

# Sponsorship Benefits Chart

• 2022 Festival Weekend: August 19 – 21 • Opening Night Concert: Wednesday, August 17



<b>B E N E F I T S •</b>	<b>TITLE SPONSOR</b>	<b>MILLENNIUM BANDSTAND STAGE</b>	<b>MCKAY ART CENTRE GARDEN STAGE</b>	<b>VARLEY ART GALLERY PATIO STAGE</b>	<b>OPENING NIGHT CONCERT</b>	<b>PREMIUM PERFORMANCE</b>	<b>SPONSOR AN ARTIST</b>	<b>CORPORATE PARTNER</b>
	\$30,000	\$8,000	\$6,000	\$4,000	\$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
<b>STAGE PRESENCE / ON-SITE PUBLICITY</b>								
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 if desired	•	•	•	•	•	•	•	
Booth/display at sponsored stage	•	•	•	•	•			
Booth on street or sidewalk (Saturday only)					•	•	•	
<b>PROMOTION / MEDIA COVERAGE</b>								
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	•	•	•	•	•	•	•	•
<b>OTHER</b>								
Preferred seating at Headliner Concert	10	6	4	4	3	3	2	2
Preferred seating at Opening Night Concert	6	4	2	2	2			

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