



# Event Sponsorship Opportunities 2024



[markham.ca/Events](https://markham.ca/Events) | [markham.ca/Sponsorship](https://markham.ca/Sponsorship)







## City of Markham Land Acknowledgement

We acknowledge the traditional territories of Indigenous peoples and their commitment to stewardship of the land. We acknowledge the communities in circle. The North, West, South and Eastern directions, and Haudenosaunee, Huron- Wendat, Anishnabeg, Seneca, Chippewa, and the Mississaugas of the Credit peoples. We share the responsibility with the caretakers of this land to ensure the dish is never empty and to restore relationships that are based on peace, friendship, and trust. We are committed to reconciliation, partnership and enhanced understanding.





## A Message to our Community Partners

We extend our heartfelt gratitude to our esteemed Community Partners.

Your collaborative efforts have played a pivotal role in elevating community programs, enriching educational opportunities, and fostering a strong sense of unity in our City. Beyond financial contributions, your support reflects a shared commitment to the well-being of our residents.

We deeply appreciate your enduring partnership, which consistently leaves a positive imprint on the lives of those we are privileged to serve.

**A Winning Combination!**





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# Welcome to Markham!

Markham is the **most culturally diverse community** in Canada, where you can experience **over 65 unique cultures and languages**, a rich heritage, outstanding community planning and services, and a vibrant local economy. **We are the largest of nine communities in York Region**, and the 16<sup>th</sup> largest in Canada!

We are a thriving **award-winning municipality** that offers a variety of partnership opportunities to help your business stay top-of-mind for your target audience(s).

**Population**  
**357,000**



## First Language Spoken

ENGLISH	CHINESE	SOUTH ASIAN	ALL OTHER
<b>36%</b>	<b>39%</b>	<b>11%</b>	<b>14%</b>

**70% of Markham residents are Foreign-born**

## Average Household Income

**\$113,087**



**Corporate Head Offices**  
**650+**



**High-Tech & Life Science Companies**  
**1,500+**







# Community Impact and Value

- ✓ Are you interested in increasing your brand's presence in Markham?
- ✓ Are you looking to give back to the community?

The City of Markham works with companies and individuals to develop customized sponsorship and advertising plans to meet your unique business objectives. If you are interested in promoting your business in Canada's most diverse city, we have some great opportunities for you to explore!

## Benefits of sponsorship include:

Increase in brand visibility



Increase in website traffic



Building successful partnerships



Increase in consumer engagement



Building of clientele and competitive advantage



## Benefits of sponsorship to community:

Strong community involvement and engagement



Provides opportunities for community participation and volunteering



Supports small businesses and increases culture and tourism



Assists in creating memorable moments



Facilitates community spirit





# Canada Day

July 1<sup>st</sup> | Avg. 25,000 Attendees

Markham's Canada Day celebrations brings together visitors of all ages from across the City and nearby communities. The day is filled with a variety of free entertainment, activities and food vendors, and finishes with our exciting fireworks display.

## Media Impressions 2022 Canada Day



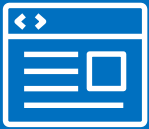
1,478,945

Advertising -  
Print & Digital



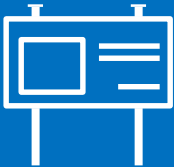
56,004

Social Media -  
Combined  
Corporate Channels



37,602

Eblasts, City and  
Partner Websites



7,467,600

Digital Signs, Mobile  
Signs and Billboards



Total Media  
Impressions  
9,037,151







# Children's Festival

September 7<sup>th</sup> | Avg. 10,000 Attendees

The Markham-Milliken Children's Festival is the party kids wait for all year!

Festival highlights include a variety of free play zones, large inflatables, arts and crafts, educational activities, food vendors, live entertainment, and more!

## Media Impressions 2022 Children's Festival



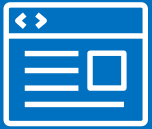
1,831,143

Advertising -  
Print & Digital



97,089

Social Media  
- Combined  
Corporate Channels



29,583

Eblasts, City and  
Partner Websites



7,467,600

Digital Signs, Mobile  
Signs and Billboards



Total Media  
Impressions  
9,425,415







# Santa Claus Parade

**November 23<sup>rd</sup> | Avg. 20,000 Attendees**

The Markham Santa Claus Parade is the perfect way to celebrate the holiday season with your loved ones. This festive tradition is a time to believe in magic and a time to come together to show who we are as a community – warm, welcoming and spirited. The parade features 80+ floats including marching bands, local businesses and of course, jolly Old Saint Nick.

## Media Impressions 2022 Santa Claus Parade



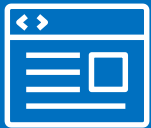
**1,478,945**

Advertising -  
Print & Digital



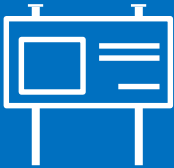
**56,004**

Social Media  
- Combined  
Corporate Channels



**37,602**

Eblasts, City and  
Partner Websites



**7,467,600**

Digital Signs, Mobile  
Signs and Billboards



**Total Media  
Impressions  
9,040,151**







# MARKHAM MUSEUM



## Museum Events

Markham Museum is a one-of-a-kind site featuring over 30 historic buildings on 25-acres of open-air parkland. Focusing on adaptation to life in our changing world, Markham Museum is able to connect the history of Markham to today through agriculture and food, environment, technology and engineering. Since 1971, the Museum has offered unique educational experiences through year-round exhibits, public programs, research facilities and signature events. The museum's signature events have become an annual attraction for residents of Markham and surrounding communities alike. Our events, Night at the Museum Series, Applefest and Scaryfest bring in over 10,000 visitors. Our events offer an authentic and unique experience for visitors to experience through programmed activities, special demonstrations from our historical buildings and continuous family friendly entertainment.

