

2025
Little Jamaica Festival
Sponsor Package

Eglinton BIA Sponsorship Proposal

Table of Contents

1. Introduction
 - 1.1. About Eglinton BIA
 - 1.2. Little Jamaica Festival
2. Our Mission
3. Who is Eglinton BIA?
 - 3.1. Our Story
 - 3.2. Our Team
 - 3.3. Past Events and Successes
4. The Little Jamaica Festival
 - 4.1. Key Features
 - 4.2. Media Coverage
 - 4.3. Community and Economic Impact
5. Sponsorship Opportunities
 - 5.1. Sponsorship Tiers and Benefits Chart
 - 5.2. Details of Each Tier
 - 5.3. Extra Sponsorship Detail
6. 2024 Audience Reach and Engagement
7. Additional Benefits
8. Future Goals and Expansion Plans
9. Contact Us



1. Introduction

1.1. About Eglinton BIA The Eglinton Business Improvement Area (BIA) has been a driving force in fostering community growth and cultural enrichment along Eglinton Avenue. With years of dedication, we host events that celebrate diversity, boost local businesses, and create memorable experiences for attendees.

1.2. Little Jamaica Festival The Little Jamaica Festival is our flagship event, attracting over 400,000 attendees annually and generating over 1,000,000 impressions through extensive media coverage. It is a vibrant celebration of Jamaican Caribbean culture that highlights the spirit of our community while creating unparalleled opportunities for our sponsors.

2. Our Mission Our mission is to connect businesses with the community while showcasing Eglinton Avenue as a thriving cultural and economic corridor.

3. Who is Eglinton BIA?

3.1. Founded to empower businesses and promote cultural diversity, Eglinton BIA has organized numerous events that leave a lasting impact on the local community and economy.

3.2. Our Team Our team consists of numerous business owners within the area who have the skills to execute any large-scale event. Together, we bring unparalleled expertise, creativity, and resources to every initiative.

3.3. Past Events and Successes From street festivals to holiday markets, our events have drawn thousands of attendees and earned significant media attention. The Little Jamaica Festival stands out as a prime example of our success.

4. The Little Jamaica Festival

4.1. Key Features

- Main Stage Performances: Featuring top artists and entertainers.
- Cultural Exhibits: Highlighting the rich Jamaican Caribbean heritage.
- Food and Beverage Pavilion: A showcase of authentic Caribbean cuisine.
- Artisan Market: Supporting local artisans and businesses.
- Children's Activities Zone: Family-friendly entertainment.
- The festival promotes unity through Caribbean music on the main stage and international music on the secondary stage, art, food, and traditions, showcasing Canada's diverse cultures and encouraging cultural exchange and appreciation of its multicultural fabric.









Little Jamaica Festival Media Campaign

- FLOW 98.7
- TV Campaign on CP24, CTV, Toronto Star, BlogTo
- Facebook ad Campaign
- IG ad Campaign

4.2. Media Coverage The festival is widely covered by local and national media outlets, including television, radio, and social media platforms. The media campaign includes:

- Television Features: Coverage on major networks such as CP24, CBC, CTV, and Global News.
- Radio Promotions: Advertisements and interviews on top Toronto radio stations.
- Digital Advertising: Targeted campaigns across social media platforms.

4.3. Community and Economic Impact

- Economic Boost: Over \$2 million in direct spending by attendees.
- Job Creation: Vending opportunities for over 100 local residents.
- Brand Visibility: Extensive exposure for sponsors through event signage, media coverage, and digital campaigns.
- Community Engagement: Opportunities for local organizations to connect with attendees.



