



September 9,10,11 2022- Westwood Park, Oakville

Dear Potential Donor,

The Kerr Village BIA has been producing Kerrfest & Kerrfest Kids music festival and market since 2014. We serve the business community, and we have provided entertainment for all ages and brought people into our area to visit from near and far. Kerrfest has expanded from a one-day entertainment event to three days and possibly four! The event is revenue-neutral, as we strive to keep it free of charge to the public. The event is a success because of generous donors like yourself. Kerrfest & Kerrfest Kids takes place the first weekend after Labour Day.

So, we need to support you! We can provide you with brand recognition to the community. Depending upon the type of donation, we have the following levels to benefit you and your company:

1. We provide a donation tax receipt
2. Tickets for VIP area
3. Your logo on the event website for the year, press releases, poster, thank you banner, event video board with logo and company video, digital ads, print ads, road signs, mentioned on radio ads, video ad local cinema and social media, recognition announcement at the event, post event video includes your logo.

Attached is a sponsorship kit that explains the event and the participation levels of the event. We do provide a donor agreement. Please look over the details and let us know how we can work together!

#### Contact Information

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Kerr Village BIA  
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Oakville, ON L6K 3B9

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**KERRFEST & KERRFEST KIDS 2022  
PARTNERSHIP OPPORTUNITIES**





# KERR VILLAGE BUSINESS IMPROVEMENT PRESENTS OAKVILLE'S PREMIER FALL EVENT- KERRFEST & KERRFEST KIDS 2022, SEPTEMBER 9,10,11.

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)



## 2022 Partnership Levels

| Partnership Levels  | Naming Rights<br>\$15,000 | Presenting<br>\$10,000 | Gold<br>\$5000+ | Silver<br>\$2500+ | Bronze<br>\$500+ |
|---|---------------------------|------------------------|-----------------|-------------------|------------------|
| Benefits each level   |                           |                        |                 |                   |                  |
| Naming Rights on 1 area (stage, band, day, video board)                               | x                         |                        |                 |                   |                  |
| Category Exclusivity  | x                         | x                      |                 |                   |                  |
| Opportunity to set up corporate display at event                                      | x                         | x                      |                 |                   |                  |
| Premium recognition in news releases & Radio Ads                                      | 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

| T-Shirt | Video Board  | Fence Banners             |
|---------|--|---------------------------|
| \$2,500 | \$1,000 Commercial video board<br>+Logo+Banner \$500 Logo+Banner | \$395 New<br>\$300 Return |

