

Since 1978

Markham Village Music Festival



June 16 & 17, 2023 will be the 45th edition

- ❖ Not-for-profit organization run by a volunteer board of directors and committee
- ❖ A celebration of music and dance that brings the community, businesses, artisans, and artists together annually
- ❖ Held on historical Markham Main Street, this prominent and award-winning event offers a variety of opportunities to connect with our audiences.
- ❖ In 2022, more than 26,000 attended the FREE Festival

Highlights

- ❖ Over 55 performances over the weekend
- ❖ 5 outdoor stages featuring all genres of music with Juno winners and nominees
- ❖ As one of the most diverse communities in Canada, many multicultural groups with music and dance
- ❖ Kids Zone on the lawn of St. Andrew's United Church
- ❖ Food and Craft vendors, Farmers' Market
- ❖ New this year - Barkham: Dogs at north end of the street on Saturday with vendors, photo booth, activities



Barkham

- ❖ Saturday, June 17 from 10am to 4pm at the north end of the street
- ❖ More than 10,000 people expected that day
- ❖ Organized by Markham Dog Alliance
- ❖ More than 20 dog related vendors
- ❖ Interactive photo booth
- ❖ Dog entertainment area – performances and activities
- ❖ Pet Pause (grass & shade) organized by St. Andrew's Presbyterian Church

Sponsorships Available

\$2,500 Good Boy Sponsor

- ❖ Name and logo on entrance signs
- ❖ Logo in Festival brochure
- ❖ Booth in a prime location in the Barkham area
- ❖ Opportunity to hand out samples
- ❖ Opportunity to speak at the main Barkham tent
- ❖ Logo and link on website www.markhamfestival.com
- ❖ Extensive social media promotion
- ❖ Recognition on all stages by emcees



\$1,500 Sit, Stay Sponsor

- ❖ Logo on entrance signs
- ❖ Logo in Festival brochure
- ❖ Booth in the Barkham area
- ❖ Logo and link on website www.markhamfestival.com
- ❖ Extensive social media promotion

\$800 Let's Play Fetch Sponsor

- ❖ Logo on entrance signs
- ❖ Logo in Festival brochure
- ❖ Logo and link on website www.markhamfestival.com
- ❖ Extensive social media promotion

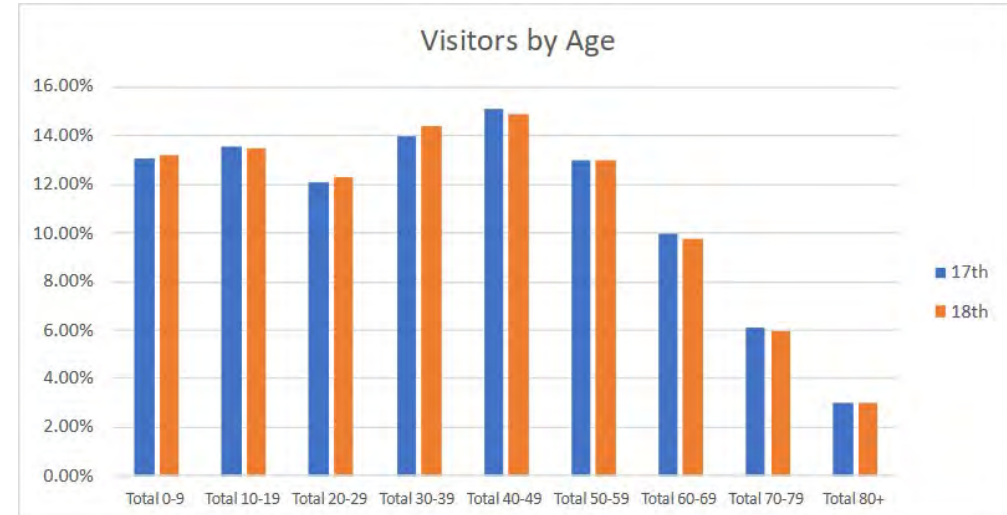
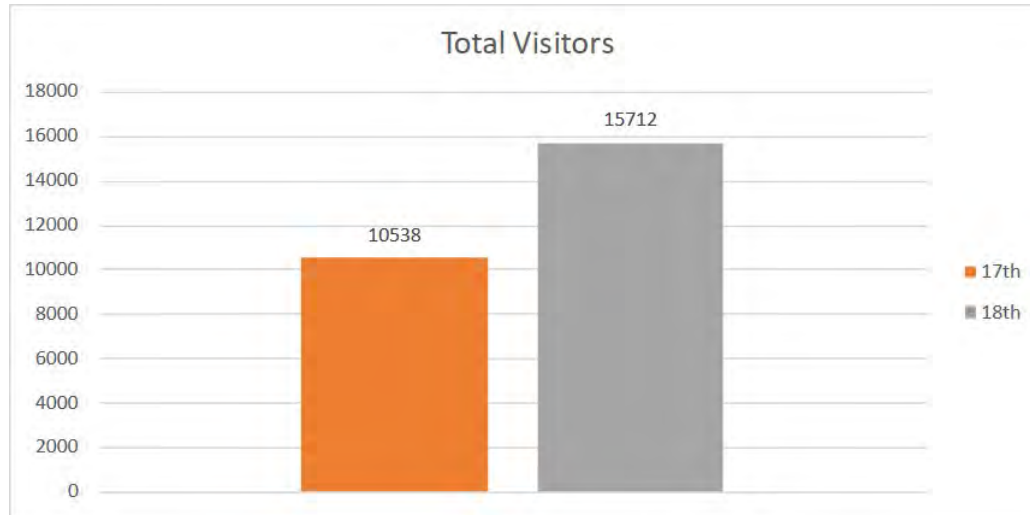
\$500 Dog Friendly Sponsor

