



Four

Free

Family

Days



2023 Sponsorship Opportunities



Thursday

The Opener! **4 PM - 9 PM**

Farmers Market,
Supper Market and
Bandshell
performance!

Friday

Country Night! **4 PM - 11 PM**

Street Vendors,
festival food and live
country music!

Saturday

Festival on the Street! **10 AM - Midnight**

Buskers, Vendors, Kid
Zone, Music & more to
discover!

Sunday

Peace Park! **9 AM - 4 PM**

Car Show, Kids Zone
and Live Jazz Music!



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Quick Facts about the Festival!



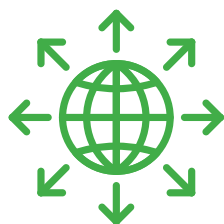
400K+ Social Media Impressions
Organic and Paid Reach



Annual hometown festival celebrated 10th year in 2022



38K+ Festival Attendees over the four-day event



62k + Website traffic to pelhamsummerfest.ca



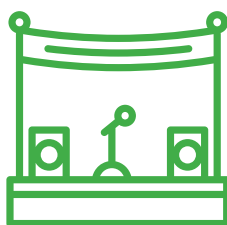
Award-winning Festival
7 Top 100 in Ontario Festivals
Marketing Award - Gold Level



71% of Festival Attendees in 2022 had attended previously



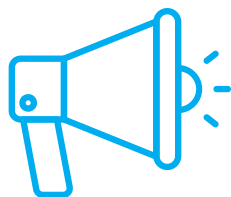
Facebook 2.7K Followers
Instagram 1.3K Followers



30+ performers
Main and 2 Buskers Stages
Country - Top 40 - Jazz



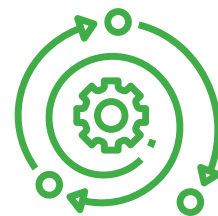
66.8% of attendees are from Pelham
26.9% from Niagara Area



Leveraged Event Media and Advertising Coverage from 7 different local outlets.



820+ Volunteer Hours



Tourism Regional Economic Impact Model (TREIM):
\$1,682,241



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History of the Festival

What began in 2011 as a single-day event, celebrating the completion of the Downtown Streetscaping in Fonthill and promoting a pedestrian-friendly town centre as advocated by the Pelham Active Transportation Committee, has since grown to a four-day festival. The award-winning event includes music & entertainment for all ages, children's activities, retail & food vendors, arts, and crafts, a wine garden, a beer pavilion, a car show and a Sunday Party in Peace Park. Celebrating 10+ years!

Festivals & Events Ontario Top 100

The top 100 recipients represent festivals and events that excel within the industry. Submissions from FEO members are received annually for consideration and are judged by an independent panel of judges.



MarCom Gold Level Award



Pelham Summerfest received a Gold level award in the Strategic Communications: Marketing/Promotion Campaign-Special event category for the Pelham Summerfest promotion in 2022. The project was one of over 6000 entries.

2023 Team

The Pelham Summerfest working group for 2023 is a team of 11 dedicated community volunteers and town staff who share their time and talents to contribute to the annual community homecoming event!

Summerfest is truly "local first"!





Sponsorship Levels & Benefits

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Sponsorship Benefit	Sunshine \$10000	Sunray \$5000	Sunbeam \$2500	Sunrise \$1000
Social Media - Minimum of three postings pre, during and post event	Spotlight	Highlight	Group	Group
Pre-Event Signage - Digital: MCC & Town Hall Onsite Promo at Town events	Independent	Group	Group	Group
Pre-Event "Sponsor Logo with Pelham Summerfest" for sponsor location	Banner	Banner	Mini Banner	Mini Banner
Website & Event Marketing Materials & Newspaper Event Program	Logo	Logo	Logo	Name Only
Print Newspaper	All	All	Rotating	Rotating
Summerfest Fun Kits & Sponsor Identification Lanyard	10	5	3	1
Sponsor Event "Leveraging your Sponsorship" and Photo opportunity	✓	✓	✓	✓
Sponsors are able to Volunteer at the event	✓	✓	✓	✓
First Right of Refusal	✓	✓	✓	
Entrance & Activation Signage	Entrance	Activation	Activation	
10' by 10' booth onsite at Festival	Priority	Sat 10-5	Sat 10-5	
On Stage recognition by emcee	✓	✓		
Radio Exposure	✓	✓		
Main Stage Banner Signage	Priority	Secondary		

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Inquires related to this sponsorship package details and requests for alternate formats can be directed to:

The Corporation of the Town of Pelham
C/O Recreation, Culture and Wellness Division
P.O. Box 400, 20 Pelham Town Square
Fonthill, Ontario
L0S 1E0