

Peterborough Musicfest

Sponsorship Package





A PTBO Tradition

PMF is one of the longest running free admission summer concert series in Canada since our founding year, 1987.

2024 will mark Peterborough Musicfest's 37th Season with free concerts held every Wednesday and Saturday night at Del Crary Park in the heart of Peterborough Ontario.



Free Music All Summer Long

Del Crary Park stage has hosted the likes of **City & Colour (solo), Crash Test Dummies, Carly Rae Jepsen, Big Wreck, Tegan and Sara, Our Lady Peace, Tom Cochrane, The Reklaws, Kiefer Sutherland, Walk Off the Earth, Tyler Shaw, Randy Bachman, Alan Doyle, and many more.**

The quality of our line-up generates a sizeable audience – some 135,000 in 2019 – which in turn provides an economic boost that helps fuel our downtown and area tourist attractions. An economic impact study commissioned in 2023 pegged the number at \$4.3 million; a significant boost for our hotels, restaurants, and bars. Peterborough Musicfest also helps create the equivalent of 93 jobs throughout its annual summer run.

We're funded by corporate sponsorships (most of whom are small locally owned businesses), through multi-level government support, fundraising initiatives, and private donations and we remain steadfastly, and uniquely, free of charge for our audience.

That's right – it is absolutely FREE to see the likes of Colin James, Serena Ryder, Gordon Lightfoot, 54.40, Blue Rodeo and so many others at Peterborough Musicfest because...

This feisty, industrious, creative city believes music should be enjoyed by all people, regardless of their ability to pay.



Musicfest By The Numbers



**Economic impact of
\$4.3 Million**



**63% of visitors are local
(40km range)**



**110,000
in attendance every year**



**30,000+
Active Social Followers**



**665+ Free shows
over the last 36 years**



**113,000+
website visits every summer**



**99% of attendees feel
Peterborough Musicfest
is important to take place
every year**



**64% of visitors
indicated that Musicfest
was their sole reason for
visiting Peterborough**





Free Admission Doesn't Happen By Accident

Since 1987, Peterborough and area businesses have stepped up to ensure thousands, whatever their means, are entertained each summer by top live music acts.

Recognizing fully the immense value of building community through a shared experience, each has made a financial and/or in-kind investment to ensure Peterborough Musicfest admission remains free – a unique reality on Canada's festival landscape.

All artists who appear in Del Crary Park are paid and that doesn't come cheap. In fact, those fees have risen dramatically in recent years with little to no prospect of that changing.

The reality is Musicfest sponsors, whatever their contribution, are needed more than ever to keep the late Fred Anderson's dream alive more than three decades after he founded his 37 year old festival.

Top 3 Reasons to Invest as a Business Sponsor



Promote your business to thousands of potential customers



Partner side by side with a leader that brings community together each summer



Align your brand with some of the biggest names in music

Ashburnham Realty has been a proud sponsor of Peterborough Musicfest since 2015. With our sponsorship, the AshRealty Team is able to give away VIP tickets to our residential tenants for energy efficiency and contests for on time rent payments. We support our commercial tenants by giving away VIP tickets to host contests for their customers or give their staff a night off to have some fun! We donate our VIP tickets to our community partners to assist them with charity events and engage their clients in local entertainment. Thank you for another great summer full of awesome concerts!

- Ashburnham Realty

PepsiCo Canada has been a proud Headliner sponsor of Peterborough Musicfest since 1987. The quality, variety and versatility of all the artists appearing year after year is outstanding. From local musicians to Broadway and chart-leading talent, the Musicfest committee provide outstanding entertainment for Peterborough and the surrounding area for these free summer-long concerts. We are proud to be part of Musicfest and thrilled to be able to share this fun event with our employees.

- PepsiCo Canada / Quaker Oats

Sponsor Perks

	Premiere	Showcase	Headliner	Star
On-Site				
Meet and greet with artist (*NOR)	🎵	🎵	🎵	🎵 🎵
VIP tickets (every concert)	4	10	10	16
Reserved VIP tickets on Night of Recognition (*NOR)		20	20	40
Logo placement on VIP tickets			🎵	🎵
Pre-Show + Thank You voiceover recognition (*NOR)	🎵	🎵	🎵	🎵
Pre-Show logo display	Half Slide	Half Slide	Full Slide	Full Slide
On-site activation space (kiosk)	3 concerts	5 concerts	5 concerts	All concerts
Parking pass		🎵	🎵	🎵
Online Presence				
Website sponsor page (includes URL link)	Logo	Logo	Logo	Logo
Logo placement on home page				🎵
Home page advertisement		🎵	🎵	🎵
Digital / Social Media				
TV advertisement with logo			🎵	🎵
Social media feature (live at park)	For add'l fee	For add'l fee	🎵	🎵
Signage / Advertising				
4' x 2' park pole banner		🎵	🎵	🎵
4' x 2' banner on stage fencing			🎵	🎵
Stage banner				🎵
6' x 4' park entry A-frame sign with logo		🎵	🎵	🎵
Logo on media wall backstage meet & greet				🎵
Teardrop flags at main entrance				🎵



Peterborough Musicfest

Peterborough Musicfest relies on the support of our partners and sponsors to secure premier artists.

Contact us today

📞 **705-755-1111** ✉ **sales@ptbomusicfest.ca**

to learn more about our sponsorship packages.

     **@ptbomusicfest**

