



2024
Toronto Chinatown
Festival
Sponsorship Package

CHINATOWN

Along Spadina Ave. from Sullivan St. to College St.
and
Along Dundas St. W. from Beverley St. to Augusta
Ave.

Toronto Chinatown (多倫多華埠) is a vibrant neighborhood that is home to ethnic Asian immigrants and peoples of many other ethnicities.

It is one of the largest Chinatown 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 2024

24th

Our annual street festival started in 2000. We are excited to announce this year is our **24th** year

300,000

300,000 visitors enjoyed our 2023 two-day event.



TORONTO CHINATOWN FESTIVAL 2024

DATE

August 17, 12:00 noon - 11:00 pm
August 18, 12:00 noon - 8:00 pm

LOCATION

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



ATTRACTIONS

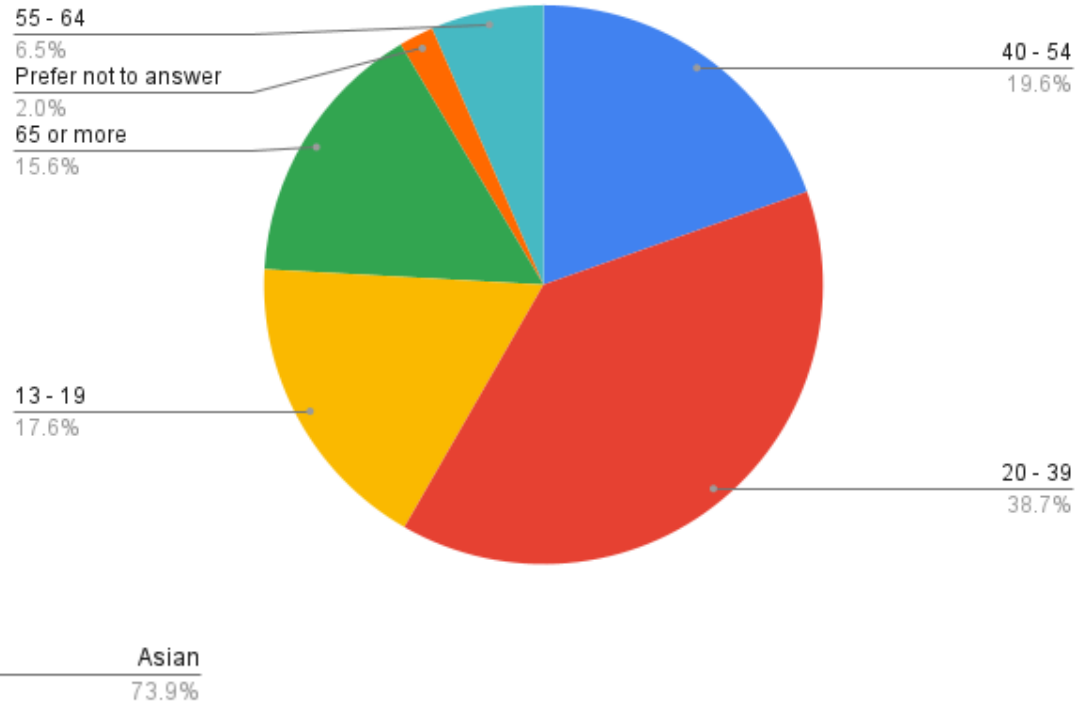
- 18+ Hours Multi-Cultural Performances
- Lion Dance
- Kung Fu Performances
- Lucky Draws
- 80+ Vendor booths
- Free Chinatown Walking Tour
- Multicultural Street Food Vendors

