

SATURDAY, JUNE 11

2022

Sponsorship
Opportunities



Lakeshore Village

Presents

**GRILLED
CHEESE
CHALLENGE**





Highlight your brand at Toronto's largest **Grilled Cheese Festival!**



Official Charity Partner

LAMP

Community Health Centre

Connect with over **28,000** festival goers from the Greater Toronto Area and beyond at one of the most popular events in South Etobicoke. The Lakeshore Village BIA hosts the Grilled Cheese Challenge, while proudly highlighting and supporting this community's amazing businesses and organizations.



About The Festival

- Hosted by the Lakeshore Village BIA, the Grilled Cheese Challenge is Ontario's oldest celebration of grilled cheese sandwiches!
- Connect with over 28,000 people and be a part of our growing one day festival with great food, live entertainment and children's activities in the heart of New Toronto.
- The festival begins at 11 am on Saturday June 11th and comes to a close at 9 pm in the evening. Winners of the Grilled Cheese Challenge are announced on the main stage.
- In addition to the challenge, festival goers can enjoy their favourite street food and stop by the shops in Lakeshore Village for coffee, baked goods, home furnishings and a variety of other offerings.



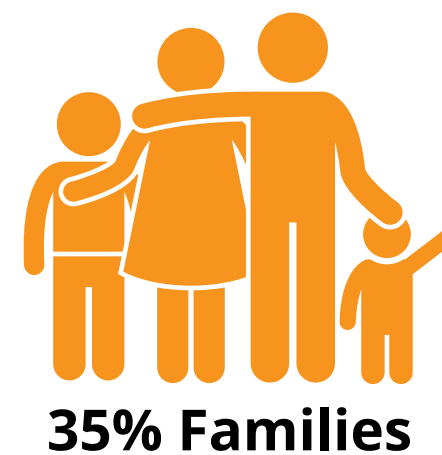
Lakeshore Village Community

- The Lakeshore Village community is enjoying a boom in residential development, housing sales, new businesses and benefiting from an influx of new Canadians and young families.
- Residents and visitors take pleasure in outstanding amenities such as the Colonel Samuel Smith Park, home of the city's first ice skating trail. The park also features an off-leash dog area.
- The Eighth Street Skate Park is a concrete community that is great for all ages and all levels of skaters.
- The Ford Performance Centre of Hockey Excellence is the premier ice complex in the GTA and it serves as the practice facility for the Toronto Maple Leafs and Marlies.

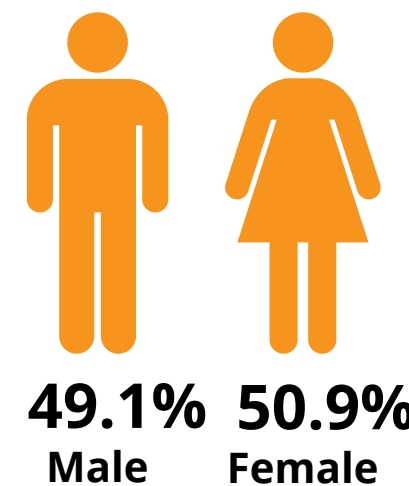


Community Demographics

Population: 11,463



**Median Household
Income \$50,891**



2021 Statistics sourced from Collaborate/Realm, Realtor Platform.

His Worship John Tory, Mayor of Toronto

Our Past Sponsors & Exhibitors



VQA WINES OF ONTARIO



Toronto Pearson
For You. The World.



Grilled Cheese Challenge

Entertainment & Attractions

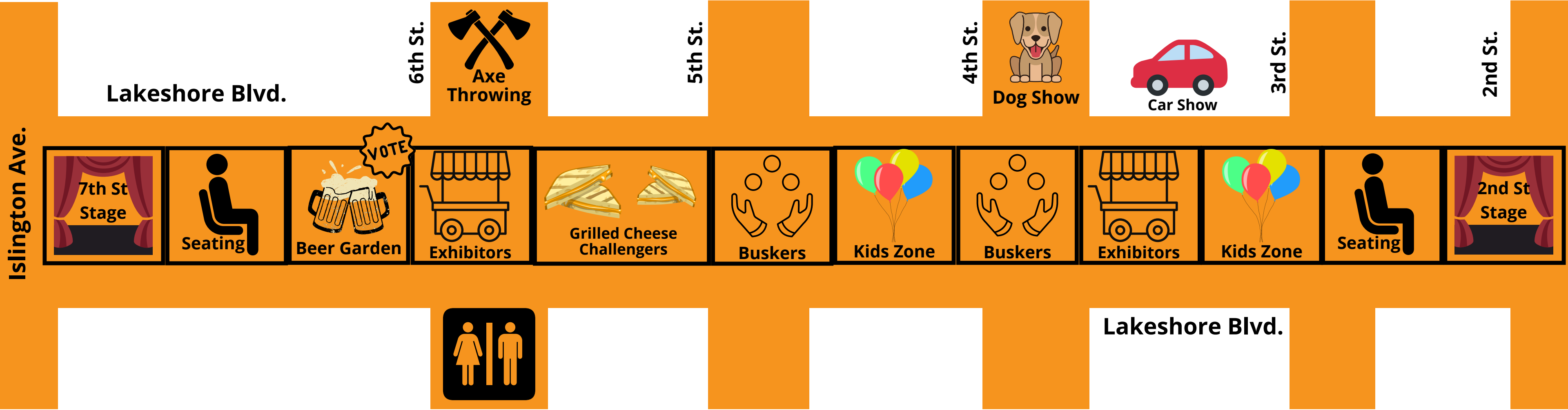
Take advantage of the 70+ unique exhibitors, artisans, and food vendors as well as the 180 businesses of the Lakeshore Village BIA. Past features included:

