



CONCESSION *Streetfest*

23rd Annual Celebrations
June 8, 2019
10:00 a.m. – 7:00 p.m.
Concession Street
Hamilton, Ontario

CONCESSION BIA

STREET FESTIVAL

23rd Annual Celebration

SPONSORSHIP / PARTNERSHIP PROPOSAL

Prepared by:

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Event Coordinator
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Edited Jan 2019 by: Cristina Geissler (Concession BIA) 289-933-8899 concessionbia@gmail.com

CONCESSION STREETFEST is a project of CONCESSION STREET B.I.A.
534 Concession Street, Hamilton, ON L8V 1A6 Tel: 289-933-8899
www.concessionstreet.ca concessionbia@gmail.com on FACEBOOK/Twitter/Instagram: @ConcessionBIA



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MISSION

The goal of the Concession BIA is to make all visitors to Concession Street feel like neighbours regardless of how far reaching our neighbourhood becomes. We the BIA recognize that the success of Concession Street as a business district depends greatly on a thriving neighbourhood. The Concession Street Festival is one among many celebrations that the BIA undertakes as a way of reaching out to neighbors far and wide.

VISION

The vision of the Street Festival is to:

- Promote this area as a vibrant family oriented neighbourhood where people of all ages can live, work and play;
- Provide a “free admission” event where entertainment ranges from performing arts; free activities for children; arts & artisans;
- Introduce potential customers to the Concession Street Business Improvement Area;
- Encourage tourism to this historic Mountain Brow area;
- Continue to build on our concept of the CONCESSION STREET BIA

VALUES

The Concession Street Festival, in its 23rd year of celebrations continues to grow in popularity. Responding to an audience that includes all age groups, road closure extension to 6 blocks was maintained to ensure a wide array of activities.

Thanks to community and corporate sponsorship, all children’s activities are free of charge. Additionally, performances are no longer limited to the stage areas. Each block inside the festival perimeter now hosts a variety of entertainment on the street; ranging from music, dance, daring feats of fire eating or juggling or simply puppetry making for the tame.

Currently, with a 6 block full-road closure, three stages of continuous entertainment, free access to children’s activities, CONCESSION STREET FESTIVAL is the biggest street celebration on the Hamilton Mountain. Continued support from Community Sponsorship and Volunteers can guarantee free admission to this family-oriented event.

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SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

PLATINUM LEVEL

FESTIVAL PRESENTER - \$10,000 CASH or IN-KIND
Advertising value to sponsor: \$15,000

STAGE PRESENTER - \$5,000 CASH or IN-KIND
Advertising value to sponsor: \$10,000

Sponsor Benefits:

- Sponsor Signage/Banner on Stage Backdrop
- Sponsor Logo on all festival printed materials and Concession BIA website
- Sponsor Name Inclusion on all media (and social media) advertising
- On-site promotion

GOLD LEVEL

Road Closure - \$1,500 cash
2 available covering East & West closure

Printing - \$1,500.00
Festival collateral – handbills & posters

Headlining Act - \$1,500 cash or direct booking
2 sponsorships available

Cube Truck/Event Transport - \$1,500.00 cash or in-kind
Truck will be parked in Stage area for maximum corporate exposure

Event-T-shirts – \$1,500.00 cash or corporate shirts provided
120 event staff officially wearing your Company Logo with Event Name

Golf Cart/Event Transport - \$1500.00 cash or in-kind
4 golf carts mobile throughout event bearing your logo/signage

Portable Toilets - \$1500 cash or in-kind
10 Portables bearing corporate name

Sponsor Benefits:

- Sponsor Logo on all festival printed materials and Concession BIA website
- Sponsor Name Inclusion on all media advertising (including social media promotions)
- On-site promotion

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SILVER LEVEL

Children’s & Family Area Presenter - \$1500.00 cash

Banner & Signage bearing your Company Logo

Political Party Sponsorships - \$1000.00 cash

10x10 vendor space, recognition bearing your party logo on Concession BIA website and event posters

Environmental Clean-Up - \$800.00 cash

Recognition bearing your Company Logo

Volunteer Hospitality - \$500.00 cash

120 event volunteers: hot & cold service

Stage Entertainment/Performer - \$500.00 cash

6 sponsorships available

Two Way Radio Rental - \$500.00 cash or in-kind

Volunteer T-shirt sponsorship – funded by the Concession BIA and the City of Hamilton

Children’s Play Area

Hours: 10:00 a.m. to 7:00 p.m.

