 EVENT DEMOGRAPHICS

\$115.9K	Average household income	42%	Households with children
58.3%	Visitors from a visible minority group	>35	Average age of event visitors
51.1%	Visitors born outside of Canada	70%	Visits from within an 8km radius
16.2%	Immigrated to Canada after 2017	35%	Visits from within an 3km radius

SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship Package \$25,000 <ul style="list-style-type: none"> • Logo placement on official event website and across all print & digital collateral • 5 sponsor posts on event social media • Name placement across sponsored platforms (BlogTO etc.) • Sponsor booth during the event (for full weekend) • Branded banners across stage and barricades 	
Gold Sponsorship Package \$15,000 <ul style="list-style-type: none"> • Logo placement on official event website and across all print & digital collateral • 3 sponsor posts on event social media • Name placement across sponsored platforms • Sponsor booth during the event (1 day only) • Branded banners across barricades 	Silver Sponsorship Package \$5,000 <ul style="list-style-type: none"> • Logo placement on official event website and across all print & digital collateral • 2 sponsor posts on event social media • Name placement across sponsored platforms (BlogTO etc.)
Presenting Partner Package \$1,000 <ul style="list-style-type: none"> • Logo placement on official event website • 2 sponsor posts on event social media • Branded materials in event swag bags 	Event Partner Package \$500 <ul style="list-style-type: none"> • Logo placement on the official event website • 1 sponsor post on event social media • Branded materials in event swag bags

2023 EVENT TESTIMONIALS



Katrina Polachek

2023 Summerfest Participant



"I love the food trucks and variety of foods to choose from. Most of all the rides for kids. Great event. Thank you for doing it so well every year!"



Drew Feig

2023 Summerfest Participant



"A really fantastic event that we look forward to every year! Great work!"

ABOUT FAIRBANK BIA

Since 2007, the Fairbank Village BIA has been committed to making the neighbourhood a more welcoming and successful place to live and do business. In just a few short years, the BIA has attracted new business, beautified the area, and created family-friendly events to bring the neighbourhood together.

A culturally diverse neighbourhood filled with shops and restaurants representing flavours and styles from countries such as Latin America, The Philippines, Africa, and Europe, Fairbank Village is the area along Eglinton Avenue West from Dufferin to Chamberlain, and from Hunter Avenue just South of Eglinton up to Schell Avenue.

THANK YOU!

To learn more about sponsorship opportunities please contact us using the information below.

fairbankvillage@gmail.com

416-646-0661

www.fairbanksummerfest.ca

