



May 25 - 27, 2018

Carassauga
Food • Entertainment • Culture

Festival of CULTURES



SPONSORSHIP PACKAGE 2018



Mission Statement

Carassauga’s mission is to organize an annual city-wide multicultural festival that promotes understanding, respect and co-operation among Mississauga ethnic groups from different countries of origin. Our Festival encourages principles of good citizenship, thereby encouraging tolerance, mutual cooperation and respect between and among all Canadians of different heritage.

About Us

- Incorporated non-profit volunteer community organization
- Established in 1986, celebrating its 33rd Anniversary in 2018
- 3-day, 22 hour event
- Largest multicultural Festival in Ontario, Second largest cultural Festival in Canada
- Important annual event in Mississauga’s cultural and community calendar

The Festival has a significant economic impact on the Mississauga community.

- Carassauga generated nearly \$2 million in economic activity.
- Visiting tourists and event operations resulted in \$960K of new spending in the region
- Local residents spent approximately \$970K related to the event.

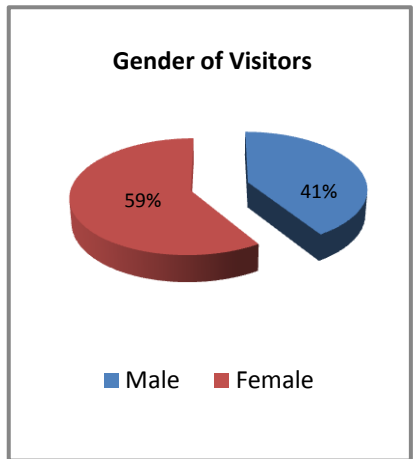
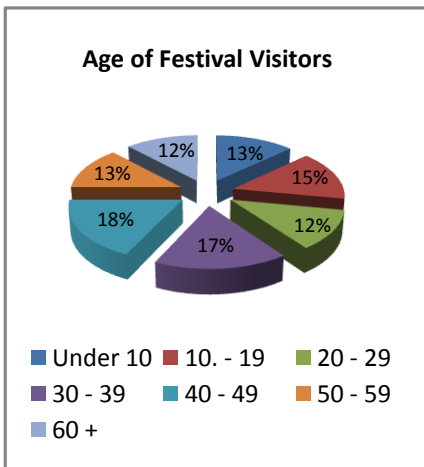
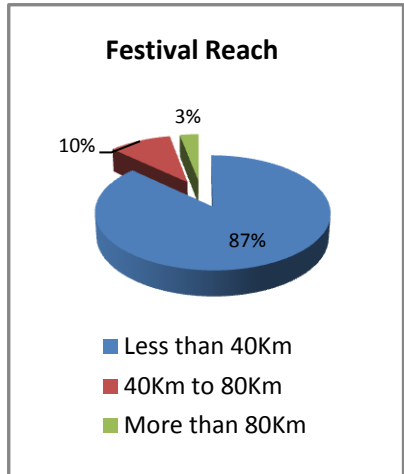
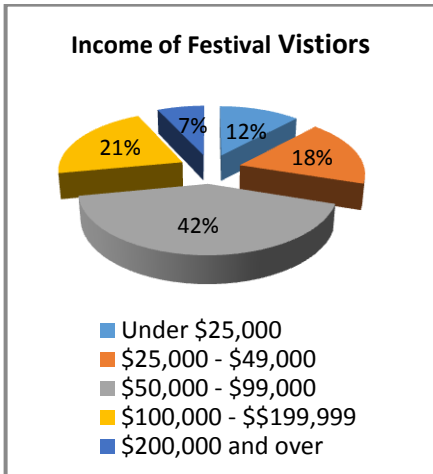
As the Festival grows and more cultural groups become involved in the Festival the economic benefit to the City’s businesses will continue to grow.

2017 Festival Highlights

- Over 70 countries represented at 31 Pavilion locations

Africa	Brazil	Bulgaria	Canada	Caribbean	China
Croatia	Cyprus	Egypt	Greece	Hawaii	India
Indonesia	Iraq	Ireland	Korea	Latin America	Lebanon
Macedonia	Nepal	Pakistan	Philippines	Poland	Portugal
Romania	Serbia	Spain	Sri Lanka	Turkey	Ukraine
Vietnam					
- 385,682 Recorded Visits
- 5,213 Performers & 202 Artisans
- 997 Performances
- 6,668 Volunteers involved with the Festival
- 419,505 Volunteer hours Donated

Our Festival has broad appeal and reaches many different demographics



Carassauga 2018 offers an excellent opportunity for investment of marketing dollars. The Festival offers a wide range of sponsorship levels from Title Sponsor through to Festival Friends. There are sponsorship opportunities for everyone.

