



Riverside

#RIVERSIDETO | [RIVERSIDE-TO.COM](https://www.riverside-to.com)

Sponsorship
Package

About Riverside



/RiversideTO



@RiversideBIA



Riverside_BIA

- Riverside is Toronto's small town in the big city. Rich in history, the area boasts over 100 unique eateries, shops, and attractions. Explore Riverside, one of the most desirable and fastest growing neighbourhoods - just across the bridge from the core.
- Located between Corktown and Leslieville, just seconds from the Don Valley Parkway, and only 15 minutes from Toronto's downtown core.
- The Riverside Business Improvement Area, one of the first BIAs, spans 10 vibrant blocks of Queen St East from the iconic Queen Street viaduct at the Don Valley, to just east of the world-famous De Grassi Street.

RIVERSIDE Demographics:

\$103,410 average household salary

23,000 local population

35% of couples have children

Visitors per year at **10+** Riverside events:

2016: 8K

2017: 12K

2018: 18K

Social Media Followers:



2K



6K



1K

Organic Social Media Impressions
(monthly):



35K



50K



15K



Riverside

WINE & CRAFT BEER FEST

Celebrating
Ontario Wine &
Beer + Local
Food & Shops

Riverside

Wine & Craft Beer Fest

Annually - Early April

Riverside Wine & Craft Beer Fest is an annual week-long celebration of wine and craft beer paired with local food and shopping. It's essentially an Ontario wine and craft beer tour – right here in Toronto's Riverside along Queen St East! The festival takes place annually in April.

Attractions:

- 20+ events and special promotions hosted by participating restaurants, retailers and community organizations
- 1500+ wine-lovers from Toronto & GTA
- 15+ wineries & craft breweries from diverse parts of Niagara, Prince Edward County, and right here in Riverside
- Intimate, smaller events on the week days culminating in the Saturday Wine Expo

Media Opportunities:

- TTC Bus Shelter Ad @Queen and Broadview
- 2.3K registrations on EventBrite
- 5.7K views on EventBrite
- 17K impressions on Twitter
- Facebook:
 - 16.3K impressions
 - 2.8K people reached
- Opportunity to interact with potential customers at the festival events



Sponsorship Levels

Wine & Craft Beer Fest

| Wine & Craft Beer Fest | Gold* | Silver | Bronze |
|--|---------|---------|--------|
| | \$3,000 | \$1,000 | \$500 |
| Booth space at EXPO / tastings at retailers | x | | |
| TTC Bus Shelter Logo placement (Queen & Broadview) \$4,000 value! | x | | |
| Logo placement on 5,000+ postcards distributed to residents & businesses | x | | |
| Logo on 100+ event posters | x | | |
| Logo Placement on Festival Banners for 1 month | x | x | |
| Corporate Profile Feature at BIA website | x | x | |
| At-event communications | x | x | |
| Social media posts: Facebook, Instagram, Twitter | x | x | |
| Online Logo placement on Riverside BIA Website event page, Facebook event page and Eventbrite | x | x | x |
| Recognition in Riverside BIA blog posts | x | x | x |
| Name placement on 20+ online listings (e.g. BlogTO) | x | x | x |

***GOLD sponsor has industry exclusivity. Title Sponsor discussion is available upon request.**



Riverside

EATS & BEATS

STREET FEST

Riverside

Eats & Beats Street Fest

Annually – 1st Saturday of June

Taste the Eats and feel the Beats in Toronto's Riverside neighbourhood! Riverside's Annual Streetfest spans 10 vibrant blocks along Queen Street East between the Don Valley Parkway to just past world-famous De Grassi Street.

Attractions:

- 50+ participating businesses & vendors
- 10,000+ festival-goers from Toronto & GTA
- 4 Street Closures with animations: Queen & Broadview, Queen & Munro, Queen & Saulter, Queen & McGee
- Food specials, sidewalk sales & free live music throughout the festival for people of all ages

Media Opportunities:

- TTC Bus Shelter Ad @Queen and Broadview
- 2.8K registrations on EventBrite
- 4.5K views on EventBrite
- 31.6K impressions on Twitter
- Facebook:
 - 16.3K impressions
 - 1.4K people reached
- Opportunity to interact with potential customers at the festival events



Sponsorship Levels

Eats & Beats Streetfest

Eats & Beats Street Fest

Gold*

Silver

Bronze

\$3,250

\$1,750

\$750

Booth Space at the Festival (10' x 10')

X

TTC Bus Shelter Logo placement (Queen & Broadview)
\$4,000 value!

