

2022 *Toronto Chinatown Festival*

Sponsor Information Package





CHINATOWN

"SPADINA & SULLIVAN ST. - COLLEGE ST.
AND
DUNDAS ST. W. & AUGUST AVE. - BEVERLEY ST."

Toronto Chinatown (多倫多華埠) is a **vibrant neighbourhood** that is home to many diverse Asian immigrants. It is one of the largest Chinatowns in North America and continues to change and grow over the years.

CHINATOWN BIA

Chinatown Business Improvement Area
(Chinatown BIA) is a **not-for-profit** agency
of the City of Toronto.

MISSION

- **TO PRESERVE THE ASIAN HERITAGE AND CULTURE**
- **TO IMPROVE ON CHINATOWN'S STREETScape, CLEANLINESS AND SAFETY**
- **TO ORGANIZE VARIOUS EXCITING EVENTS AND PROJECTS TO PROMOTE THE AREA AND ATTRACTS HUNDREDS OF THOUSANDS OF VISITORS AND LOCALS TO EAT, SHOP, AND EXPLORE THE NEIGHBORHOOD**

OUR MISSION

”

**Realizing the full potential of Toronto
Chinatown &
Make Chinatown a *MUST-VISIT* location for
both locals and tourists."**



TORONTO CHINATOWN FESTIVAL

20th

250,000

Our annual street festival started in 2000.
We are excited to announce this year is our
20th year after postponing for 2 years due
to pandemic!

It attracted around 250,000
visitors in 2019 two-day event.



TORONTO CHINATOWN FESTIVAL



DATE

August 20, 12:00 noon – 11:00 pm
August 21, 11:00 am – 8:00 pm

LOCATION

West side of Spadina Avenue
(between Sullivan St & St. Andrew St.)

THEME

My Chinatown: Past, Present & Future

Come enjoy the cherished stories of Chinatown and envision its future as a community. You can get lots of inspiration from our community artworks!



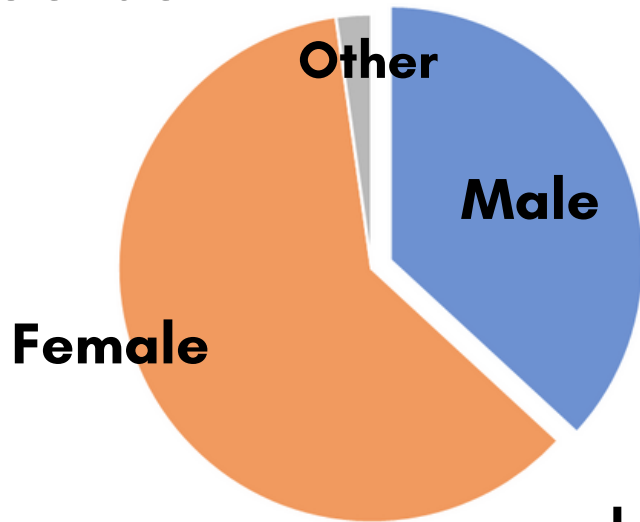


ATTRACTIONS

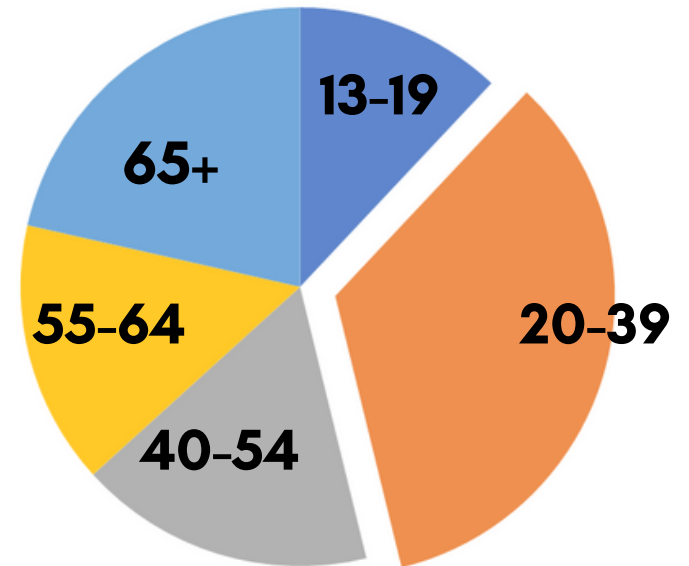
- 10+ Hours of Cultural Performance
- Lion Dance & Dragon Dance
- Multicultural Street Food Vendors
- Scavenger Hunt
- Community Artwork Exhibition
- Kung Fu Performance
- 80+ Vendor booths
- History of Chinatown Walking Tour
- Lucky Draw
(Prize value over \$5,000)

