



**KERRFEST & KERRFEST KIDS 2021  
PARTNERSHIP OPPORTUNITIES**





# KERR VILLAGE BUSINESS IMPROVEMENT PRESENTS OAKVILLE'S PREMIER FALL EVENT, KERRFEST & KERRFEST KIDS 2021 SEPTEMBER 10, 11, & 12 Westwood Park, Oakville

KERRFEST celebrated its first year in 2014 and was a resounding success! Enjoyed by thousands of people of all ages, from all over Southern Ontario, with live music by major headlining bands including Colin James, Platinum Blonde, Sass Jordan, Teenage Head, Trooper, Special guest Randy Bachman, Honeymoon Suite, Kim Mitchel, David Wilcox, Loverboy, April Wine, Jim Cuddy, The Spoons, Cowboy Junkies, Wide Mouth Mason, Bill Durst and more.

KERRFEST is destined to be the most unique event in Oakville going forward with exciting additions every year. This is the time to associate your great company with this great event! [KERRFEST.CA](http://KERRFEST.CA)

**30%**

Visitors from  
outside of Halton

**46%**

Male Visitors

**54%**

Female Visitors

**80%**

Repeat Visitors

**50%**

Attendees  
household income  
over \$100K

32% 45-54 years of age | 25% 35-44 years of age | 18% 55-64 years of age

Please contact us for partnership inquiries

**Doug Sams 905.849.8865**  
[sponsorship@kerr-village.ca](mailto:sponsorship@kerr-village.ca)



## 2021 Partnership Levels

Local Partnership Levels	Main Stage	Band	Gold	Silver	Bronze
Partnership Benefits	\$15,000	\$10,000	\$2,000	\$1,000	\$500
Availability	1	1	5	15	25
Naming Rights to Main Stage	x				
Category Exclusivity	x	x			
Opportunity to set up corporate display at event	x	x			
Premium recognition in news releases	x	x			
Speaking opportunity at event (30 seconds)	x	x	x		
Logo included on on day-of event signage	x	x	x		
Logo featured on website for 12 months	x	x	x		
Logo included on print advertising	x	x	x		
Business name included on print advertising	x	x	x	x	
Business name to be included on 11x17 posters distributed locally within Kerr Village	x	x	x	x	
Business name included on day-of event signage	x	x	x	x	x
Business name included on Kerrfest website	x	x	x	x	x
Business name included in pre-/post-event e-blasts	x	x	x	x	x
Business name included in pre-event press release	x	x	x	x	x

### ADDITIONAL OPPORTUNITIES - Naming rights & Gold Level Benefits, Video Board, Banners

T-Shirt	VIP Tent	Video Board	Fence Banners
\$2,500	\$2,500	\$1,000 Commercial +Logo+Banner \$500 Logo+Banner	\$395 New \$300 Return

