

Sponsorship Benefits Chart

• 2020 Festival Weekend: August 14 – 16 • Opening Night Concert: Wednesday, August 12



B E N E F I T S	TITLE SPONSOR	MILLENNIUM BANDSTAND STAGE	MCKAY ART CENTRE GARDEN STAGE	VARLEY ART GALLERY PATIO STAGE	OPENING NIGHT CONCERT	PREMIUM PERFORMANCE	SPONSOR AN ARTIST	CORPORATE PARTNER
	\$30,000	\$7,700	\$5,500	\$3,300	\$3,000	\$2,800	\$2,200	\$1,100
Available positions	1	1	1	1	1	6	18–20	Unlimited
Industry exclusivity	Yes	No	No	No	No	No	No	No
STAGE PRESENCE / ON-SITE PUBLICITY								
MC mention on all stages multiple times	•	•	•	•	•	•	•	•
On-stage speaking opportunity (1-2 min.)	All stages	Your stage	Your stage	Your stage	Concert	Intro artist	Intro artist	
Logo on signage at # stages	3	3	3	3	3	3	3	3
Sponsor's flyers distributed by MJF staff	•	•	•	•	•	•	•	
Booth/display at sponsored stage	•	•	•	•	•			
Booth on street or sidewalk (Saturday/Sunday)					•	•	•	
PROMOTION / MEDIA COVERAGE								
Radio ad mention	•	•	•	•	•			
Ad in program (page size)	1 page	1 page	1 page	½ page	½ page	½ page	¼ page	¼ page
Social media promotion	•	•	•	•	•	•	•	•
Logo on all printed materials	•	•	•	•	•	•	•	•
Logo and web link on MJF website	•	•	•	•	•	•	•	•
Logo on special pre-festival ads in Markham Economist & Sun (circulation ~72,000)	•	•	•	•	•	•	•	•
Logo and web link in 6–8 e-zines/year	•	•	•	•	•	•	•	•
OTHER								
Preferred seating at Headliner Concert	10	5	5	4	3	3	2	2
Preferred seating at Opening Night Concert	6			4	4			

Other sponsorship opportunities • Emerging Artists • Program Production • Designer T-shirt • We will be pleased to tailor a sponsorship package to your needs.