AUDIENCE

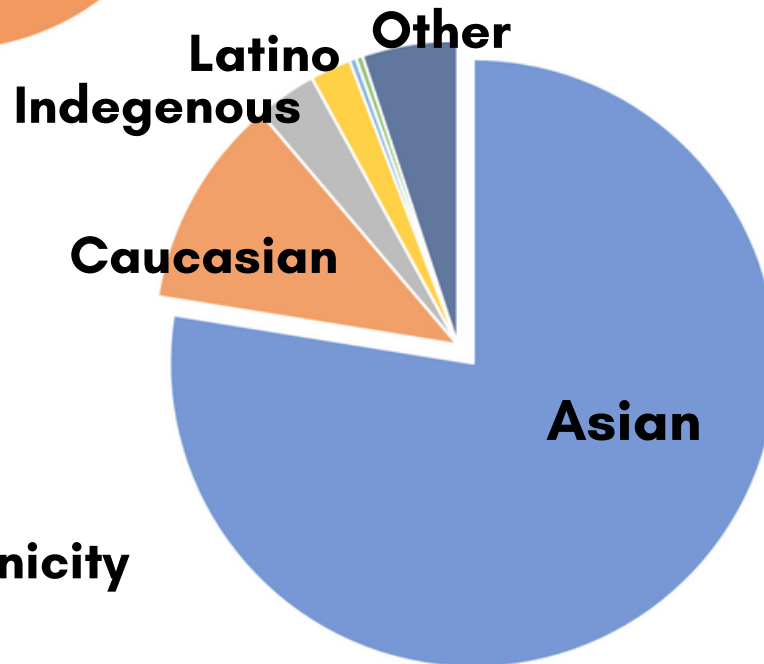
Gender



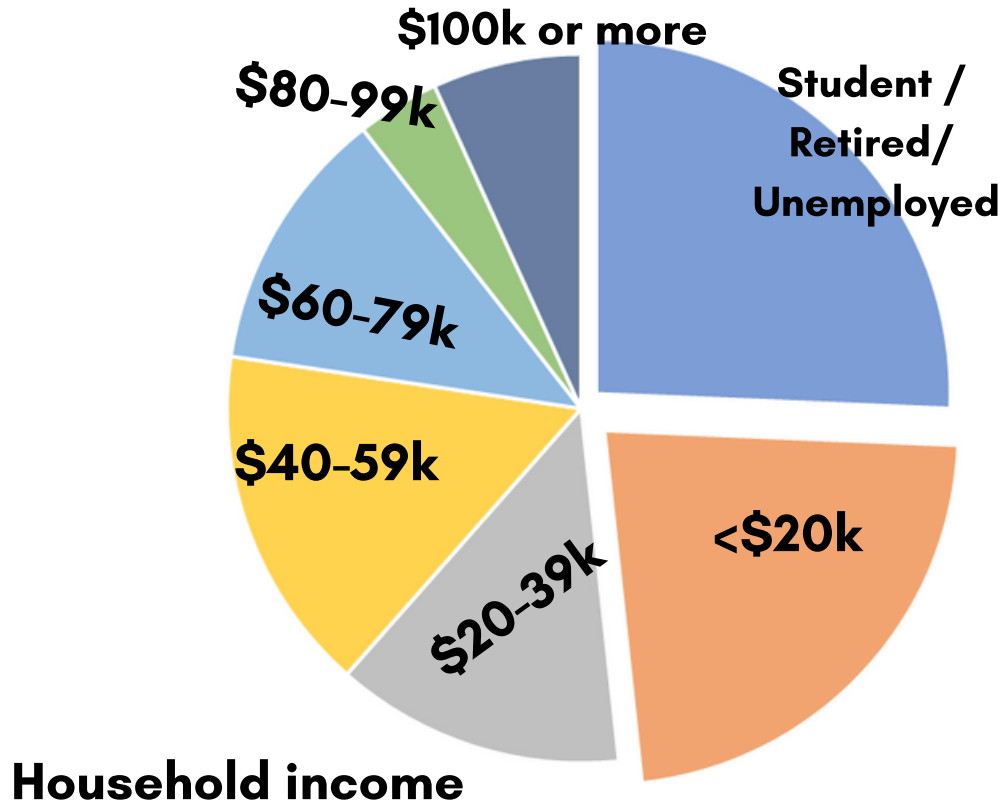
Age



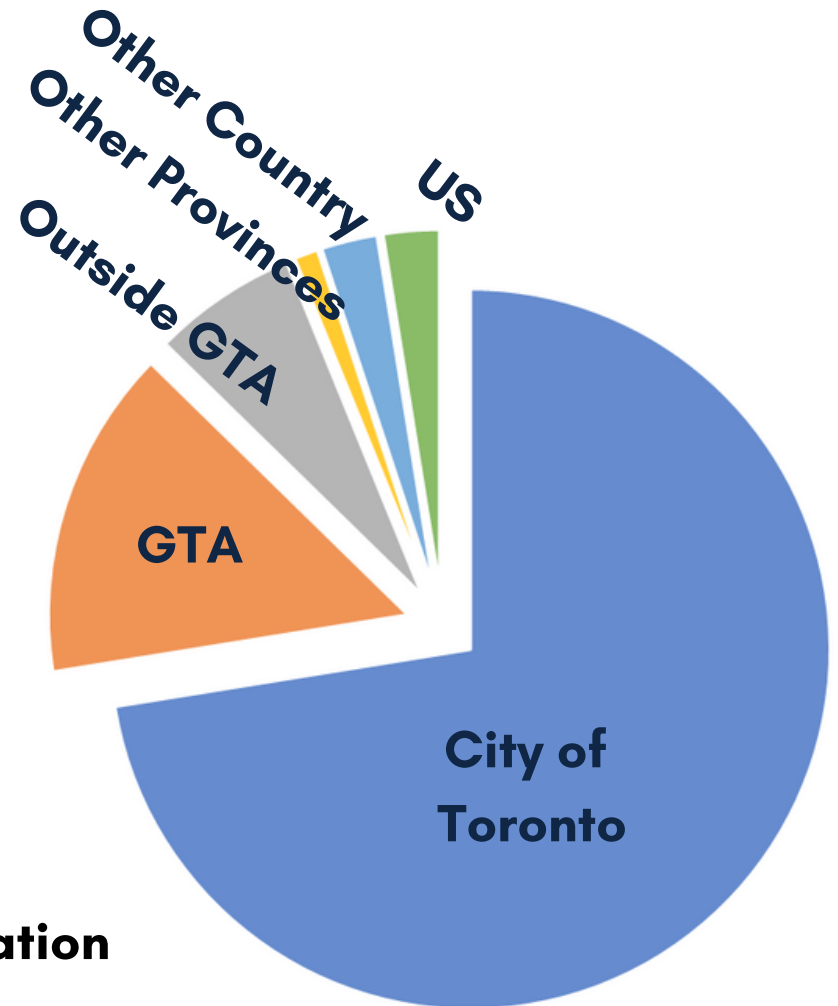
Ethnicity



AUDIENCE



Living Location





Digital

Use of social media
CBIA website
Ads & Press on online media

Offline

Print advertising
Promotions at local community
Press Conference

Partnerships

Partnering with local community organizations

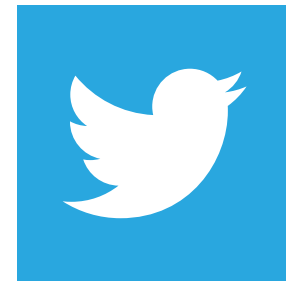
SOCIAL MEDIA



46k+ reach on
Facebook ads



14k+ reach on
instagram
campaign



4k+ Impression
on 2019 TCF
tweets

PAST SPONSORS

Presenting Sponsor



Entertainment Sponsor



In-kind Sponsor



Silver Sponsor



Media Sponsor



Bronze Sponsor



POTENTIAL SPONSORSHIP BENEFITS

- Sponsor booth(s)
- Corporate banner placement at the event
- Corporate sponsor announcement during Opening Ceremonies & throughout the event & Huron Square Grand Opening
- Promotional material distribution (i.e., poster, flyers, etc.)
- Sponsor logo on website & social media
- Logo placement on all organizer & volunteer T-shirts
- Industry exclusivity
- Free Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags

*Benefits are subjected to the sponsorship amount



2022 Toronto Chinatown Festival

Promotion Opportunity

	DIAMOND \$12,000	GOLD \$9,500	SILVER \$5,000	BRONZE \$1,900	IN-KIND \$1,200+
YOUTH STAGE NAMING RIGHT	✓	✗	✗	✗	✗
SPONSOR BOOTH(S)	3	2	2	1	1
