



**June 15 & 16, 2018**

**Partnership Opportunities – 2018**

The following information outlines how you can, support and benefit from, our plans for the 41st Annual Markham Village Music Festival, the foremost branded event for Markham Village and surrounding communities.

Together with our hard-working volunteers and generous support services provided by the City of Markham, the various partnership levels outlined below illustrates how to keep MVMF a free-admission, award-winning event.

An overview of what’s included in our 2 day event:

- FREE admission to the street festivities and exhibits over 2 days (Friday & Saturday)
- Multiple stages of entertainment
- Juried artisans and craft vendors, along with a variety of food products.
- Morgan Park will be filled with attractions for the children over 2 days (Friday & Saturday)
- A Multicultural Taste of Markham component both Friday and Saturday.
- Attendance over 30,000 over the two days.

Your support helps to pay for the talent, facilities, staging and collateral materials essential to hosting this event. We have 6 Partnership levels available for your consideration.

Title Partnership	\$10,000
Key Note	\$7500
Whole Note	\$5000
Half Note	\$2500
Noteworthy	\$1500
Community Sponsor	\$500

## **Title Partnership - \$10,000**

*As the exclusive Title Partner, you receive naming rights to the Festival itself on all Festival promotions and social media throughout the year as well as on the banner at the entrance to the Village. **There is only one Title Partnership opportunity.***

### **Ongoing Recognition:**

- Naming rights to the Festival on all online and social media as well as the banner at the entrance to the Village.
- Recognition in Festival ongoing advertising in the local newspaper (100,000 circulation).
- Recognition in the Santa Claus Parade and other events in York Region in which we are present, i.e. Markham Farmer's Market.
- Your logo on the Festival program and on all Festival posters promoting the Festival.
- Top-line exposure of your logo on the home page of the Festival's website [www.markhamfestival.com](http://www.markhamfestival.com)
- Direct link from the Festival website to your website.

### **Festival Weekend Recognition:**

- Your banner prominently displayed on the Robinson Street Stage both Friday and Saturday (banner to be provided by Sponsor).
- Free booth space close to the Robinson Street Stage to promote your products/services.
- Opportunity to speak at the opening ceremonies.
- Your name and logo positioned at top of the Sponsor Board.
- "Your Name" Markham Village Music Festival introduction on all stages by all emcees.

## **Key-Note Presenting Partnership - \$7500**

*As the exclusive Key-Note Presenting Sponsor, you receive prominent positioning in all Festival promotion throughout the year as well as on the banner at the entrance to the Village. **There is only one Key-Note Presenting Partnership opportunity.***

### **Ongoing Recognition:**

- Your business logo on the banner ("Presented by")
- Recognition in Festival ongoing advertising in the local newspapers including the Economist and Sun (over 100,000 home deliveries) just prior to the Festival.
- Recognition in the Santa Claus Parade and other events in York Region in which we are present, i.e. Markham Farmer's Market.
- Your logo on the Festival program and on the Festival posters promoting the Festival.
- Prominent exposure of your logo on the home page of the Festival's website [www.markhamfestival.com](http://www.markhamfestival.com)
- Direct link from the Festival website to your website.

### **Festival Weekend Recognition:**

- Your banner prominently displayed on the South Stage both Friday and Saturday (banner to be provided by sponsor).
- Free booth space close to the South Stage to promote your products/services.
- Opportunity to speak at the opening ceremonies.
- Your name and logo prominently positioned on the Sponsor Board.
- "Presented by.....introduction on all stages by all emcees.

## **Whole-Note Partnership - \$5000**

*As the Whole-Note Sponsor, you receive Significant positioning in all Music Festival promotion throughout the year, including print, social media and online representation.*

### **Ongoing Recognition:**

- Recognition in Festival advertising in local newspapers (over 100,000 home deliveries) just prior to the Festival.
- Recognition in the Santa Claus Parade and other events in York Region in which we are present, i.e. Markham Farmer's Market.
- Your logo on the Festival program and on the Festival posters promoting the Festival.
- Significant exposure of your logo on the home page of the Festival's website [www.markhamfestival.com](http://www.markhamfestival.com)
- Direct link from the festival website to your website.

### **Festival Weekend Recognition:**

- Your banner displayed on the Middle Stage both Friday and Saturday.
- Free booth space close to the Middle Stage to promote your products/services.
- Opportunity to speak at the opening ceremonies.
- Your name and logo positioned on the Sponsor Board.

## **Half Note Partnership - \$2500**

*As a Half-Note Sponsor, you receive great positioning of your logo in all Festival promotion throughout the year, including:*

### **Ongoing Recognition:**

- Recognition in Festival advertising in local paper including the Economist and Sun (over 100,000 home deliveries) just prior to the Festival.
- Recognition in the Santa Claus Parade and other events in York Region in which we are present, i.e. Markham Farmer's Market.
- Your logo on the Festival program and on the Festival poster.
- Great exposure of your logo on the Festival's website [www.markhamfestival.com](http://www.markhamfestival.com)
- Direct link from the Festival website to your website.

### **Festival Weekend Recognition:**

- Free Booth space to promote your products/services.
- Recognition at the opening ceremonies.
- Your name and logo on the Sponsor Board.

## **Noteworthy Partnership - \$1500**

*As a Noteworthy Sponsor, you receive Good positioning of your logo in all Festival promotion throughout the year, including:*

### **Ongoing Recognition:**

- Recognition in Festival advertising in the local newspapers including the Economist and Sun (over 100,000 home deliveries) just prior to the Festival.
- Your logo in the festival program and on the festival posters promoting the festival.
- Good exposure on the festival's website [www.markhamfestival.com](http://www.markhamfestival.com)
- Direct link from the festival website to your website.

### **Festival Weekend Recognition:**

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

## **Community Sponsor - \$500**

*As a Community Sponsor, you will receive exposure on the Festival's website.*

### **Ongoing Recognition:**

- Your logo displayed on [www.markhamfestival.com](http://www.markhamfestival.com) on both our home page and the Community Sponsors page with a direct link to your own company website.

### **Weekend Recognition:**

- Recognition at opening ceremonies.

