

Peterborough Musicfest boasts a longstanding tradition of offering free admission summer concerts, making it one of Canada's enduring gems. Our stage has welcomed distinguished artists like Gordon Lightfoot, Colin James, Tegan and Sara, Our Lady Peace, Big Wreck, City and Colour (solo), Carly Rae Jepsen, Walk Off The Earth, The Reklaws, Classified, Sloan, Tom Cochrane, and many more since our establishment in 1987.



110,000

2023 attendance



113,000

summer website visitors

85%

of those surveyed would **likely or very likely** consider purchasing from a Musicfest Sponsor over a non-sponsor

90%

invited people to Ptbo **specifically for Musicfest**



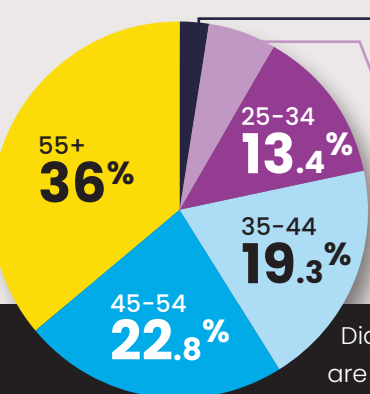
63% of visitors are local (within 40km)



\$4.3 million

Economic Impact

equivalent to 93 full-time jobs at the median salary for Peterborough



Under 18

2.4%

19-24

6%

Attendees by Age

Did we mention all of our concerts are **FREE** thanks to our sponsors!

More than 30,000 active followers across all platforms



99%

of respondents indicated that as a resident, **this festival is important to take place each year**

FESTIVAL INFO

2024 will be Musicfest's 37th season offering free concerts every Wednesday and Saturday night right in the heart of the summer.

Nestled in the vibrant city of Peterborough, just 90 minutes away from the buzz of Toronto. This 8-week concert series is funded by corporate sponsorships, government support at all levels, fundraising initiatives, and private donations.

SPONSORSHIP

Peterborough Musicfest offers a wide range of sponsorship opportunities for all budgets.

Please don't hesitate to contact us with any inquiries or to learn more about our sponsorship packages:

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📞 705-755-1111

🌐 ptbomusicfest.ca