5. Sponsorship Opportunities

5.1. Sponsorship Tiers and Benefits Chart

Sponsor Limits	Only 3 Sponsors	Only 5 Sponsors	Only 10 Sponsors	Only 15 Sponsors	Only 20 Sponsors	Unlimited (Support the Event or a Cultural Dance)	1 Kiddie Zone Sponsor
Benefit	Diamond Partner (\$100,000)	Platinum Partner (\$50,000)	Gold Partner (\$25,000)	Silver Partner (\$10,000)	Bronze Partner (\$5,000)	Community Partners (\$1,000 - \$5,000)	Activity Zone Sponsor (\$5,000)
Naming Rights	★						Name the activity zone e.g. "???? Kiddies Corner"
Dominant Logo Placement	★	★	★				
Digital Campaign Integration	★	★	★	★			
On-Stage Speaking Opportunity	5 minutes per event	3 minutes per event					
Exclusive Media Features	★	★					
VIP Access for Executives	4 Tickets + Reserved Seats	2 Tickets + Reserved Seats	2 Tickets	1 Ticket			
Branded Activations	Custom Tent + Activation	Tent + Activation	Tent	Small Tent	Small Tent	Small Tent	
Pre-Event Visibility <small>Your name will be mention in events and activities used in promotion</small>	6-Month Extended Campaign	3-Month Extended Campaign					
Featured Social Media Mentions (Posts & Stories)	Weekly Posts	Biweekly Posts	Monthly Posts	2 Posts	1 Post		
Custom Collaborations	Tailored Marketing Plan	Tailored Elements					
Promotional Materials on T-Shirts, Flyers, Posters (Examples of T-Shirts Below)	★	★	★	★			
Logo in Program and Event Web Pages	★	★	★				
Visibility in Publicized Materials	★	★	★	★			
On-Site Corporate Banner Placement	★	★	★				
Mention in Media Coverage Releases	★	★	★				
Announcements During Events	15 Mentions	10 Mentions	5 Mentions	3 Mentions	3 Mentions	1 Mention	
Opportunity to Present Prize Packages	Yes	Yes	Yes				
Access to VIP Lounge <small>(VIP Will be comprised of sections eg. Premium VIP, Normal VIP, Artist VIP, Food, etc.)</small>	Full Access	Multiple Access	Multiple Access	Single Access	Single Access		



5.2. Details of Each Tier

● Diamond Partner (\$100,000)

- ☐ Exclusive naming rights for the Little Jamaica Festival.
 - Name different sections of the event eg. _____ International Stage
- ☐ Premier logo placement on all event materials and digital platforms.
- ☐ Personalized marketing activities tailored to your brand.
- ☐ Extended visibility with a 6-month Pre-event media campaign.
- ☐ Opportunity for executive-level networking and VIP engagement.
- ☐ Announcements and acknowledgments during events (15 mentions).
- ☐ Full access to the VIP Lounge for executives and guests.
- ☐ Limited Availability: Only 3 sponsors accepted.

● Platinum Partner (\$50,000)

- ☐ Prominent stage presence and logo placement.
- ☐ Featured in exclusive media interviews and festival highlights.
- ☐ On-site activation booth with brand-centric activities.
- ☐ A 3-month extended marketing campaign Pre-event.
- ☐ Announcements and acknowledgments during events (10 mentions).
- ☐ Multiple access to the VIP Lounge for executives and guests.
- ☐ Limited Availability: Only 5 sponsors accepted.

● Gold Partner (\$25,000)

- ☐ Significant logo placement and mentions in select media.
- ☐ Inclusion in on-site promotional opportunities.
- ☐ Social media spotlight with dedicated posts.
- ☐ Announcements and acknowledgments during events (5 mentions).
- ☐ Limited Availability: Only 10 sponsors accepted.

● Silver Partner (\$10,000)

- ☐ Standard logo placement in event materials and social media.
- ☐ Access to limited on-site promotional visibility.
- ☐ Recognition during opening ceremonies.
- ☐ Limited Availability: Only 15 sponsors accepted.

● Bronze Partner (\$5,000)

- ☐ Inclusion in community-centric promotions.
- ☐ Logo presence in a single social media post.
- ☐ Limited Availability: Only 20 sponsors accepted.

