



Rogers Bayfest Sponsorship

Rogers Bayfest is one of Ontario's premiere music festivals that features world class performers like KISS, Aerosmith, Bon Jovi, Tim McGraw, Keith Urban and Brad Paisley. This year, the festival is being held July 8th through 17th and will be featuring the same heart pounding music you have come to love and expect. This is a music experience you don't want to miss.

Rogers Bayfest is now making plans for our 12th annual music extravaganza. The success of this event is credited largely to our sponsors who lend their financial support. By partnering as a sponsor, your organization will have the opportunity to increase your sales by exposing your product or service to over 80,000 people.

After being named 2009 business/event of the year by Tourism Ontario, Rogers Bayfest 2010 promises to be more amazing than ever, and we want to give your business a chance to get involved. There are many ways for your business to partner with Rogers Bayfest; our sponsorship packages are flexible to meet your company's needs. It doesn't matter if you are small local business or a large corporation, we would love to discuss the opportunity of a partnership.

Important information about Rogers Bayfest

- We are a non-profit charitable organization (836674150RR001)
- We are an annual festival that takes place the Second and Third week of July
- We average over 1.4 million hits on our website every month
- Our annual attendance has steadily increased by an average of 10% every year
- Over 18,000 community volunteer hours to help make Bayfest a success
- We currently have 2 scholarships in place to send 4 students a year to college or university
- We were named best Business/Event of the year for 2009 by Tourism Ontario
- We currently have over 55,000 people registered in our newsletter database
- We are highly respected by several agencies throughout North America

Media Coverage

- Over 53,000 hours of radio coverage
- Over 97 articles printed in newspapers and magazines
- Over 5000 posters and 3000 rack cards distributed

On Site Survey Results provided by Enigma Research

- 54% female, 46% Male
- 40% between the ages of 20-29
- 16 % between the ages of 30-39
- 16 % between the ages of 40-49
- 9% over the age of 50
- 58% make over \$50,000 a year
- 88% of people have attended more than one Bayfest Festival
- 44% of people purchased a pass to attend more than one show
- Economic impact of \$6.5 million
- Over 90% of Bayfest attendees could name our sponsors unaided
- Over 80% of Bayfest attendees prefer to conduct business with festival sponsors

Benefits to becoming a sponsor could include

- Company logo on 3 huge LED video walls
- Company logo on the back of tickets, promotional posters and rack cards
- Drive Sales with on-site display, sampling and other activities
- Tickets into the festival
- Company logo on festival maps
- Company overview listed in one of our newsletters and blog
- Recognition on our website with a hyperlink
- Networking opportunities with other sponsors
- Increase brand profile

If you are interested in discussing sponsorship opportunities please contact

Michele Stokley
Executive Director
Rogers Bayfest
519-337-4474
michele@sarniabayfest.com

Nick Stokley
Director of Operations
Rogers Bayfest
519-337-4474
nick@sarniabayfest.com

Make sure to mark your calendar for 2010! Rogers Bayfest will be held over two weekends again

July 8, 9 & 10 and July 15, 16 & 17 2010

Breakdown of Sponsorship Levels

Platinum - Customized to meet your needs
Gold-\$10,000
Silver - \$5,000
Bronze - \$1000

Bronze

Includes;

- Company overview will be posted on all social media websites.
- Logo with direct link to website posted in sponsorship section
- 4 general Admission all show passes

Silver

Includes;

- Sponsors logo placed on all brochures
- Company overview will be posted on all social media websites.
- Logo with direct link to website posted in sponsorship section
- 20 general Admission all show passes

Gold

Includes all of the above, plus;

- Logo printed on a minimum of 10,000 tickets
- Logo on all video walls
- 40 general admission all show passes
- Logo posted on festival map

Platinum

Includes all of the above plus;

- Logo printed on Posters and Rack card
- Logo with direct link to your website posted in sponsorship section as well as homepage
- 8x8 on site display to promote sales, sampling and other activities
- All show passes are negotiable
- Direct one on one customized consultation with a Rogers Bayfest employee