

VAUGHAN INTERNATIONAL MUSIC FESTIVAL 2022



JUNE 10-12 2022



ON CULTURE DAYS



The VIMF was recognized by the Spotlight Recognition Program which celebrates exemplary programming taking place each year as part of the Ontario Culture Days Festival.



DOWNTOWN
vaughan
METROPOLITAN CENTRE

ABOUT VIMF

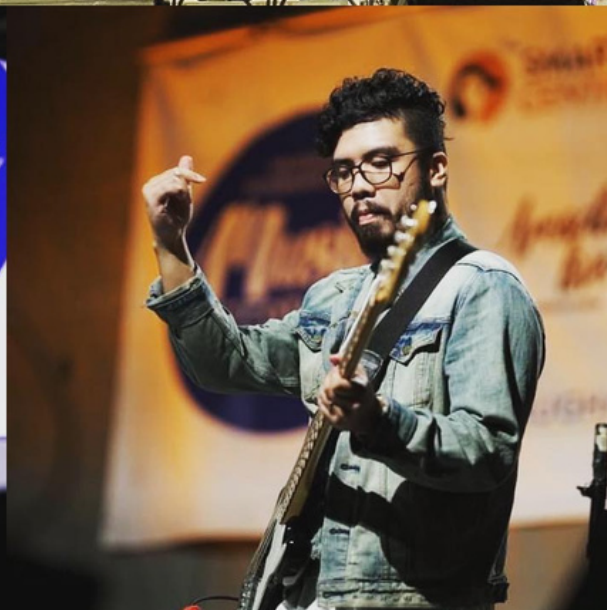
An award-winning community led event, the VIMF aim is to use music as the platform to bring people together to celebrate diversity and culture through the continued support and growth of the performing arts in the City of Vaughan.

WHAT WE DO

The VIMF is the first International Music Festival in both the City of Vaughan and York Region to celebrate culture and diversity through performances within a variety of genres, while showcasing both professional and local rising young artists.

This event will not only provide opportunity for upcoming performers, it will create a scholarship fund to support the young artists. The VIMF will also gain exposure through attracting many visitors from across the GTA to the new Vaughan Metropolitan Centre.





VIMF 2021



PROGRAM 2022



FRIDAY JUNE 10

VIP Opening Reception

Performances include
Indigenous, Chinese, Latino

SATURDAY JUNE 11

Performances include
Korean, Italian, Chinese, Caribbean
Feature: Rising Stars

SUNDAY JUNE 12

Performances include
Philippine, Indian, Jazz, Vietnamese
Feature: Special Guest



BENEFIT WITH THE VIMF



VIMF PROVIDES PARTICIPANTS MANY WAYS TO BENEFIT WITH THE FESTIVAL:

Music performances within various genres

- We provide opportunities annually for performers to submit a request to participate on VIMF website

Sponsorship support

- We provide support to VIMF team and performers with seeking sponsors that can provide their support through various sponsor level opportunities

Festival Ambassador with organizing team

- Ambassadors provide their support throughout the months with organizing team to day of event in a variety of ways

Festival Weekend support volunteer

- Festival Volunteers will provide support throughout the festival weekend, and will act as greeters and helpers on site

JUNE 10-12, 2022



SPONSORSHIP OPPORTUNITIES

Partnerships are essential to our success and to continue a sense of cultural vibrancy in Vaughan. See the next pages for high level partnership opportunities.

