

Sponsorship Benefits Chart

• 2023 Festival Weekend: August 18 – 20, Main Street Unionville



| B E N E F I T S • | TITLE SPONSOR | MILLENNIUM BANDSTAND STAGE | MCKAY ART CENTRE GARDEN STAGE | VARLEY ART GALLERY PATIO STAGE | PREMIUM PERFORMANCE | SPONSOR AN ARTIST | CORPORATE PARTNER |
|---|----------------------|-----------------------------------|--------------------------------------|---------------------------------------|----------------------------|--------------------------|--------------------------|
| | \$30,000 | \$8,000 | \$6,000 | \$4,000 | \$2,800 | \$2,200 | \$1,100 |
| Available positions | 1 | 1 | 1 | 1 | 6 | 18–20 | Unlimited |
| Industry exclusivity | Yes | 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 | Intro artist | Intro artist | |
| Logo on signage at # stages | 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) | | | | | • | • | |
| PROMOTION / MEDIA COVERAGE | | | | | | | |
| Radio ad mention | • | • | • | • | | | |
| Ad in program (page size) | 1 page | 1 page | 1 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 Saturday Headliner Concert | 10 | 6 | 4 | 4 | 3 | 2 | 2 |

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