2023 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

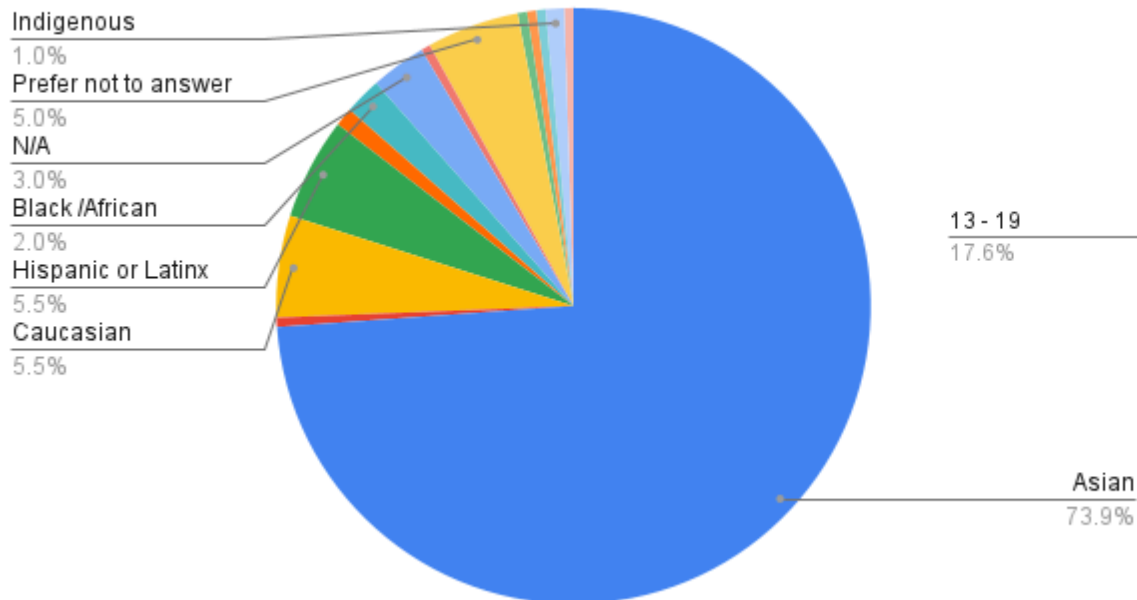
Age

Ethnicity

Customer age group



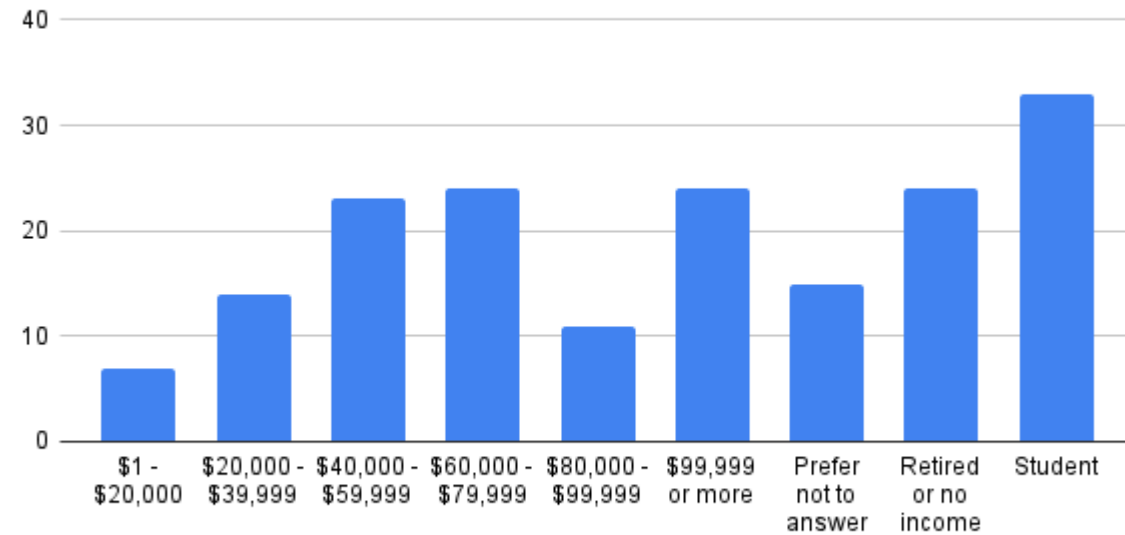
Customer ethnicity



2023 TORONTO CHINATOWN FESTIVAL VISITOR SURVEY

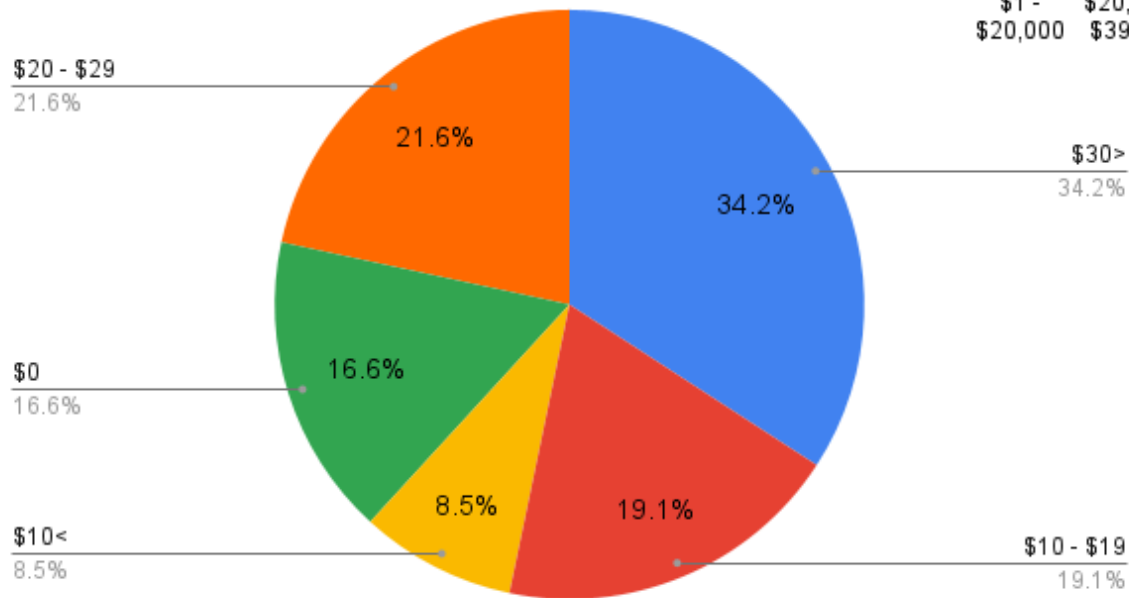
Income

Count



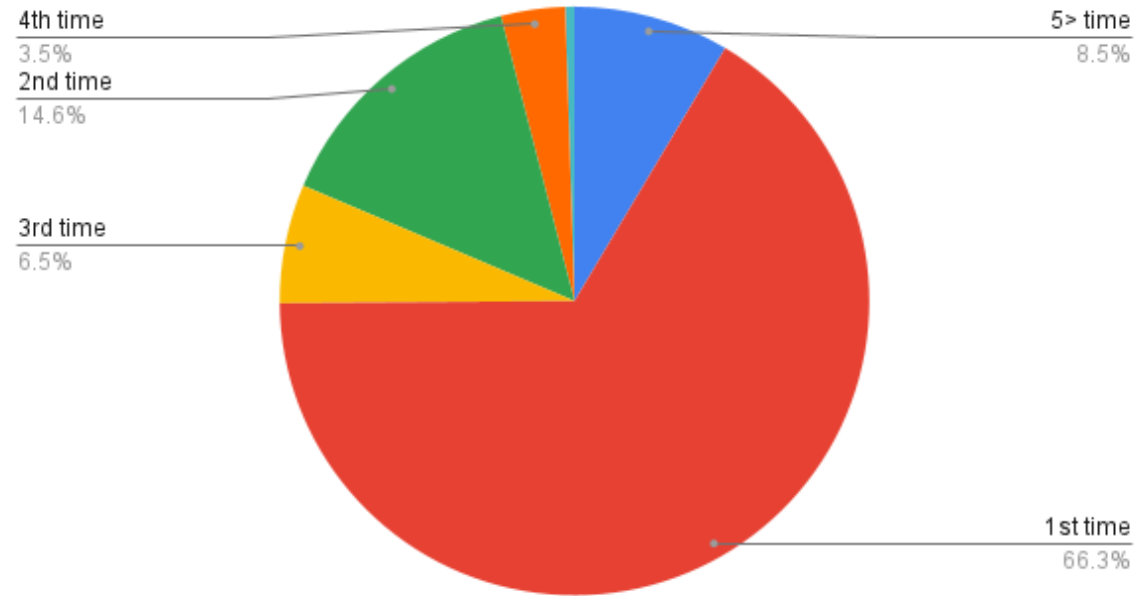
Spending

Customer Spending Estimate



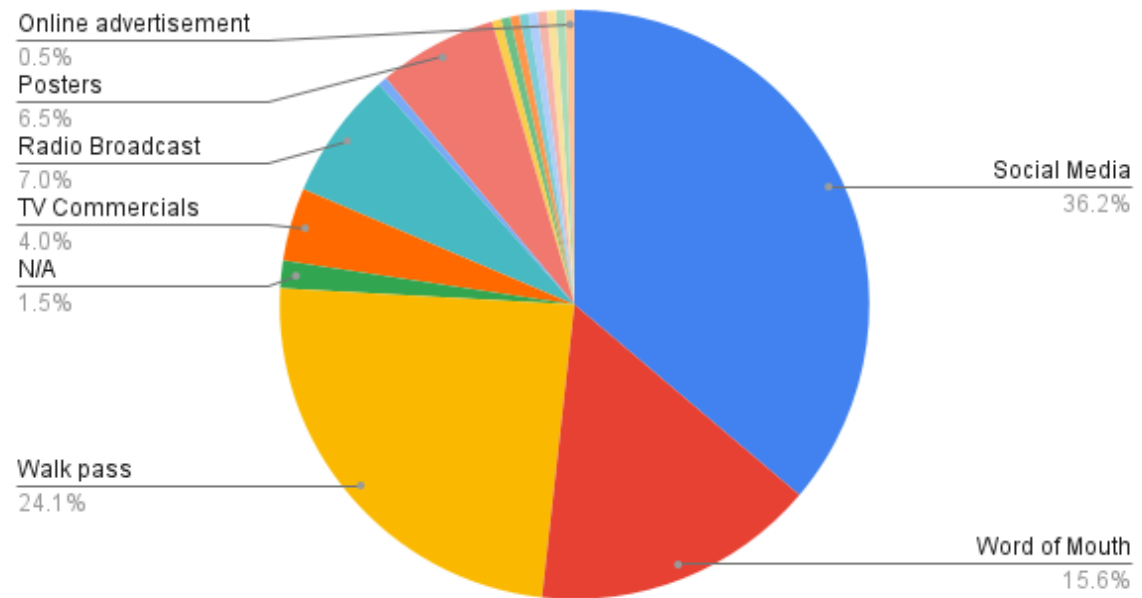
Past Involvement

Toronto Chinatown Festival Past Involvement

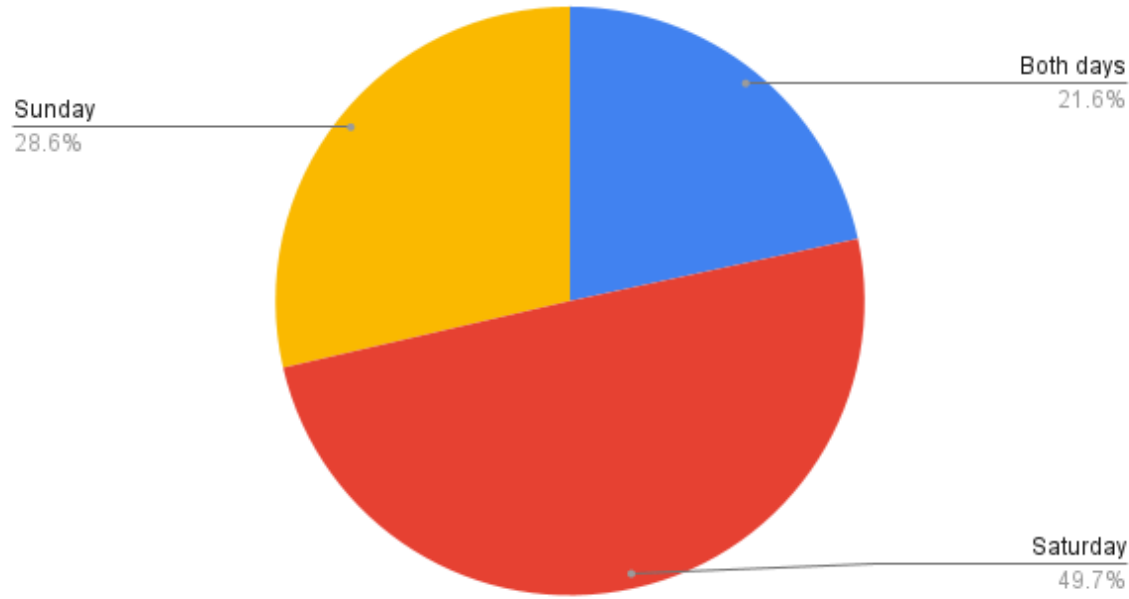


How to find us

How customer aware of our event

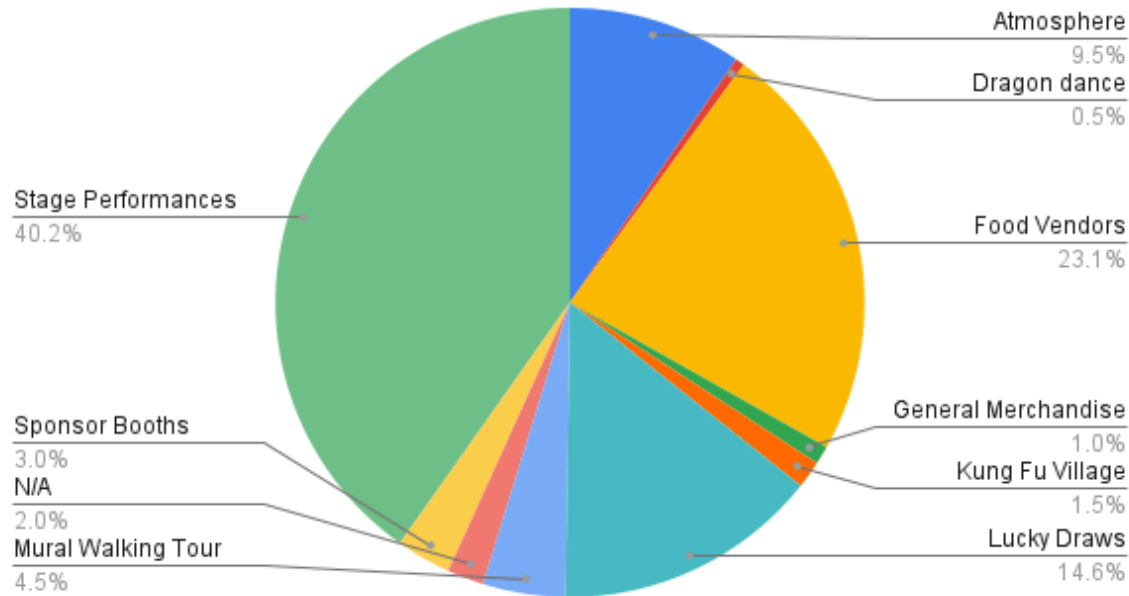


Customer participation



Event engagement

What customer enjoy most



Favorite event

PROMOTION

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



60k+ reach on
Facebook ads



73k+ reach on
Instagram
campaign



10k+ Impression
on 2023 TCF
Tweets

PAST SPONSORS



TD **READY**
COMMITMENT

BMO



Scotiabank®



Fantuan
Delivery



