



# Sponsorship Proposal



Presented by:

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Intended to ask for sponsorship  
support for a two-day buskers festival in  
Cobourg, ON.



# About Us

The Cobourg Busker Festival is produced and managed by Kobblestone Productions, an event management company. Our members have over 30 years of festival production experience. Kobblestone Productions brings along a team of experienced professionals with a firm grasp of large-scale events and the local community's needs.



## Our Goals

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1. To build a vibrant, successful, and safe annual Busker Festival in Cobourg.
2. To restore much needed access to live entertainment for families of all financial demographics – something missing from the city for a long time.
3. To stimulate the local economy by drawing over 5,000 people to the event.

## What We Provide

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- Two days of world-class busking performances
- A minimum of 24 shows
- World-renowned performers
- The option to have a private show Thursday night to thank your sponsors or to raise money for the festival and/or for a local charity
- The option to have a late night ticketed stage show to wrap up the event

# What You Can Expect

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- A first-year busker festival in Charlottetown, PEI, with a population of 35,000 had 10,000 spectators with an economic impact of \$1,300,000.
- 25% of spectators were visitors to the region
- Each visitor spends an average of \$150 per day
- Each local spends an average of \$30 per day



## Marketing

The Cobourg Buskerfest is widely promoted under the BIA marketing umbrella and website. We have organised an aggressive social media campaign to promote outreach of the festival paired with radio, out-of-home advertising, and promotion through local businesses.

### Projected Metrics

Facebook 1.5K Followers

Instagram 1k followers

Social reach 50k in first 6 months

Organic reach 40k in first 3 months

Website Page Views 40k to within first year

# What is busking?

Busking is the staging of artistic performance in public spaces with all ages and demographics welcomed to share in truly unique experiences. Audiences are encouraged to pay what they can after each show as the performers ‘pass the hat’.



## Event Description

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A two-day, not-for-profit festival that will welcome thrilling world-class touring acts to Cobourg. Thousands of attendees will flock to this vibrant neighbourhood from all demographics; families, youth, professionals, and seniors attend similar street theatre festivals across the country every year. Friday night will be our Fire Spectacular featuring the most pyro performers of the group and Saturday will be our Busk After Dusk group show an 18+ group show hosted by Ludology.

## Attractions

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The Cobourg Busker Festival will be a unique event showcasing 24 scheduled street shows performed by world-class buskers from around the globe. The event will include multiple interactive roaming performers as well as two spectacular group shows – “Busk After Dusk” and “The Fire Spectacular”.



# Proposal Sponsorship Packages

## Title Sponsor (1 Available)

- Recognition on event website, social media and print media as the primary presenting sponsor
- Your logo on busker trading cards (similar to hockey cards), handed out during performances
- 10ft x 10ft vendor space to further promote your business
- Personalized thank you post after the event on social media
- Framed official festival poster autographed by all the performers
- Right of first refusal for sponsorship in subsequent years

**\$10,000**

## Fire Spectacular Sponsor (1 Available)

The Fire Spectacular will be promoted as "Presented By" your company.

- Placement of your flags and/or signage on areas designated around the fire show
- Company logo and link on sponsorship page of website and event poster
- Optional 10ft x 10ft vendor space to further promote your business
- Personalized thank you post after the event on social media
- Framed autographed photo from the fire performers
- Right of first refusal for sponsorship in subsequent years

**\$5,000**

## Busker After Dusk Sponsor (1 Available)

The evening Busker After Dusk will be promoted as 'Presented By' your company.

- Placement of your flags and/or signage on areas designated around the show
- Company logo and link on sponsorship page of website and event poster
- Personalized thank you post after the event on social media
- Framed official festival poster autographed by all the performers
- Right of first refusal for sponsorship in subsequent years

**\$5,000**



## Main Pitch Sponsor (1 Available)

The primary performance pitch will be named after your company.