## Applefest

September 21<sup>st</sup>

Applefest is an annual tradition at the Markham Museum and is the tastiest event of the year! It features access to museum exhibitions, various historic buildings throughout the 25 acre site, little train rides, dynamic live entertainment, apple treats, fresh apple cider, food trucks and more!



## Scaryfest

October 26<sup>th</sup> & 27<sup>th</sup>

Join us as we transform Markham Museum's 25 acre site into a ghoulishly grand Halloween town, a family event perfect for kids 10 and under.

With your treat bag in tow, trick or treat around the Museum grounds where you will encounter lively and not so lively characters! Have your fortune told by our Fortune Teller, and dance the night away at our Monster Mash! Come in costume, have fun and enjoy the family activities.



## Night at the Museum

Summer 2023 - 4 Shows

The series – *Night at the Museum*, is popular with all ages and offers a chance to enjoy family friendly movies under the stars. Settled in the museum's picturesque outdoor space, over 500+ residents take part with friends and family at each show.







## Little Native Hockey League

The City of Markham extends a warm welcome to the 50<sup>th</sup> Anniversary of The Little Native Hockey League tournament and cultural festival, which is dedicated to First Nations youth.

In March 2024, Markham is honoured to host 3,500 players and bring together over 10,000 friends, families, and spectators for a joyous celebration within our city. Together, we unite to celebrate the four fundamental pillars of the Little Native Hockey League: education, citizenship, sportsmanship, and respect.

The festivities will kick off with an *Opening Festival* at the Markham Civic Centre, featuring carnival rides, games, vendor spaces, and a delightful array of food trucks. The formal ceremonies on the main stage will signify the official commencement of the 2024 Little Native Hockey League Tournament!

Sponsors of the *Opening Festival* will have the opportunity to join the celebration and provide additional information about their programs, scholarships, and opportunities for the First Nations community through the Welcome to Markham Package, which will be distributed to all tournament attendees.





# Mayor's State of the City Address and Luncheon May 31<sup>st</sup>, 2024



## Fostering Innovation through Arts & Culture

The Annual Mayor's Luncheon hosted by Mayor Frank Scarpitti brings together leaders from business, government and the community to celebrate all that makes Markham a great city to live and do business in.

The theme of this year's event will be Fostering Innovation through Arts and Culture, which will showcase how Markham is building its innovation economy on a strong foundation of creativity.

**Presenting Sponsor - \$10,000 (x1)**

Speaking Opportunity  
Receive 10 Tickets (value of \$2,500)

**Gold Sponsor - \$5,000 (x2)**

Receive 5 Tickets (value of \$1,250)

**Silver Sponsor - \$3,500 (x3)**

Receive 2 Tickets (value of \$500)

**Bronze Sponsor - \$2,500 (x5)**







# Sponsorship Benefits

PRESENTING SPONSOR \$30,000	Community Partner \$25,000	Entertainment Sponsor \$20,000	Children's Activity Sponsor \$15,000	Custom Title & Museum Sponsor \$7,500	Contributing Sponsor \$3,000
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Recognition	PRESENTING SPONSOR \$30,000	Community Partner \$25,000	Entertainment Sponsor \$20,000	Children's Activity Sponsor \$15,000	Custom Title & Museum Sponsor \$7,500	Contributing Sponsor \$3,000
Markham "Presented by" corporate logo on all marketing collateral	●					
Company name recognition on marketing materials	logo	logo	logo	logo	logo	text
<b>Print &amp; Signage</b>						
Digital – 407 and RCC Digital Signs (over 10,000,000 Imp/month)	●					
Mobile signs across Markham (approx. 248,000 auto impressions/day)	●					
On site event signage, map, way finder and entertainment lineup branding	●	●	●	●	●	
Indoor Recreation Facility Posters and On Site Event Signage	●	●	●	●	●	●
<b>Digital</b>						
Digital Outdoor "Recreation Facility" signs across Markham	●					
Digital Billboards Interior Community Centres & Civic Centre	●	●	●	●		
Markham Events video (posted on City website and social)	●	●	●	●	●	●
Enews Letter	●	●	●	●	●	●
<b>Web &amp; Social Media</b>						
Weblink on markham.ca / Events & YourVoiceMarkham.ca	●	●	●			
Sponsor page & digital introduction markham.ca/Events	●	●	●	●	●	●
Social Media handles	●	●	●	●	●	●
<b>Event Venue</b>						
Official stage recognition by Mayor	●					
Opportunity to provide greetings at event(s) of choice	●	●				
Video on LED stage screen (30 seconds) – Logo (when applicable)	●	●				
Stage banners – Print or Digital	●	●	●	●	●	●
Recognition on LED stage screen (when applicable)	●	●	●	●	●	●
Official stage recognition by Emcee	●	●	●	●	●	●
Booth: display area for community outreach	●	●	●	●	●	●
<b>Exclusive Opportunities</b>						
First right of refusal for following year's Events	●	●	●			
Two (3) year renewal option	●	●	●	●	●	●
<b>Custom Sponsorship Packages Available</b>	●	●	●	●	●	●





Experience the excellence of a Markham Partnership!

**Become a Corporate Sponsor**

Contact Ryan McCluskey | [RMcCluskey@markham.ca](mailto:RMcCluskey@markham.ca) | 905.477.7000 x2105

[markham.ca/Events](http://markham.ca/Events) | [markham.ca/Sponsorship](http://markham.ca/Sponsorship)