X

Business Ad inside the Festival Event Guide

X

Logo Placement on Festival Banners for 1 month

X

Logo placement on 5,000+ Festival Event Guides
distributed to residents & businesses

X

X

Logo on 100+ posters in local businesses

X

X

Corporate Profile Feature at BIA website

X

X

Online Logo placement on Riverside BIA Website
event page, Facebook event page and Eventbrite

X

X

Social media posts Facebook, Instagram, Twitter

X

X

X

Recognition in Riverside BIA blog posts

X

X

X

Name placement on 20+ online listings (e.g. BlogTO)

X

X

X

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Riverside

Riverside Walks

Saturdays - May to October

‘Riverside Walks’ is our series of complimentary local guided walking tours throughout the spring, summer, and fall (May-Oct). The series showcases Riverside’s diverse culture, art, heritage, and culinary delights – catering to a wide variety of interests. All walks are led by local residents and Riverside personalities.

Attractions:

- Monthly Guided Riverside Walking Tours series from May to October
- Bags with merchandising handed out
- 1000+ walkers from Toronto & GTA
- Focus on different topics: history & heritage, health & wellness, culture & arts, food & drink

Media Opportunities:

- TTC Bus Shelter Ad @Queen and Broadview
- 1.2K views on EventBrite
- 15.2K impressions on Twitter
- Facebook:
 - 9.1K impressions
 - 2.6K people reached
- Opportunity to interact with potential customers at events




Sponsorship Levels

Riverside Walks

| Walks | Gold* | Silver | Bronze |
|---|---------|---------|--------|
| | \$3,000 | \$1,500 | \$500 |
| Logo placement on Promotional Bags | x | | |
| TTC Bus Shelter Logo placement (Queen & Broadview) \$4,000 value! | x | | |
| Opportunity to Lead a Walk | x | | |
| Logo placement on 5,000+ postcards distributed to residents & businesses | x | x | |
| Corporate Profile Feature at BIA website | x | x | |
| Online Logo placement on Riverside BIA Website event page, Facebook event page and Eventbrite | x | x | |
| Social media posts Facebook, Instagram, Twitter | x | x | x |
| Recognition in Riverside BIA blog posts | x | x | x |
| Name placement on 20+ online listings (e.g. BlogTO) | x | x | x |

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LIGHT UP
Riverside
#RiversideTO
SAT NOV 24TH 5-7PM



Riverside

Light Up Riverside

Annually - Late November

Each year, on the last Saturday of November, Riverside hosts Light Up Riverside and Shop the Neighbourhood! This year's festivities are happening on November 24th. Free to the public, the celebration features a countdown and tree lighting, live music, meet and greet (plus treats) with our co-sponsors, photos with Santa, warm refreshments, crafts, and more for all to enjoy!

Attractions:

- 200+ local residents & employees
- Live music, local food, crafts
- Free activities for people of all ages and backgrounds

Media Opportunities:

- TTC Bus Shelter Ad @Queen and Broadview
- 670 views on EventBrite
- 56K impressions on Twitter
- Facebook:
 - 16.2K impressions
 - 1.9K people reached
- Opportunity to interact with potential customers the event



Sponsorship Levels

Light Up Riverside

| Light up Riverside | Gold* | Silver | Bronze |
|---|---------|---------|--------|
| | \$3,000 | \$1,000 | \$500 |
| Booth space at EXPO / tastings at retailers | X | | |
| TTC Bus Shelter Logo placement (Queen & Broadview) \$4,000 of dollar value! | X | | |
| Logo Placement on Festival Banners | X | | |
| Logo placement on 5,000+ postcards distributed to residents & businesses | X | X | |
| Logo on 100+ posters in local businesses | X | X | |
| Corporate Profile Feature at BIA website | X | X | |
| Online Logo placement on Riverside BIA Website event page, Facebook event page and Eventbrite | X | X | |
| Social media posts Facebook, Instagram, Twitter | X | X | X |
| Recognition in Riverside BIA blog posts | X | X | X |
| Name placement on 20+ online listings (e.g. BlogTO) | X | X | X |

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Riverside

ANTLER BREAKFAST



Riverside

Riverside Antler Breakfast

Annually - Mid-December

Annual fundraiser in support of community partners (e.g. Ralph Thornton Centre, Rivertowne Breakfast Program). Hearty eats, live music, silent auction, great company and of course, your antlers – all in support of a good cause in your local community!