PRESENTING SPONSOR

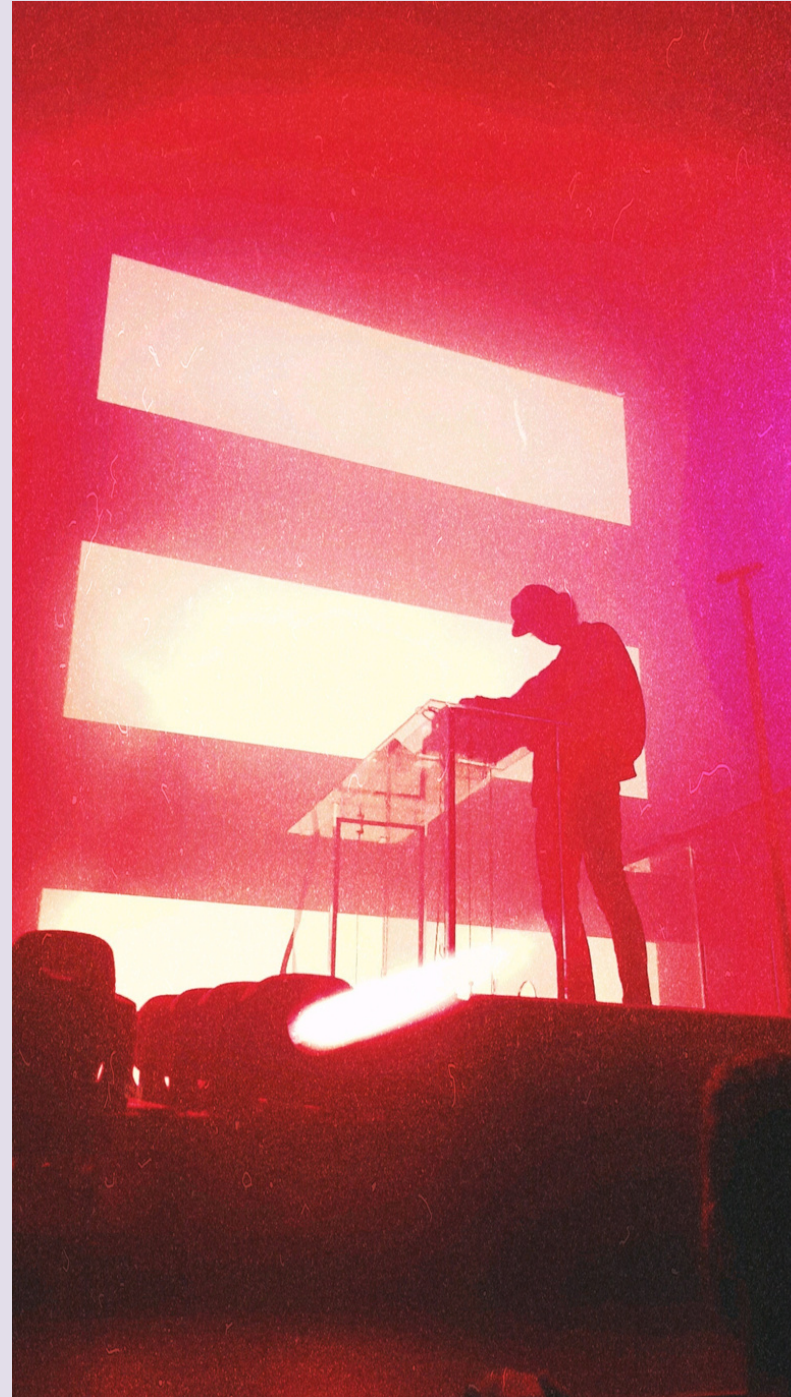
\$75,000



- INVITE TO VIMF EVENTS
- 10 VIP LOUNGE TICKETS
- VIMF "PRESENTED BY"
- PRINT MEDIA
- MOBILE SIGNS
- CITY WIDE BANNERS
- TV & RADIO ADS
- VIMF LAUNCH VIDEO
- WEB & SOCIAL MEDIA
- EMCEE RECOGNITION
- PROVIDE ON STAGE GREETINGS
- MAIN STAGE BANNER
- LOGO ON STAGE SCREEN
- PROMO VIDEO ON SCREEN
- BRAND BOOTH
- VOLUNTEER TSHIRTS
- POST EVENT THANK YOU
- 2 YEAR RENEWAL OPTION