Come join in the Celebration!

Sponsor Categories	Title \$50,000	Transit \$15,000	KidsZone \$10,000	Website \$10,000	Stage \$10,000	Volunteer \$5,500	Ambassador \$5,000	Friends \$2,500
Exclusive Naming rights to Festival	✓							
Radio and TV Recognition	✓							
Logo on MiWay Transit	✓	✓						
Logo on Pavilion Entrance Banner	✓							
Logo on Road Signs	✓							
Logo on Posters	✓	✓	✓	✓	✓	✓	✓	✓
Logo on volunteer t-shirts	✓					✓		
Logo on Adult passport cover	✓							
Advertisement in passport	2 pages	1 page	1 page	1 page	1 page	½ page	½ page	
Complimentary Passports	500	150	100	100	100	55	50	25
Logo on Junior Passport	✓		✓					
Exclusive naming rights to Kids Zone			✓					
Banner at Kids Zone			✓					
Name/Logo on website on homepage	✓			✓				
Logo with link on website	✓	✓	✓	✓	✓	✓	✓	✓
Banner on 5 Stages					✓			
Logo on shuttle vehicles		✓						
Social Media Recognition	✓	✓	✓	✓	✓			
Speaking Opportunity at Opening Ceremony	✓							
Opening Ceremony Parade Banner	✓	✓	✓	✓	✓	✓	✓	✓
Name/Logo on Sponsor Boards at Hershey Centre	✓	✓	✓	✓	✓	✓	✓	✓
Opportunity for Booth at Hershey Centre	✓	✓	✓	✓	✓	✓	✓	
Logo on maps at info booth	✓	✓	✓	✓	✓	✓	✓	✓
Recognition at City Council Presentation	✓	✓	✓	✓	✓			
Logo on City Council Presentation	✓	✓	✓	✓	✓	✓	✓	
Speaking opportunity at Press Conference	✓			✓				
Press Conference invitation	✓	✓	✓	✓	✓	✓	✓	
Media kit acknowledgement	✓	✓	✓	✓	✓	✓	✓	
Host of Awards Banquet with speaking opportunity	✓							
Invitation to Awards Banquet	10	4	4	4	4	2	2	2

Be a Carassauga partner in 2018!

Heightened sponsor visibility arising from the positive publicity of events that attract large attendees can be the most effective marketing tool. Every corporate sponsor seeks the widest exposure possible in both print and electronic media to increase the visibility of the company's products and services. With **385,682** visits to the Festival in 2017, Carassauga's marketing strategy provides the ***positive public impact and exposure sponsors need!***

Snapshot of 2017 publicity campaign

Media coverage

Newspaper Ads	Coverage in 15 newspapers, 23 ads, total circulation 6,760,000
Magazine Ads	9 magazines, ads & editorial - total circulation 733,000
Radio	Coverage on 10 Radio stations - 603 spots
TV	CP24 – 336 spots
Social Media	Facebook (2,422 Followers), Twitter (1435 Followers) and Instagram (954 Followers)
Online ads	Coverage on 26 websites
Public Relations	16 editorials, total circulation 2,029,000
Outdoor Signage	96 signs located at major intersections of the City of Mississauga and at City entry points for 3 weeks; 20 Bus kings; 100 Interior Bus Signs; 2 TSA's at Mississauga Transit Terminal
Other	Website – 214,050 hits Carassauga commercials on 26 screens at Cineplex – 364 spots, 21,120 commercials on 10 screens on the Path in Toronto Carassauga Advance & At-Door passports, posters

As a sponsor of Carassauga, you will benefit from the extensive multimedia marketing activities surrounding the Festival.

Other benefits include:

- Partnering and visibly supporting multiculturalism – a fast growing and targeted demographic in Canada
- Participation in the largest multicultural Festival in Ontario
- Guaranteed exposure within the Mississauga community and surrounding markets
- Heightened brand awareness as part of Carassauga's extensive marketing campaign.
- Opportunity to work with Carassauga's experienced and professional Festival team to develop partnering opportunities and sponsorship programs that are mutually beneficial

Title Sponsor - \$50,000

As the Title Sponsor, you will enjoy a host of benefits and be a prominent partner in a successful event. Title sponsorship is an exciting opportunity to raise your corporate profile across a diverse audience.

Title Sponsor of the Festival, has exclusive naming rights to the Carassauga Festival.