All sponsorship goes directly to the receiving charitable organization.

Attractions:

- 200+ local residents & staff
- Ticket covers full hot breakfast by local chefs, live music/entertainment
- Silent Auction and 50/50 Draw
- Sponsor recognition and charitable Tax receipt

Media Opportunities:

- 30.2K impressions on Twitter
- Facebook:
 - 3.2K impressions
 - 460 people reached
- Opportunity to interact with potential customers at event



Sponsorship* Levels

Riverside Antler Breakfast

Antler Breakfast

| | Santa (Gold) | Reindeer (Silver) | Elf (Bronze) |
|--|-----------------|----------------------|-----------------|
| | \$1,500 | \$250 | \$100 |
| Number of spots for each type of sponsorship | 1 | 10 | unlimited |
| Receive Tickets for the Event | 12 | 8 | 2 |
| Logo placement on 5,000+ postcards distributed to residents & businesses | x | | |
| Logo on 100+ posters in local businesses | x | | |
| At-event communications | x | x | |
| Sponsor recognition at the event | x | x | |
| Corporate Profile Feature at BIA website | x | x | |
| Charitable Tax Receipt | x | x | x |
| Social media posts Facebook, Instagram, Twitter | x | x | x |
| Recognition in Riverside BIA blog posts | x | x | x |
| Name placement on 20+ online listings (e.g. BlogTO) | x | x | x |

***All sponsorship goes directly to the receiving charitable organization.**



Why Become a Sponsor?

- **GAIN RECOGNITION** through Riverside events locally, as well as city- and region-wide.
- Build **POSITIVE BRAND ASSOCIATION** and demonstrate community investment. **INCREASE ENGAGEMENT** in your brand among a **mixed diverse demographic** of young professionals, young families, and retired professionals, where being part of a **community-oriented neighbourhood** is important.
- **INCREASE BRAND AWARENESS** with residents, consumers and tourists. Riverside is **increasingly attracting people from across the city, region and beyond** who want to experience the heritage and culture, as well as the rich food and drink plus shopping offerings within the welcoming, community-oriented setting that Riverside is known for.

Riverside

Quotes from Past Sponsors

"Since moving my business into the neighbourhood in 2015, I have gotten to know great people who both live and work in the area and I like to give back any way I can. Anything that brings more visitors into the area bars, pubs, restaurants and breweries benefits the community as a whole. I really like how this area is becoming a destination." – Jason, owner of Jason Friesen Mortgage



"I love supporting the [community] and its programs. The festival is a great opportunity for new breweries in Riverside to get connected and a great event for clients and neighbours." – Megan, owner of Team Sheppard RE/MAX Hallmark

Riverside

Sponsorship Options – At A Glance

| | Gold | Silver | Bronze | Social Media Impressions | Attendance (Eventbrite registration) |
|------------------------|---------------------|---------------------|----------------------------|--------------------------|---|
| Wine & Craft Beer Fest | \$3,000 | \$1,000 | \$500 | 33.3K | 2.3K |
| Eats & Beats | \$3,250 | \$1,750 | \$750 | 47.9K | 2.8K |
| Walks | \$3,000 | \$1,500 | \$500 | 24.3K | 1.2K |
| Light Up | \$3,000 | \$1,000 | \$500 | 72.2K | 670 |
| Antler Breakfast | \$1,500 (1 spot) | \$250 (10 spots) | \$100 (unlimited spots) | 33.4K | 200 |



How to Become a Riverside Sponsor

WHO CAN SPONSOR: Sponsorship is open to any individual, business or organization. Previous years' sponsors will have first right of refusal for sponsorship opportunities.

SPONSORSHIP DEADLINE: All our events are planned well ahead, so to guarantee your spot, please contact us 4 months prior to the event. If sponsorship is available, the Riverside BIA will provide a brief Sponsorship Agreement for signature.

TO CONFIRM SPONSORSHIP: Signed Sponsorship Agreement, high resolution company logo, and deposit cheque must be received 3 months prior to the event start.

- E-mail signed sponsorship form and high resolution company logo to:
office@riverside-to.com
- Make cheque payable to
Riverside BIA
638 Queen St East (c/o Dark Horse), Toronto, ON M4M 1G3

THIS RIVER IS NOT THE RIVER I STAND IN

Riverside

We look forward
to welcoming
you!