BANNER PLACEMNET	5	4	2	1	1
ANNOUNCEMENT DURING EVENT	✓	✓	✓	✗	✗
LOGO ON ORGANIZER T'SHIRT	✓	✓	✗	✗	✗
INDUSTRY EXCLUSIVITY	✓	✓	✓	✗	✗
INVITATION TO PRESS CONFERENCE	✓	✓	✓	✓	✗
TICKET(S) TO APPRECIATION BANQUET	4	2	2	2	2
LOGO ON MARKETING MATERILAS	✓	✓	✓	✓	✓



PROMOTION OPPORTUNITY

- **Three** sponsor booths will be given
- **Five** banner placements along the festival
- Corporate sponsor announcement during Opening Ceremonies & throughout the event & Huron Square Grand Opening
- Sponsor logo appears on all printed promotional material (i.e., posters, flyers, etc.)
- Sponsor logo displays on website & social media
- Logo placement on all organizer & volunteer T-shirts
- Industry exclusivity
- Invitation to Opening Ceremony
- **Four** Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags

Investment: \$12,000 min.





PROMOTION OPPORTUNITY

- **Two** sponsor booths will be given
- **Four** banner placements along the festival
- Corporate sponsor announcement during Opening Ceremonies & throughout the event & Huron Square Grand Opening
- Sponsor logo appears on all printed promotional material (i.e., posters, flyers, etc.)
- Sponsor logo displays on website & social media
- Logo placement on all organizer & volunteer T-shirts
- Industry exclusivity
- Invitation to Opening Ceremony
- **Two** Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags

Investment: \$9,500 min.



PROMOTION OPPORTUNITY

- **Two** sponsor booths will be given
- **Two** banner placements along the festival
- Corporate sponsor announcement during Opening Ceremonies & throughout the event & Huron Square Grand Opening
- Sponsor logo appears on all printed promotional material (i.e., posters, flyers, etc.)
- Sponsor logo displays on website & social media
- Industry exclusivity
- **Two** Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags

Investment: \$5,000 min.



PROMOTION OPPORTUNITY

- **One** sponsor booth will be given
- **One** banner placement along the festival
- Sponsor logo appears on all printed promotional material (i.e., posters, flyers, etc.)
- Sponsor logo displays on website & social media
- **Two** Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags

Investment: \$1,900 min.





PROMOTION OPPORTUNITY

- **One** sponsor booth will be given
- **One** banner placement along the festival
- Sponsor logo appears on all printed promotional material (i.e., posters, flyers, etc.)
- Sponsor logo displays on website & social media
- **Two** Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags



In-kind Investment: \$1,200 + value

**WE WOULD LOVE TO
HEAR FROM YOU!**

BERYL SHER

Administrative Director

SHULIN FENG

Project and Event Planner

ELLEN SIU

Project Coordinator

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