- 17 Grilled Cheese Challengers
- 47 Vendors
- 18 Lakeshore Village BIA Members
- 2 Outdoor Stages

- Children's Activities
- Beer Garden
- Buskers
- Classic Car Show

- Seating
- Entertainment & Live Performances
- Elvie the Mascot

We're growing! Due to our increasing number of guests we are expanding to 2nd Street this year!



Grilled Cheese Challenge

Marketing Plan

Sponsors will benefit from an integrated marketing plan with extensive community engagement as well as social media, radio, digital and print advertising.

INDIE88 - 641,922 weekly coverage; campaign (5 spots per day, online placement on contest page, super friends listing and email blast, social media mentions - (2)Twitter and (1) Facebook ads for a total value of \$11,925

Online - Event Site, BlogTO, Toronto Life

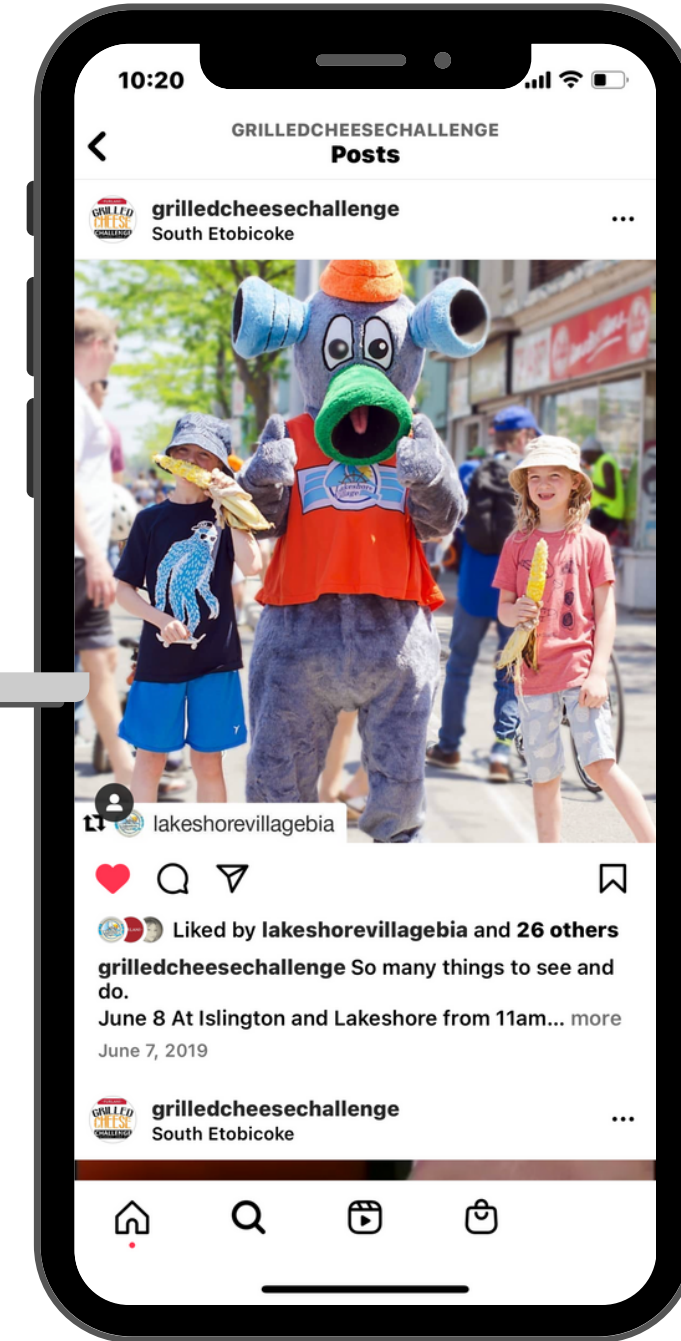
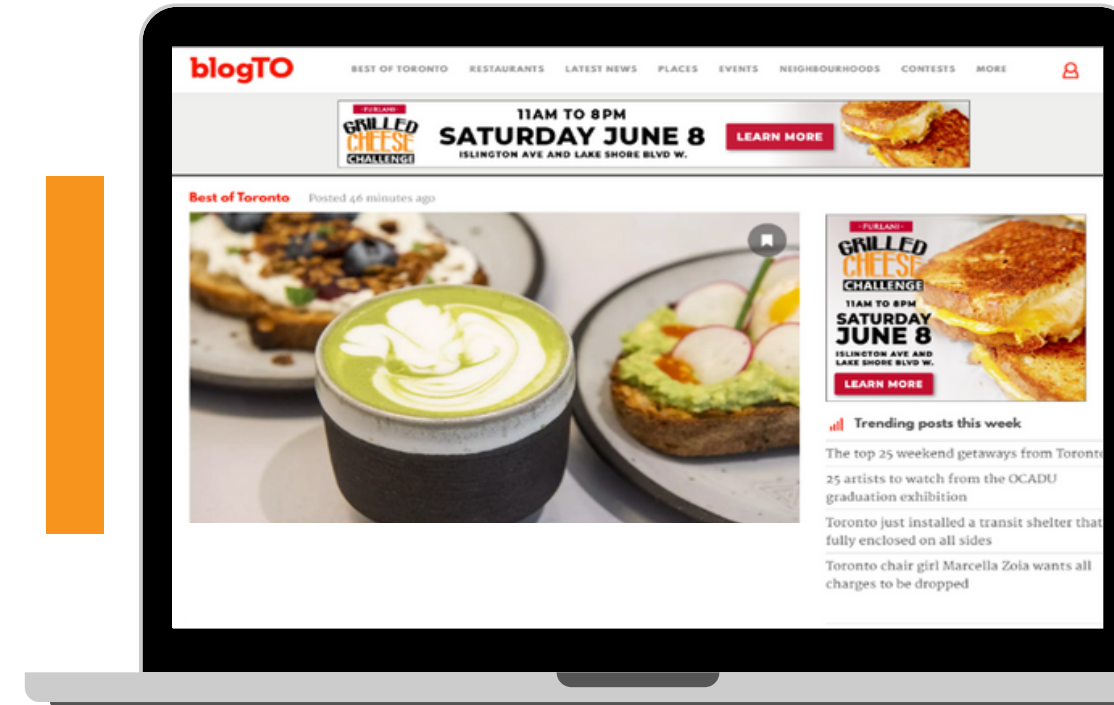
Posters - (500) Posted in the community