EVENT SPONSOR

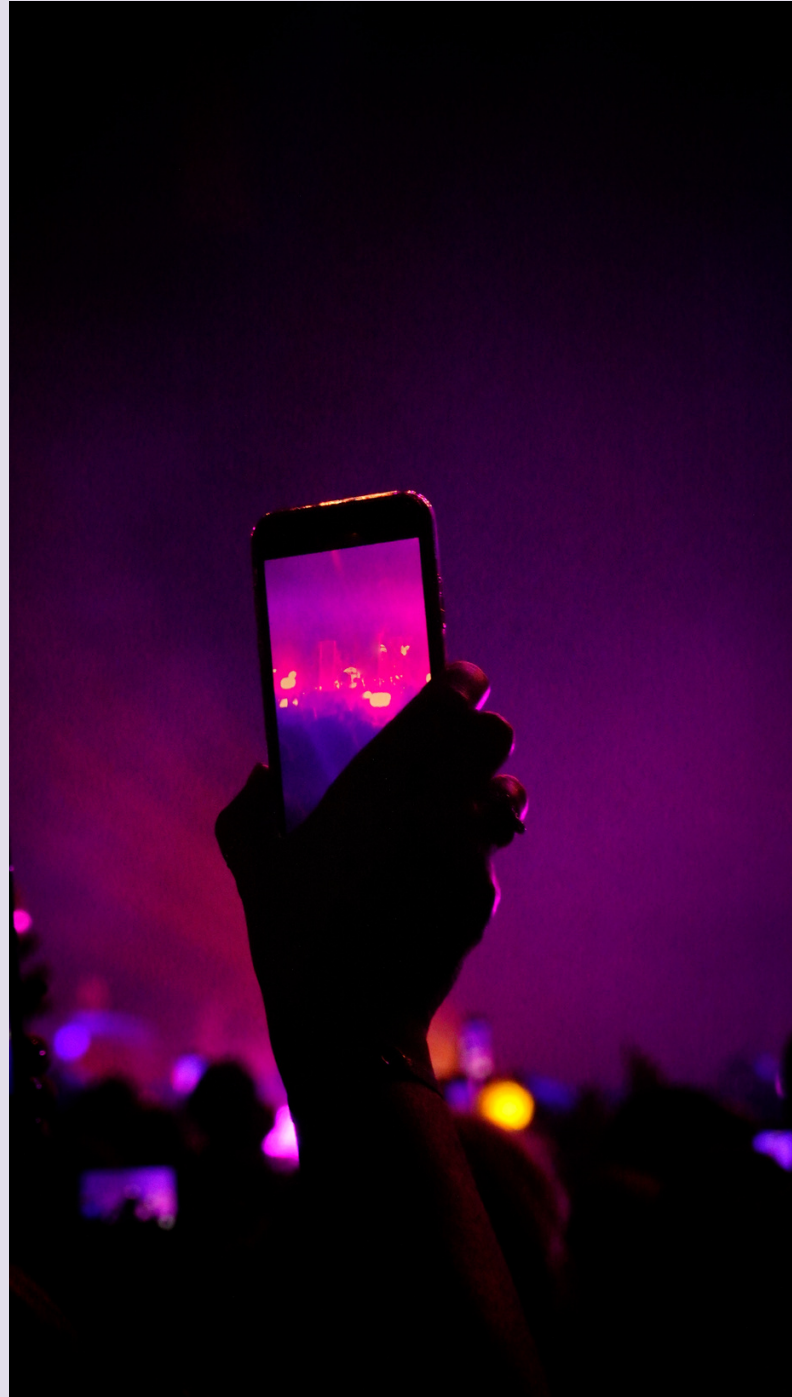
\$50,000



- INVITE TO VIMF EVENTS
- 8 VIP LOUNGE TICKETS
- PRINT MEDIA
- MOBILE SIGNS
- CITY WIDE BANNERS
- TV & RADIO ADS
- VIMF LAUNCH VIDEO
- WEB & SOCIAL MEDIA
- EMCEE RECOGNITION
- PROVIDE ON STAGE GREETINGS
- MAIN STAGE BANNER
- LOGO ON STAGE SCREEN
- PROMO VIDEO ON SCREEN
- BRAND BOOTH
- VOLUNTEER TSHIRTS
- POST EVENT THANK YOU
- 2 YEAR RENEWAL OPTION

MEDIA SPONSOR

\$30,000



- INVITE TO VIMF EVENTS
- 6 VIP LOUNGE TICKETS
- RECOGNITION IN MARKETING
- TV ADS
- WEB & SOCIAL MEDIA
- 2 YEAR RENEWAL OPTION

ENTERTAINMENT SPONSOR

\$25,000



- INVITE TO VIMF EVENTS
- 4 VIP LOUNGE TICKETS
- RECOGNITION IN MARKETING
- TV ADS
- VIMF LAUNCH VIDEO
- WEB & SOCIAL MEDIA
- 2 YEAR RENEWAL OPTION

VIP LOUNGE SPONSOR

\$25,000



- INVITE TO VIMF EVENTS
- 4 VIP LOUNGE TICKETS
- RECOGNITION IN MARKETING
- VIMF LAUNCH VIDEO
- WEB & SOCIAL MEDIA
- LOGO ON STAGE SCREEN
- 2 YEAR RENEWAL OPTION

DECOR SPONSOR

\$10,000



- INVITE TO VIMF EVENTS
- 2 VIP LOUNGE TICKETS
- RECOGNITION IN MARKETING
- LOGO ON STAGE SCREEN
- 2 YEAR RENEWAL OPTION

COMMUNITY SPONSOR

\$10,000



- INVITE TO VIMF EVENTS
- 2 VIP LOUNGE TICKETS
- RECOGNITION IN MARKETING
- LOGO ON STAGE SCREEN
- 2 YEAR RENEWAL OPTION

FRIENDS OF FESTIVAL



- RECOGNITION STAGE SCREEN
- RECOGNITION ON WEBSITE

FUNDS WILL BE USED TO SUPPORT
THE VIMF SCHOLARSHIP FOR
YOUNG PERFORMERS



CONTACT

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MUSIC FESTIVAL

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