Exclusive Recognition:

- Company's logo will be included in all Carassauga Festival 2018 promotion and advertising campaign as Title Sponsor
- Exclusive P.R. and promotional opportunities with Carassauga
- Speaking opportunities at the 2018 Press Conference and Opening Ceremonies
- Opportunity to host the 2018 Carassauga Awards Dinner
- Logo on Volunteer t-shirts
- Name recognition in radio ads
- MiWay Transit Carassauga Bus Kings and Tails
- Special banner acknowledging Title Sponsor at entrances

Print & Media Recognition:

- Materials that will feature sponsor's name/logo:
 - All print and promotional materials including passport, poster and media kits
 - All print and TV ads
 - Carassauga website – as soon as confirmed to October 2018, including a hotlink to sponsor's website
 - Opening Ceremony Parade Banner
- Two full page advertisements in the Carassauga Passport
- Social Media Recognition

On Site Recognition:

- Organizing Committee Chair welcome remarks at the Festival Opening Night
- Logo on road signs and maps at the info booths
- Name/Logo on Sponsor Boards at Hershey Centre

Additional Benefits:

- 500 Carassauga Passports to be used for promotional purposes
- Opportunity for corporate booth at Hershey Centre
- Invitation to Press Conference
- Invitation for ten guests to attend the 2018 Carassauga Awards Dinner



Transit Sponsor - \$15,000

Carassauga Festival provides a free Shuttle Bus service to all our Pavilion locations and from our overflow parking lots to the Hershey Centre.

Exclusive Recognition:

- MiWay Transit Carassauga Bus Kings and Tails
- Logo on parking lot Shuttle Vehicles

Print & Media Recognition:

- Materials that will feature sponsor's name and logo:
 - All print and promotional materials including poster and media kits
 - Carassauga website as soon as confirmed to October 2018, including a hotlink to Sponsor's website
 - Opening Ceremony Parade Banner
- Full page advertisement in the Carassauga Passport
- Social Media Recognition

On Site Recognition:

- Logo on maps at the info booths
- Name/Logo on Sponsor Boards at Hershey Centre

Additional Benefits:

- 150 Carassauga Passports to be used for promotional purposes
- Opportunity for corporate booth at Hershey Centre
- Invitation to Press Conference
- Invitation for four guests to attend the 2018 Carassauga Awards Dinner



Kids Zone Sponsor - \$10,000

The Kids Zone at the Mississauga SportZone features FREE fun-filled activities for families with children 12 and under. In 2017, Kids Zone recorded over 10,000 visits; featuring energizing activities, interactive entertainment and breathtaking fun, in a family friendly atmosphere.

As Kids Zone Sponsor your company has an exciting opportunity to be recognized for promoting health, recreation and fun for families and children 12 and under.

Exclusive Recognition:

- Exclusive naming rights to the Kids Zone
- Banner in the Kids Zone
- Logo on the Junior Passport

Print & Media Recognition:

- Materials that will feature sponsor's name/logo:
 - All print and promotional materials including poster and media kits
 - Carassauga website as soon as confirmed to October 2018, including a hotlink to sponsor's website
 - Opening Ceremony Parade Banner
- Full page advertisement in the Carassauga Passport
- Social Media Recognition

On Site Recognition:

- Logo on maps at the info booths
- Name/Logo on Sponsor Boards at Hershey Centre
- Name/Logo on all Kids Zone Signage

Additional Benefits:

- 100 Carassauga Passports to be used for promotional purposes
- Opportunity for corporate booth at Hershey Centre
- Invitation to Press Conference
- Invitation for four guests to attend the 2018 Carassauga Awards Dinner



Web Sponsor - \$10,000

The Web Sponsor's name and logo will be prominently placed on the home page of the Carassauga website. With 214,505 hits, the site provides an opportunity to build brand awareness, support multiculturalism and attract new clients. Our Web Sponsor will have a pop up ad on the site for the period January 2018 to December 2018.