Community Partner (\$1,000-\$5,000)

- ☐ Tent at event days
- ☐ 1 mention at the event



2025

5.3. Extra Sponsorship Detail

Partner Assets

The Following is a list of assets available to bring exposure to your brand Depending on Package

Logo Placement included on:

- ✓ LITTLE JAMAICA FESTIVAL & YORK BIA Website
- ✓ On-site screens (where applicable)
- ✓ Festival Guide & Map
- ✓ Permission to use the "Official Sponsor" title & logo
- ✓ Status designation of "Official (Category)"
- ✓ Mention in the Sponsor Press Release

Advertisements included in:

- ✓ Festival Guide
- ✓ Monthly Newsletters

Editorial Content in:

- ✓ Festival Guide
- ✓ Monthly E-Newsletters

Social Media Campaign:

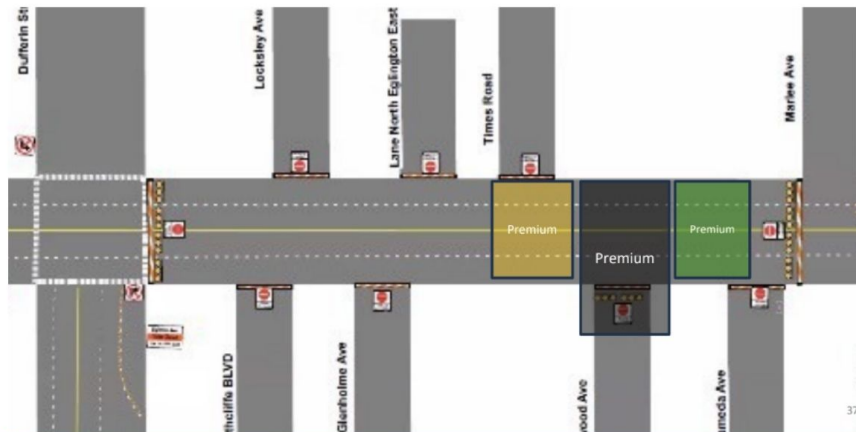
- ✓ Contesting
- ✓ Editorial Content Rights
- ✓ Marketing Materials
- ✓ Photography
- ✓ Promotional Videos

Onsite Opportunities:

- ✓ Branded Activations/ Opportunities
- ✓ Product / Service Integrations
- ✓ Premium Activation Space
- ✓ Premium Parade Placement
- ✓ Roaming and Sampling Rights
- ✓ Swag Bag Opportunities
- ✓ Giveaways



Partnership Levels



Site Map



6. 2024 Audience Reach and Engagement

Key Metrics:

- 400,000+ Live Attendees
- 1,000,000+ Digital Impressions
- 50% Local Residents

2-day Attendance
400,000

Economic Impact
\$8.5M

The Little Jamaica Festival contributed an estimated \$8.5 million to the community.

Average Spend
\$30

Facebook views

100k

Instagram Views

425K

Impressions

390K

Youtube views

425K

7. Additional Benefits

- Tailored Marketing Activations : Create unique branded zones, distribute promotional materials, and showcase new products.
- Comprehensive Analytics : Access detailed reports on attendee engagement and ROI.
- Extended Visibility : Enjoy up to six months of post-event promotions.
- Networking Opportunities: Exclusive invites to partner and community networking events.

8. Future Goals and Expansion Plans

We aim to:

- Get a higher attendance from people from across the world
- Introduce new event elements such as live competitions, talent showcases, and art installations.
- Develop a year-round cultural engagement program to keep the spirit of Little Jamaica alive.
- Strengthen partnerships with international sponsors and media outlets.



Aerial view of the event





Gallery





9. Contact Us

Jason McDonald

Chair of BIA (Little Jamaica)

Jason@yorkbia.com

Phone: +1 (416) 931-6018

Diana Lalor

Treasurer of BIA (Little Jamaica)

Diana@yorkbia.com

Phone: +1 (647) 984-2673

Email: littlejamaicafestival@gmail.com

Website: www.yorkbia.ca

Let's work together to make the 2nd Little Jamaica Festival another unforgettable success!

