

An aerial night photograph of Peterborough, Ontario, during the Peterborough Musicfest. The city lights are visible in the background, and a large crowd of people is gathered in a park area in the foreground. A large, modern building with a blue roof is visible in the lower left. The festival logo is overlaid on the top half of the image.

Peterborough Musicfest

Sponsorship Package

SOCAN
LICENSED TO PLAY
AWARD RECIPIENT



A PTBO Tradition

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

2026 will mark Peterborough Musicfest's 39th 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), Metric, Little River Band, Carly Rae Jepsen, Big Wreck, Tegan and Sara, Our Lady Peace, Tom Cochrane, The Reklaws, Kim Mitchell, Walk Off the Earth, Randy Bachman, Down With Webster, Alan Doyle, and many more.

The quality of our line-up – now enhanced by exciting new programs like Woven Stories, celebrating community voices, and the Future Sound Series, showcasing rising talent – draws an incredible 118,500 fans each summer. This energy fuels our downtown and area attractions, creating a \$4.3 million economic impact, as confirmed by a 2023 study. That's a major boost for local hotels, restaurants, and bars. Peterborough Musicfest also helps create the equivalent of 93 jobs throughout its annual run.

We're powered by corporate sponsorships (many from small, locally owned businesses), multi-level government support, fundraising initiatives, and private donations – and we remain proudly, and uniquely, free for everyone to enjoy.

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

This feisty, industrious, creative city believes that free, live music should be accessible to everyone.



Musicfest By The Numbers



Economic impact of
\$4.3 Million



63% of visitors are local
(40km range)



110,000 +
average attendance every
year



51,000+
Active Social Followers



698+ Free shows
over the last 38 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 Music. Powerful Impact.

Join the businesses making free live music possible in Peterborough. Since 1987, local sponsors have helped ensure thousands can gather each summer at Del Crary Park to experience the joy of live performance – FREE thanks to you!

Their belief in community, connection, and shared celebration keeps this uniquely Canadian tradition alive. Every sponsorship, whether financial or in-kind, sustains our stage, supports our artists, and inspires unforgettable summer nights for all.

Rising performance costs make your partnership more vital than ever. Together, we'll continue to honour Fred Anderson's vision and keep the spirit of Peterborough Musicfest thriving for generations to come.

**Free Admission
Doesn't Happen
By Accident —
It Happens
Because of Your
Support.**

Top 3 Reasons to Invest as a Sponsor



Reach New Audiences

Expand your business by connecting with thousands of festival-goers, turning potential consumers into loyal customers.



Partner With A Community Leader

Join forces with an organization that unites the community every summer, creating unforgettable experiences and lasting connections.



Elevate Your Brand

Showcase your brand alongside some of the most renowned names in music, gaining valuable exposure and association with top-tier talent.

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 Assets

	Premiere	Showcase	Headliner	Star
On-Site				
Meet & Greet with Artist and Night of Recognition (NOR)	🎵	🎵	🎵	🎵 🎵
VIP tickets (every concert)	4	10	10	20
Reserved VIP tickets on Night of Recognition (NOR)		20	20	40
Pre-Show + Thank You voiceover recognition (NOR)	🎵	🎵	🎵	🎵
Pre-Show logo display	Half Slide	Half Slide	Full Slide	Full Slide
On-site activation space (10' x 10')	5 concerts	7 concerts	10 concerts	All concerts
Sales from on-site activation space	\$500 / Concert Season			
Online Presence				
Website sponsor page (includes URL link)	Logo	Logo	Logo	Logo
Logo placement on home page				🎵
Home page advertisement			🎵	🎵
Mobile App (New 2026)				
Featured Challenge (All Concerts)				🎵
1 Challenge (# of Concerts)	\$250	2	8	
Digital / Social Media				
TV advertisement with logo			🎵	🎵
Social media feature (live at park)	\$250	\$250	🎵	🎵
Logo placement on VIP tickets			🎵	🎵
Signage / Advertising				
Park pole banner - double sided		🎵	🎵	🎵
4' x 2' banner on stage fencing + Company logo placement on lineup posters			🎵	🎵
6' x 4' park entry A-frame sign with logo		🎵	🎵	🎵
Logo on media wall backstage meet & greet				🎵
Teardrop flags at main entrance				🎵



Peterborough Musicfest

Join the partners and sponsors who make world-class performances possible at Peterborough Musicfest.

Contact us today

📞 **705-755-1111** ✉ **sales@ptbomusicfest.ca**
to learn more about our sponsorship packages.

     **@ptbomusicfest**

