



September 6,7,8 2024- 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. Since we are a non-profit it is important that we run a revenue neutral event. The festival 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 sponsorship and donation, we have the following levels to benefit you and your company:

1. We provide a donation tax receipt.
2. Tickets to the VIP area.
3. Your logo on the event website for the year.
4. Logo displayed on the video board.
5. Option to have a commercial played on the video board.
6. Thank you banner displayed at the park with your logo.
7. Recognition of your support by announcer on stage

Attached is a sponsorship kit that explains the event and the participation levels of the event. We do provide a sponsorship donor agreement and invoice. 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 2024
PARTNERSHIP OPPORTUNITIES**





KERR VILLAGE BUSINESS IMPROVEMENT PRESENTS OAKVILLE'S PREMIER FALL EVENT- KERRFEST & KERRFEST KIDS 2024! Friday, Saturday, Sunday. SEPTEMBER 6,7,8.

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 54.40, The Trews, The Box, 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 with exciting additions every year. This is the time to associate your company with this great community event! 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



2024 Partnership Levels

Partnership Levels	Naming Rights	Presenting	Gold	Silver	Bronze
	\$15,000+	\$10,000+	\$5000+	\$2500+	\$1000+
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			
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		
Business name included on print advertising	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

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