Newspaper - Lakeshore Villages, Old Autos

Social Media - Facebook, Instagram

Onsite Signage - Main Stage, Entertainment Stage and Beer Garden

Post Cards - (5000) Distributed at BIA member retail locations



Gardiner Expressway Billboard - Superboard

2 Week Campaign (8 seconds) every (60 seconds)

162,710 daily impressions

2,277,940 total impressions

\$7,500 value

TTC - Subway Station Posters

4 week campaign

5 targeted west end stations

4,968,145 total impressions

\$13,500 + value





Sponsorship Opportunities

Cheddar Sponsor

- Your brand presents the event - "The Acme" Grilled Cheese Challenge. As Title Sponsor, your name will exclusively appear on the digital billboard at the Gardiner Expressway and the 427 running for two weeks prior to the event.
- Mentions in all media outreach.

Brie Sponsor

- As our Brie Sponsor, your brand will be prominently displayed and mentioned in all media outreach including (28) 30 second spots in our Indie88 campaign.
- Prominent branding on either stages

Asiago Sponsor

- Create visibility of your products and services by utilizing the on-site branding activations and build relationships with new and existing customers.
- Asiago Sponsor has the exclusive opportunity to be the naming brand for the dog show. As an example your brand name will be embedded into each feature "The Acme Dog Show"

Mozzarella Sponsor

- Retail/ Sample your products and services by utilizing the on-site branding activations and build relationships with new and existing customers.

Sponsorship Deliverables

	Cheddar (1) Contact for Pricing	Brie (2) Contact for Pricing	Asiago (1) Contact for Pricing	Mozzarella (5) Contact for Pricing
On-Site	Presenting Sponsor of the GCC	7th St. or 2nd St. Stage	Dog Show Sponsor	Face to Face Exposure / Sampling
Billboard				
Radio				
Newspaper				
TTC Subway Station Posters				
Social Media				
Stage Announcements				
Exhibit Space	10' X 30'	10' X 20'	10' X 10'	10' X 10'
Logo on Website				
Official T-Shirt				
Logo on Festival Posters	Presenting	Large	Medium	Small



CONTACT FOR MORE INFORMATION

hypitch

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