iQIYI

OUR HOME AND HOST
LAND
LITTLE
CANADA



京都 念慈菴® NIN JIOM



忆秦园
SINCE 1751



云尚米线
YUNSHANG RICE NOODLE



CANADA GUAN YIN TANG
CULTURE CENTRE



OTT PAY

RIPLEY'S
AQUARIUM
OF CANADA

ROM



松鼠外卖
SQUIRREL EATS

torontowhatsup.com
多人·多事

POTENTIAL SPONSORSHIP BENEFITS

- Sponsor booth(s)
- Corporate banner placement at the event
- Corporate sponsor announcement during Opening Ceremonies & throughout the event
- 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



2024 TORONTO CHINATOWN FESTIVAL PROMOTION OPPORTUNITY

	DIAMOND \$16,000	GOLD \$9,500	SILVER \$5,000	BRONZE \$1,900	IN-KIND \$1,200+
SMALL STAGE NAMING RIGHT	✓	✗	✗	✗	✗
SPONSOR BOOTH(S)	3	2	2	1	1
BANNER PLACEMENT (Provide by Sponsor)	3	2	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 MATERIALS	✓	✓	✓	✓	✓



DIAMOND SPONSORSHIP

- **Small Stage Naming Right**
- **Three** sponsor booths will be given
- **Three** banner placements along the festival (Sponsors have to provide their own banners)