- Placement of your flags and/or signage on areas designated around the main pitch
- Company logo and link on sponsorship page of website and event poster
- Optional 10ft x 10ft vendor space to further promote your business
- Personalized thank you post after the event on social media
- Framed official festival poster autographed by all the performers
- Right of first refusal for sponsorship in subsequent years

**\$5,000**

## Instagram Sponsor (1 Available)

Our social media contest will be presented by your company, festival goers will be asked to snap photos and post tagging both the event and your business on social media for a chance to win a spectacular prize.

- Company logo and link on sponsorship page of website and event poster
- Optional 10ft x 10ft vendor space to further promote your business
- Personalized thank you post after the event on social media
- Right of first refusal for sponsorship in subsequent years

**\$3,000**

## Pitch Sponsor (3 Available)

One of the performance pitches will be named after your company.

- Company logo and link on sponsorship page of website and event poster
- Optional 10ft x 10ft vendor space to further promote your business
- Placement of your flags and/or signage on areas designated around the main pitch
- Personalized thank you post after the event on social media
- Framed official festival poster autographed by all the performers
- Right of first refusal for sponsorship in subsequent years

**\$3,000**





## Busker Sponsor (5 Available)

Your contribution will help pay for travel accommodations for one of our international performers.

- Company logo and link on sponsorship page of website and event poster
- Your logo on busker trading cards (similar to hockey cards), handed out during performances
- Personalized thank you post after the event on social media
- Framed autographed performer photo
- Right of first refusal for sponsorship in subsequent years

**\$1,500**

## Strolling Act / Musician Sponsor (9 Available)

Your contribution will help pay for accommodations for one of our strolling / musical acts.

- Company logo and link on sponsorship page of website and event poster
- Your logo on busker trading cards (similar to hockey cards), handed out during performances
- Personalized thank you post after the event on social media
- Framed autographed photo from your sponsored performer
- Right of first refusal for sponsorship in subsequent years

**\$900**

## Friend of the Festival

Your logo will be featured on a three tier sign placed at ten locations on the festival footprint.

Tier 1 (\$300): Logo displayed prominently at the top of each sign

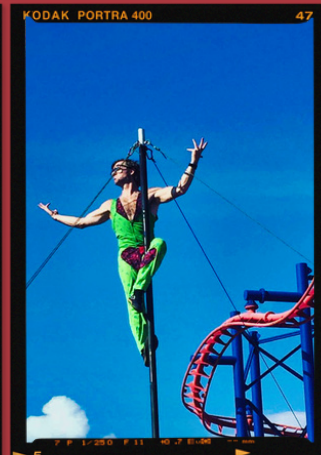
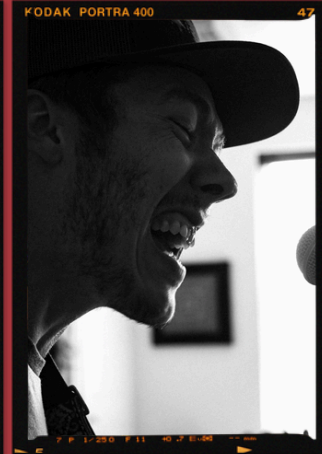
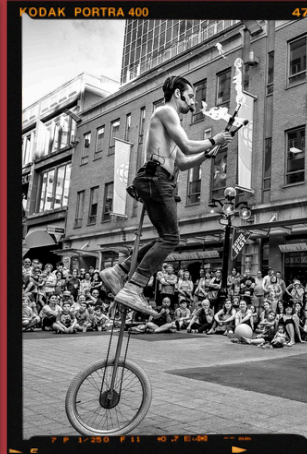
Tier 2 (\$200): Logo displayed slightly smaller in middle of sign

Tier 3 (\$100): Logo displayed at bottom of sign

- Company logo and link on sponsorship page of website
- Personalized thank you post on social media after event
- Right of first refusal for sponsorship in subsequent years

**\$100-\$300**





# Thank You

We really hope for your support for the continuity of this event, if you are interested, please contact us at the contact listed in this proposal. We are confident that this event will run smoothly and be a great addition to Cobourg.