Exclusive Recognition:

- Name and Logo on website as Web Sponsor of www.carassauga.com

Print & Media Recognition:

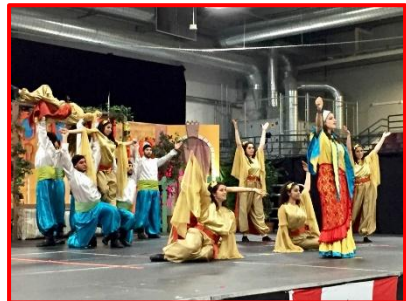
- Materials that will feature sponsor's name/logo:
 - All print and promotional materials including poster and media kits
 - Carassauga website as soon as confirmed to October 2018, including a hotlink to Sponsor's website
 - Opening Ceremony Parade Banner
- Full page advertisement in the Carassauga Passport
- Social Media Recognition

On Site Recognition:

- Logo on maps at the info booths
- Name/Logo on Sponsor Boards at Hershey Centre

Additional Benefits:

- 100 Carassauga Passports to be used for promotional purposes
- Opportunity for corporate booth at Hershey Centre
- Invitation to Press Conference
- Invitation for four guests to attend the 2018 Carassauga Awards Dinner



Stage Sponsor - \$10,000

Carassauga has numerous stages located throughout the different Pavilion sites. As stage sponsor, a banner with your logo and company name will be displayed on our outdoor stage and 4 additional stages of your choice.

Exclusive Recognition:

- Name and Logo on banner at Outdoor Stage and 4 additional Stages

Print & Media Recognition:

- Materials that will feature sponsor's name and logo:
 - All print and promotional materials including poster and media kits
 - Carassauga website as soon as confirmed to October 2018, including a hotlink to Sponsor's website
 - Opening Ceremony Parade Banner
- Full page advertisement in the Carassauga Passport
- Social Media Recognition

On Site Recognition:

- Logo on maps at the info booths
- Name/Logo on Sponsor Boards at Hershey Centre

Additional Benefits:

- 100 Carassauga Passports to be used for promotional purposes
- Opportunity for corporate booth at Hershey Centre
- Invitation to Press Conference
- Invitation for four guests to attend the 2018 Carassauga Awards Dinner



Volunteer Sponsor - \$5,500

Carassauga relies on the tireless efforts of over 6,000 volunteers to make the Festival a success.

Exclusive Recognition:

Name and Logo on website as Volunteer Sponsor and logo on volunteer t-shirts worn throughout the three-day Festival.

Print & Media Recognition:

- Materials that will feature sponsor's name/ logo:
 - All print and promotional materials including poster and media kits
 - Carassauga website as soon as confirmed to October 2018, including a hotlink to Sponsor's website
 - Opening Ceremony Parade Banner
- Half page advertisement in the Carassauga Passport
- Social Media Recognition

On Site Recognition:

- Logo on maps at the info booths
- Name/Logo on Sponsor Boards at Hershey Centre

Additional Benefits:

- 55 Carassauga Passports to be used for promotional purposes
- Opportunity for corporate booth at Hershey Centre
- Invitation to Press Conference
- Invitation for two guests to attend the 2018 Carassauga Awards Dinner



Ambassador Sponsors - \$5,000

Ambassadors are the local businesses, organizations and individuals that are consistent supporters of Carassauga. In recognition of your sponsorship, you will enjoy the following benefits that include

Print & Media Recognition:

- Materials that will feature sponsor's name/ logo:
 - All print and promotional materials including poster and media kits
 - Carassauga website as soon as confirmed to October 2018, including a hotlink to Sponsor's website
 - Opening Ceremony Parade Banner
- Half page advertisement in the Carassauga Passport
- Social Media Recognition

On Site Recognition:

- Logo on maps at the info booths

Additional Benefits:

- 50 Carassauga Passports to be used for promotional purposes
- Opportunity for corporate booth at Hershey Centre
- Invitation to Press Conference
- Invitation for two guests to attend the 2018 Carassauga Awards Dinner



Additional Sponsorship Level

Festival Friends Sponsor - \$2,500

Print & Media Recognition:

- Materials that will feature sponsor's name/ logo:
 - All print and promotional materials including poster
 - Carassauga website as soon as confirmed to October 2018, including a hotlink to Sponsor's website
 - Opening Ceremony Parade Banner

On Site Recognition:

- Logo on maps at the info booths
- Name/Logo on Sponsor Boards at Hershey Centre

Additional Benefits:

- 25 Carassauga Passports to be used for promotional purposes
- Invitation for two guests to attend the 2018 Carassauga Awards Dinner



Carassauga 2017 Sponsors

OUR SPONSORS MEAN THE WORLD TO US!

Funders



Passport Print Sponsor



Website Sponsor



Globe Trotter Sponsor



Kids Zone Sponsor



Main Stage Sponsor



Entertainment Sponsor



Volunteer Sponsor



Transit Sponsor



Ambassadors



Mercedes-Benz Financial Services

Media Sponsor



Festival Friends



Carassauga Festival Inc.
5600 Rose Cherry Place, 2nd floor
Mississauga, ON L4Z 4B6
t 905 615 3010 • f 905 615 4329
info@carassauga.com
carassauga.com