- Corporate sponsor announcement during Opening Ceremonies & throughout the event
- 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 (only available to same sponsor level)
- Invitation to Press Conference
- **Four** Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags

Investment: \$16,000 min.

GOLD SPONSORSHIP

- **Two** sponsor booths will be given
- **Two** banner placements along the festival (Sponsors have to provide their own banners)
- Corporate sponsor announcement during Opening Ceremonies & throughout the event
- 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 (only available to same sponsor level)
- Invitation to Press Conference
- **Two** Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags

Investment: \$9,500 min.



SILVER SPONSORSHIP

- **Two** sponsor booths will be given
- **One** banner placements along the festival (Sponsors have to provide their own banners)
- Corporate sponsor announcement during Opening Ceremonies & throughout the event
- Sponsor logo appears on all printed promotional material (i.e., posters, flyers, etc.)
- Sponsor logo displays on website & social media
- Industry exclusivity (only available to same sponsor level)
- Invitation to Press Conference
- **Two** Appreciation Banquet Ticket(s)
- Company item/prize put in volunteer gift bags

Investment: \$5,000 min.



BRONZE SPONSORSHIP

- **One** sponsor booth will be given
- 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)
- Invitation to Press Conference
- Company item/prize put in volunteer gift bags

Investment: \$1,900 min.



IN-KIND SPONSORSHIP

- **One** sponsor booth will be given
- 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



2023 TORONTO CHINATOWN FESTIVAL VIDEO



Scan Me

For more event info

<https://www.youtube.com/watch?v=qNA1xIZk0c0>



We would love to hear from you!

BERYL SHER

ELLEN SIU

HEI WONG

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