



2026 Sponsorship Package

- Event date: **August 21 – 23, 2026**
- Location: Main Street Unionville in Markham, Ontario



Festival Highlights

- Multiple stages along Main St. Unionville
- Various hot spots around Markham
- 30+ performances – all **FREE!**



Sponsorship Benefits Chart

• 2026 Festival Weekend: August 21-23, Main Street Unionville



B E N E F I T S	PRESENTING SPONSOR	MILLENNIUM BANDSTAND STAGE	MCKAY ART CENTRE GARDEN STAGE	VARLEY ART GALLERY OUTDOOR STAGE	VARLEY ART GALLERY INDOOR STAGE	SHUTTLE BUS SERVICE	VISITOR REFRESH CENTRE	HEADLINE CONCERT SPONSOR	CORPORATE SPONSOR
	\$40,000	\$10,000	\$7,000	\$5,000	\$3,000	\$3,000	\$3,000	\$2,500	\$2,000
Available positions	0		0	1	1	0	2	4-6	Unlimited
Industry exclusivity	Yes	No	No	No	No	No	No	No	No
STAGE / ON-SITE PRESENCE									
MC mention on all stages multiple times	•	•	•	•	•	•	•	•	
On-stage speaking opportunity (1-2 min.)	All stages	Your stage	Your stage	Your stage	Intro artist			•	
Logo on signage at # of stages	4	4	4	4	4	4	4	4	4
Sponsor's flyers distributed by MJF staff	•	•	•	•	•	•	•	•	•
Booth/display at sponsored area	•	•	•	•	•	Sign w/ bus	*		
Booth/signs on street or sidewalk						•			
PROMOTION / MEDIA COVERAGE									
Radio ad mention	•	•	•	•		•			
Ad in program (page size)	1 page	1 page	1 page	½ page	½ page	½ page	½ page	1/4 page	
Social media promotion	•	•	•	•	•	•	•	•	•
Logo on all printed materials	•	•	•	•	•	•	•	•	•
Logo and web link on MJF website	•	•	•	•	•	•	•	•	•
Logo in 6–8 e-newsletters/year	•	•	•	•	•	•	•	•	•
OTHER									
Preferred seating at Headline Concert (Friday, Saturday, Sunday)	10	6	4	4	4	2	2	4	

CUSTOM SPONSORSHIP – We can develop a package of features and promotion tailored to your needs.

2026 Markham Jazz Festival

• August 21–23 • Main Street Unionville

We're back on Main Street Unionville and better than ever!



This coming August 21, 22 and 23, the 29th annual Markham Jazz Festival, presented by TD Bank Group, will once again transform the picturesque, historic village of Unionville into an irresistible hub of music, shopping and dining.

The Markham Jazz Festival has a reputation as one of the finer community jazz festivals in Canada, thanks to its innovative programming and unique heritage setting.

Attendance at all events is FREE. Thousands of people use the weekend to explore the offerings of Unionville's businesses as they stroll from stage to stage enjoying exceptional live music.

Sponsoring businesses, local merchants and restaurant owners regularly report a highly successful and profitable festival weekend.

This year, the beautifully restored Main Street will draw even bigger crowds, and we will be promoting widely to attendees at the inaugural Ontario Honda Dealers Markham Indy race on the preceding weekend.

Don't miss this chance to be part of the excitement!



Connect with affluent, loyal attendees before and during the Festival

Year after year, the Markham Jazz Festival attracts many thousands of visitors, who fill Unionville's Main Street looking for high-quality attractions, products and services.

More than 150 musicians fill multiple stages with award-winning jazz, blues, soul, fusion and R&B sounds all weekend long.

Endorsed by Mayor Scarpitti, Markham Council and the Unionville Business Improvement Area, the MJF is one of the city's most important cultural events.

Who attends Markham Jazz Festival?

In 2025, attendance topped 20,000. Our in-depth, on-site surveys revealed that attendees show these traits:

- Vary in age – 25% are 26 to 45; 63% are 45+ years old
- Have substantial incomes – 70% have household incomes of \$75,000+
- Are professionals, managers, self-employed individuals and retirees
- Remain loyal – 60% were repeat attendees; 82% said they plan to return in 2026

MJF marketing reaches across Southern Ontario and beyond

Sponsors of the Markham Jazz Festival gain many opportunities for face-to-face interactions with festival attendees, as well as highly visible messages to support their sales and branding objectives.

Advance Promotion	On-site Visibility	Printed & Online Program
<ul style="list-style-type: none"> • Social media campaigns; reposting by artists • JAZZ.fm91 radio ads with sponsor tags • Digital geo-targeting • Rotating CP24 event ticker listing • Website updates and frequent e-blasts to dedicated MJF followers 	<ul style="list-style-type: none"> • Sponsor logo signs at all stages • Emcee mentions of sponsor names before and after <u>shows</u> • Opportunities to customize promotional packages for each participating sponsor 	<ul style="list-style-type: none"> • Indispensable 4"x9" program booklet published in advance and used by festival-goers all weekend • Low-cost way to advertise your brand, product, location or special offers.





PRESENTED BY
TD TD READY
COMMITMENT

**Join us and support a terrific
community event!**

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