



OTTAWA VALLEY
BUSKERFEST

SPONSORSHIP PROPOSAL

FRIDAY & SATURDAY
AUGUST 22-23, 2025






The 2024 Downtown Pembroke Buskerfest, was one of the largest festivals in the Ottawa Valley and this year we plan to make it bigger and better.

Last year was its inaugural year and saw incredible success, doubling our expected attendance by attracting over 6,000 attendees and receiving fantastic coverage, including a feature on CTV News and widespread local media attention.

The response from the community was overwhelmingly positive, with visitors traveling from as far as the GTA to experience the magic of street performances, local vendors, and family-friendly entertainment. It was truly a festival that brought our community together, boosted local businesses, and showcased the vibrant energy of Downtown Pembroke.



A man in a red top hat with a white peace symbol, a red bow tie, and a red cape, standing on a city street. He is wearing a white t-shirt and white pants. The background shows a city street with buildings and a yellow traffic light.

As we set our sights on the 2025 Buskerfest, scheduled for August 22 & 23, we are excited to make it even bigger and better. To achieve this, we are looking for community minded businesses and organizations to help build the event. Your support will help us bring in incredible performers, enhance the festival experience, and attract even more visitors to our community, while keeping the event free to attend making it accessible for everyone.

We would love to discuss how your business can be part of this growing event and become a vital part of Buskerfest's success.



SPONSORSHIP PLANS

Benefit / Feature	Presenting Sponsor 1 available	Event Partner 2 available	Zone Sponsor 5 available	Buskerfest Ambassador 10 available	Buskerfest Friend unlimited	Community Partner unlimited
Sponsorship	\$10,000	\$5,000	\$3,000	\$1,500	\$1,000	\$500
Program Advertisement	Full Page and Cover	Half Page	1/4 Page	1/6 Page	Logo Only	Name Mention
First Right of Refusal for Next Year	✓	✓	✓	✓	✓	✓
Use of Buskerfest Logo on Own Media	✓	✓	✓	✓	✓	✓
Partner Acknowledgement on Website & Social Media	✓	✓	✓	✓	✓	✓
Promotional Booth Space *Activation and promotional material provided by sponsor	20' X 20' activation area at main entrance of Sponsors Choice	15' X 15' Activation area at secondary entrance	10' x 10' activation area at zone location	8' X 8' activation area on Pembroke Street West	8'x 8' activation area on connecting side street	
Logo on Event Posters	✓	✓	✓			
Banner Display at Event *Banner to be supplied by sponsor	✓	✓	✓			
Buskerfest t-shirt	6	4	2	1		
Reel for social media with Sponsor interview	✓	✓				
Green Room Access	✓	✓				
Opening Ceremony Participation	✓	✓				
Logo on Buskerfest T-shirt	✓	✓				
Event Name Integration	✓					
Sponsorship Exclusivity	✓					
Photo Op & Media Release	✓					
Radio Marketing	✓					
Logo on Cross Street Banner and Hwy billboard	✓					
Meet and Greet with performers *for four people	✓					



Does your vision not quite fit in our box?

We have the flexibility to customize those benefits so that they better fit your goals and what you want to accomplish. Let's sit down and talk about your needs!



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