



Sponsorship Package 2019

Rosedale Main Street BIA is a vibrant, active neighbourhood with numerous sidewalk cafes, bustling markets and a feeling of a village in the city. The BIA represents over 180 businesses along Yonge Street between Woodlawn Avenue and Crescent Road. It is led by a team of committed volunteer Board Members who work with the businesses, government and the local community to make Rosedale a good place to live, shop and do business.

This year the Rosedale Art Fair will be taking place on Saturday June 8th and 9th. Participating merchants and restaurants will showcase the work of emerging artists of various mediums in their locations. Visitors will have the opportunity to meet one-on-one with the artists who will be onsite to discuss their work.

The event will also feature Art in the Square which will host a collection of vendors at the green space across from the Scrivener Square LCBO.

We look forward to attracting new visitors to the Rosedale Main Street BIA through this event.

We invite your company to become a sponsor. This is a great opportunity to promote your business while bringing awareness to our event and our neighborhood.

We will be getting the word out in the following ways:

- A colour postcard delivered to 10,000 residents inviting them to the event
- An electronic invitation that merchants will be sending to their clients and contacts
- Posters in Rosedale Main Street store windows
- Banners along Yonge Street within our BIA
- Posted on the BIA , Events Toronto and other partnership websites and Social Media
- Ad in City Post Magazine
- TTC Subway Posters (100 in train posters)

Sponsorship Opportunities

Platinum - \$5,000

- Opportunity for 10'x10' booth prominently displayed at Scrivener Square
- Opportunity to provide your company banners for onsite display
- Recognition on Globe and Mail ad
- Logo on store window posters
- Logo on colour postcards delivered directly to residents
- Logo on all event signage
- Logo on TTC subway posters
- Recognition on all PR
- Direct link on BIA website

Gold - \$2,500

- Recognition on Globe and Mail ad
- Logo on store window posters
- Logo on colour postcards delivered directly to residents
- Logo on TTC subway posters
- Direct link on BIA website

Silver - \$1,000

- Recognition on Globe and Mail ad
- Logo on store window posters
- Logo on colour postcards delivered directly to residents
- Direct link on BIA website

Bronze - \$500

- Logo on store window posters
- Logo on colour postcards delivered directly to residents
- Logo on TTC subway posters
- Direct link on BIA website

If you are interested in sponsoring this fabulous event or have any questions please do not hesitate to contact me. Thank you for your time.

Regards,

Clorraine Dennie

Executive Director, Rosedale Main Street BIA

647-342-0821 or info@rosedalemainstreet.ca

