
SPONSORSHIP PROPOSAL

FAIRBANK VILLAGE BIA:
2025 SUMMERFEST

HOW YOU CAN GET INVOLVED!



FAIRBANK SUMMERFEST



Fairbank Summerfest 2025 is a vibrant, nonstop 3-day street party along Eglinton Avenue West, offering rides, live performances, and much more—all for FREE! In addition, the festival showcases a diverse array of food from around the world, highlighting Eglinton West as a cultural hotspot. Proudly presented by the Fairbank Village BIA, Summerfest has been a beloved tradition for nearly 20 years, attracting thousands of visitors and neighbors from Ontario and the rest of Canada each summer.

2024 EVENT HIGHLIGHTS

Growing in attendance every year, our 2024 Summerfest event was a resounding success.

87.8K

Total 2024 Visitors

Over the course of the event's 3-day run, we saw a total of 87,800 visitors in 2024 alone.

Of the total 87,800 visitors who attended the 2024 event, 64,500 of these were unique.

64.5K

Unique 2024 Visitors

1.4

Avg Visits Per Visitor

Based on total visitation numbers above, the 2024 event saw a total of 1.4 visits per unique event visitor.



58.8% of the total visitors belong to a **visible minority group**. In addition, we can see that **52.3%** of the visitors were **born outside of Canada** and about **6.6%** of those total visitors immigrated to Canada in the last 5 years.

2024 EVENT DEMOGRAPHICS

\$120K	Average household income	44%	Households with children
58.8%	Visitors from a visible minority group	35-44	Average age of event visitors
52.3%	Visitors born outside of Canada	70%	Visits from within an 9km radius
6.6%	Immigrated to Canada after 2017	35%	Visits from within an 3km radius



Sponsoring the Fairbank Village Summerfest offers several benefits:

1. **Brand Exposure:**

Sponsors gain visibility through national and local media outlets across multiple platforms, including TV, print, direct mail, and digital media.

2. **Face-to-face Marketing:**

The event provides opportunities for direct interaction with over 20,000 attendees.

3. **Community Engagement:**

Sponsors can build strong relationships with the local community and support a diverse, family-friendly event.

4. **Unique Branding Opportunities:**

With over 2.5 million impressions, sponsors can enjoy unique branding opportunities in an up-and-coming neighborhood along the new LRT development corridor.

5. **Support for Event Growth:**

Every financial contribution goes directly into making the event bigger and better each year.

It's a great way to connect with the community and promote your brand in a lively and engaging environment.



SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship Package

\$65,000

- Naming rights & main stage
- Logo placement on official event website and across all print & digital collateral
- Up to 10 sponsor posts on event social media
- Name placement across sponsored platforms (BlogTO etc.)
- Sponsor full weekend sponsor booth (10ft x 20ft tent)
- MC acknowledgment on stage
- Recognition in multi-channel promotions, on festival website, & on site.

Gold Sponsorship Package

\$35,000

- Logo placement on official event website and across all print & digital collateral
- 6 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

\$15,000

- 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.)

Bronze Sponsorship Package

\$7,500

- Logo placement on official event website
- 2 sponsor posts on event social media
- Branded materials in event swag bags

Supporter Package

\$500-\$2000

- Logo placement on the official event website
- 1 sponsor post on event social media
- Branded materials in event swag bags

2024 EVENT TESTIMONIALS



Katrina Polachek

2024 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

2024 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

