

**Saturday, May 4th 2024**  
**Toronto Queen's Park N**  
**11 to 5pm**



TORONTO  
**GLOBAL  
MARIJUANA**  
MARCH

**SPONSORSHIP  
OPPORTUNITIES**



The  
Real  
TEA PARTY.



## OVERVIEW

The Annual Toronto Global Marijuana March (TGMM) started in 1999 as pioneering event promoting legalization. This year's free outdoor event is Saturday, May 4<sup>th</sup>, 2024 at Queens Park North (QPN).

TGMM will remain a critical platform for promoting the benefits of cannabis, pushing for reforms and to celebrate cannabis culture. Participants will be assembling at 11am until 5pm which include a mid day parade along Bloor St. W, Yonge St, Wellesley St to return back to QPN followed by 4:20 celebrations.

*Over 500 cities across the globe will celebrate GMM on the same day.*



# INFO



## Date/Time:

- Saturday, May 4<sup>th</sup> , 2024
- 11am – 5pm
- Queen's Park N. Toronto

## Parade:

- 2pm start @ QPN (approx 45 min.)
- 2.2km march route

**420 Celebration at 4:20PM**

**Thousands in attendance!**

**50/50 DRAW**





# SPONSORSHIP OPPORTUNITIES

**Sponsorship package A: TOP BILLING** **\$1500**

Your logo “top billing” on all printed flyers, official event banner and on select TGMM social media. IG, FB, X and at [GlobalMarijuanaMarch.ca](http://GlobalMarijuanaMarch.ca)  
Prize donation to the 50/50 Draw

**Sponsorship package B:** **\$1000**

Your logo on all printed flyers, official event banner and on select TGMM social media. IG, FB, X and at [GlobalMarijuanaMarch.ca](http://GlobalMarijuanaMarch.ca)  
Prize donation to the 50/50 draw

**Sponsorship package C:** **\$500**

Your logo on select TGMM social media. IG, FB, X and at [GlobalMarijuanaMarch.ca](http://GlobalMarijuanaMarch.ca)  
Prize donation to the 50/50 draw.





# SPONSORSHIP OPPORTUNITIES

**Print:** 25,000 colour print impressions (5,000 posters - 20,000 handbills)

**Event Banner:** Will be up at Queen's Park before, during, and after the parade

**Social Media:** IG, FB, X mentions

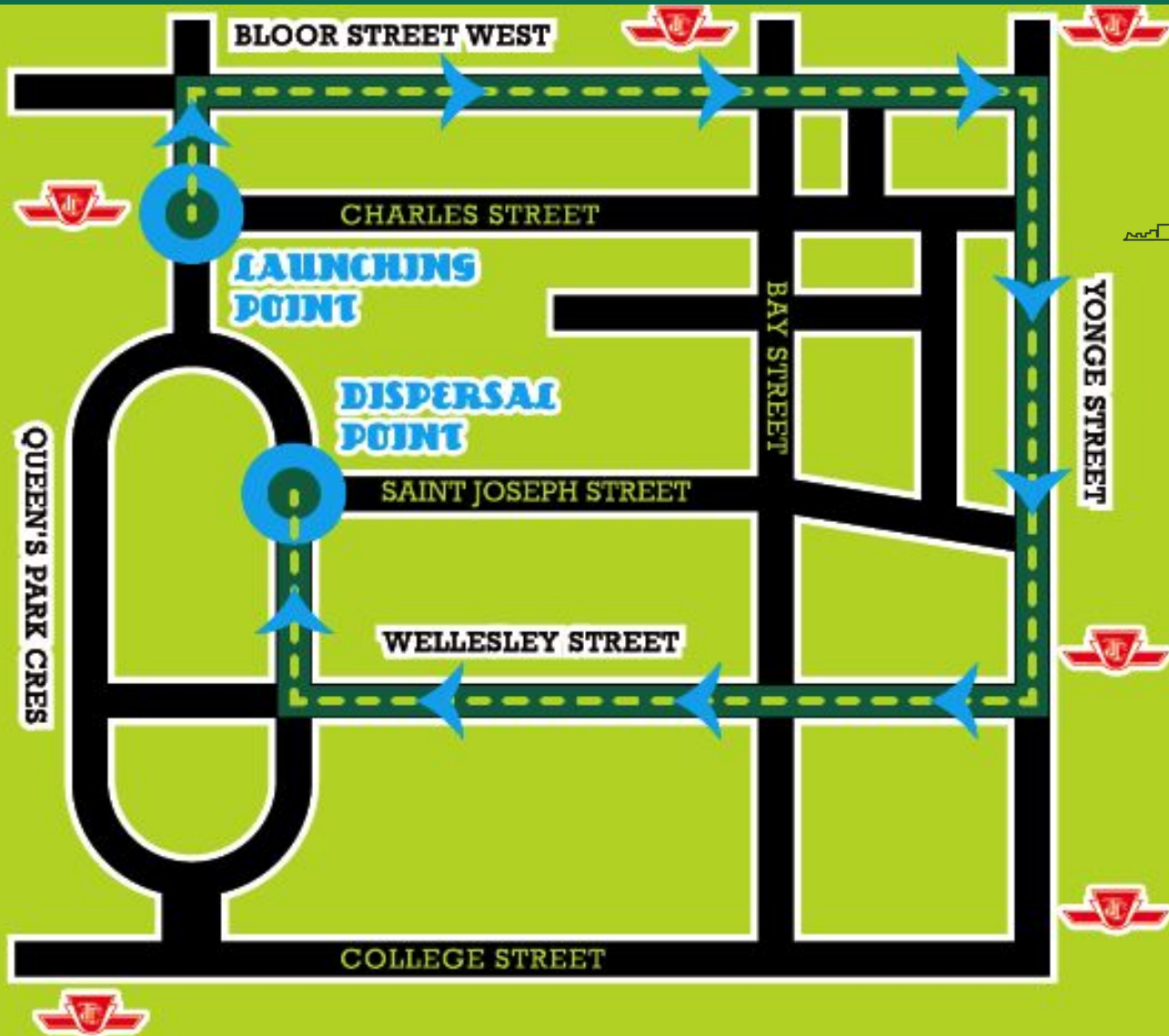
**TGMM website:** Your logo and link to your website

**Prize Donation:** Donate a prize or swag for the 50/50 draw

**Media Coverage:** Exposure through organic and national coverage



# GMM MARCH ROUTE



BLOOR STREET WEST



CELEBRATING 25 YEARS



# ANNUAL TORONTO GLOBAL MARIJUANA MARCH



## MAY 4TH 2024

11AM-5PM



QUEENS PARK NORTH



GLOBAL MARIJUANA MARCH



@GMLLIVE



YONGE STREET

WELLESLEY STREET



# CONTACT:

**Contact:**

**Heather Boyd - Sales Manager**

**[aromagurlz@gmail.com](mailto:aromagurlz@gmail.com)**

**519.880.5125**

The Toronto Global Marijuana March operates under Toronto Freedom Festival and is volunteer based.



# Sponsorship Agreement:

Sponsor Business Name: \_\_\_\_\_:

Contact/Title: \_\_\_\_\_

Email/ website: \_\_\_\_\_

Telephone #/Text: \_\_\_\_\_

Sponsorship Level: Please make payment to Toronto Freedom Festival

\_\_\_ Package A: \$1500

\_\_\_ Package B: \$1000

\_\_\_ Package C \$500

Please date and sign below confirming sponsorship participation.

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Sponsor Name

\_\_\_\_\_  
Sponsor signature