- ❖ Link on website to your company site
- ❖ Logo in Festival brochure



OUR AUDIENCE

Demographics of the 2022 Markham Village Music Festival in a study done by My Main Street, here are some statistics:



Demographic and Financial Visitor Stats

- ❖ Average Age: 38.34 (17th), 38.07 (18th)
- ❖ Male vs Female Visitor Split: 48.7% M, 51.3% F (17th), 48.8% M, 51.2% F (18th)
- ❖ Education: 37.7% of visitors have a University Degree (17th), 38.0% (18th)
- ❖ Average Household Income: \$134,794 (17th), \$130,970 (18th)
- ❖ Average Household Disposable Income: \$105,412 (17th), \$102,770 (18th)
- ❖ Average Household Discretionary Income: \$70,315 (17th), \$68,229 (18th)
- ❖ Average Net Worth: \$841,297 (17th), \$829,325 (18th)
- ❖ Average Total Savings: \$121,935 (17th), \$119,444 (18th)
- ❖ Average Debt: \$89,546 (17th), \$89,347 (18th)

Testimonials.

"The Markham Village Music Festival is an annual event that the businesses on Main Street Markham look forward to every year. It draws thousands of people from York Region and beyond to our historical street.

With the positive economic impact, the Markham Village B.I.A. is pleased to support this well-produced festival."

Paul Cicchini, Chair

Board of Directors, Markham Village B.I.A.

"The entertainment at the Markham Village Music Festival is curated to reflect the diverse and multicultural fabric of Markham's vibrant community. We are proud to present a multitude of dance and musical genres from around the world. We pride ourselves on presenting an event that is inclusive."

Kevin Ker, MVMF Entertainment Director

"The Markham Village Music Festival is an important part of the cultural fabric in Markham. It brings together thousands of residents and visitors from diverse backgrounds to enjoy both local and national musicians, it animates Markham's main street supporting local businesses, and it is critical to contributing to the quality of life that the City uses to attract new residents and investment to the community."

Chris Rickett, Director, Economic Growth, Culture & Entrepreneurship Development Services Commission, City of Markham

Connect with us:

Sponsorship Chair: Judi McIntyre info@markhamfestival.com 647-983-9054 • **Website:** www.markhamfestival.com • **Facebook:** [MarkhamVillageMusicFestival](https://www.facebook.com/MarkhamVillageMusicFestival) • **Twitter:** [@mvmfestival](https://twitter.com/mvmfestival) **Instagram:** [@mvmfestival](https://www.instagram.com/mvmfestival) • **YouTube:** www.youtube.com/channel/UCjChAnACfB3bWuf3cY6Y8kQ