<u>ACTIVITY</u>	<u>COST TO SPONSOR</u>	<u>AVAILABILITY</u>
Inflatable Bouncers 1 of 3	@500.00 cash	3 SILVER Sponsorships Available
Face Painting	@500.00 cash	1 SILVER Sponsorship
Clown & Balloon Animals	@500.00 cash or equivalent donation	1 SILVER Sponsorship
Rest Area / Bingo	@300.00 cash or equivalent donation	1 SILVER Sponsorship

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- CONCESSION STREET BIA..... Festival Presenter
- CITY OF HAMILTON..... Festival Presenter
- CORUS ENTERTAINMENT Stage Presenter
- ESTHER PAULS (City of Hamilton, Councillor – Ward 7)..... Parking Costs
- SPEEDY SUBS (562 Concession) Various Children’s Activities
- COMMUNITY DONORS Various Children’s Activities

PREVIOUS COMMUNITY PARTNERS

- | | | |
|------------------------------|---|------------------------------|
| Cancer Assistance Program | Hamilton Mountain Heritage Society | Hill Park Alumni Association |
| YMCA Career Centre | Fire Prevention Bureau | Wellwood Resource Centre |
| Girl Guides of Canada | Hamilton Seniors Centre | Hamilton Tiger Cats |
| Ancaster Lions Club | Hamilton Police Pipe Band | AIDS Network |
| Chalmers Presbyterian Church | Kawasaki Rendokan Judo Academy | Hamilton Church of Christ |
| North End Children’s Centre | Boy Scouts of Canada | Sackville Hill Ukulele Band |
| Hamilton Bulldogs | Scouting Canada – 88 th Division | St. Stephens Church |
| Kiwanis Club of Hamilton | St. Johns Ambulance Brigade | Mountain Kidz Klub |
| N2NFood Bank | Food Share Hamilton | Rotary Club - Ancaster |

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CONCESSION STREET FESTIVAL MANAGEMENT TEAM 2019

Festival Coordinator	Doris Sanchez.....	905-388-5482
Festival BIA Contact	Cristina Geissler, BIA Exec Director	289-933-8899
Festival Chair	Steve Vucko, Speedy Subs.....	289-396-6984
Festival Treasurer	Alana Travis, BIA Treasurer	905-870-0088
Festival Advisor	Julienne Gauthier, Candi Werx	905-920-8937
Festival Volunteer Mgmt	Doris Sanchez.....	905-572-0924
Festival Site Operations	Paul Pissey.....	289-489-9210
Community Resources	Faye Grasley.....	905-807-5949

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Aug 17, 2016 |

Concession Streetfest 2018 deemed a huge success – biggest event to date with an estimated 50,000 visitors



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A screenshot of a YouTube video player. The main video is titled "DMD I 'History of Dance' FLASH MOB I CONCESSION STREET FESTIVAL" by DefiningMovementDMD, with 984 views. The video shows a large group of people dancing in a street. To the right of the video player is a list of recommended videos, including "Toronto: Eaton Centre Shooting - June 2012", "DMD I 'History of Dan Flash Mob (FULL DAN)", "At Home with the Star Alison Sweeney, Jos", "DMD I 'Thriller'", "DMD I 'Til I Die", and "Josh Taylor - QB Juni Highlights - New Bern".

<http://www.youtube.com/watch?v=yBCIw11R7U>

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http://www.youtube.com/watch?v=_KMusGM5skg

YouTube CA Concession Street Fest

0:30 / 1:04

Kazoo world record
Photogatthespec · 352 videos · 183 views

Tiger-Cats rookie can...
quarterbacks
by Photogatthespec · 343 views

Ammo Burner
by Photogatthespec · 362 views

V-Day Dance at McMaster
by Photogatthespec · 38 views

Kitten gets oxygen at fire
by Photogatthespec · 683 views

Don't You Worry Child (Live)
by SHMVEVO · Recommended for you

500 Days of Summer - Interview Joseph
by MsJGLmovies

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Chris Presius of the Caribbean Star dance group thrills the crowd gathered to watch him during the Concession BIA Streetfest by doing the dragon — spitting flames — during a dance routine.

<<



Defining Movement Dance students show the crowd their talent during the Concession Streetfest



Dakota Hamilton (left) and her sisters Sydney and Lorelei feed a goat at the goat petting zoo, one of the activities featured at the June 1 Concession Streetfest.



A Flash Mob

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