



## SPONSORSHIP & BACKGROUND INFORMATION

## Rogers Sarnia Bayfest

Summer Rock and Country Music Festival

2nd Week in July 2012

Sarnia, ON, Canada

Centennial Park

### Rogers Sarnia Bayfest Office

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## Where & When:

### 4 Day Music Festival:

#### Country Shows :

July 12 – TBA

July 13 – TBA

#### Rock Shows:

July 14 – TBA

July 15 – TBA

#### Location:

Sarnia, ON, Canada – Centennial Park

## Intention:

Bayfest Festival of Performing Arts dedicates itself to promote, preserve and perpetuate arts and cultural activities in the Sarnia-Lambton Area. This means that we ensure that all performers and fans needs are met, and the true art of music is celebrated. With an outstanding stage, and media attention, professional performers are provided with the tools to ensure their performance is a memorable one.

## Structure of Rogers Sarnia Bayfest:

Rogers Sarnia Bayfest began as a small music festival with simple beginnings in 1999 and has exploded as an international sensation. In 2009 and 2011 Rogers Bayfest was awarded Event of the Year by Tourism Industry Association of Ontario at the Ontario Tourism Summit. Rogers Bayfest was also nominated in the top 4, for Best Festival in Canada by the Canadian Perspective Magazine. Bayfest also won the Business Leadership Award in 2010 given out by the Sarnia-Lambton Chamber of Commerce. On Sarnia Mayor's Honour List in 2009.

Rogers Bayfest was #1 Festival in Ontario and #6 Festival in Canada on West Jet Fun N Festivals web poll contest 2011

Rogers Sarnia Bayfest includes many music genres to enhance the general public's enjoyment and to appeal to a wider audience. We include rock, classic rock, country, and pop to continue to cater to a large demographic. There are usually 3-4 support bands each night before a national or international calibre headliner. Headliners in previous years have included Kiss, Bon Jovi, Aerosmith, Keith Urban, The Tragically Hip, The Black Eyed Peas, Motley Crue, Brad Paisley, Tim McGraw, Rascal Flatts, Lady Antebellum and Tim McGraw among a host of others.





## Structure of Rogers Sarnia Bayfest:

Rogers Bayfest is an outstanding representation of our community. The Sarnia-Lambton area is home to watercraft and music enthusiasts, both of which are offered in and around our festival. We are located at Centennial Park in the heart of downtown Sarnia, right across from the Sarnia Bay Marina and the Bluewater Bridges connecting our community to Port Huron. Fans are able to get to our location by car, bus, and boat as we invite music lovers from all over to experience an outdoor concert that rivals some of the best festivals in Canada. Rogers Bayfest is going into its 14th year of programming and we are the first festival to offer such an immersive culture. The whole city gets into the spirit of the event and businesses boom during the festival weeks.

There are about 20 food and drink vendors, one souvenir shop right in the middle that serves on both the licensed and unlicensed side. The beer tents are all along the left side if looking out from the stage.

The VIP area has separate washrooms, drink tents, and is directly in front of the stage. There are 3 large LED video boards, 2 on the outside of the stage and one midway back in the middle, which display the concerts.



## Target Groups:

Rogers Sarnia Bayfest attracts up to 20,000 people a day to Sarnia, ON. We take pride being able to deliver first class artists to South-Western, Ontario. Our target audience stems from a 10 year old enjoying her first concert with the family to a 55-year young, remembering the classic rock of his youth. We cater to a large demographic and put on a show that will be remembered for years to come. Rogers Sarnia Bayfest had a third party research firm, Enigma Research Corporation, to conduct a study of the Bayfest crowd overall.

Demographics were broken down into these categories:

**52% female, 48% male**

Age	Total %	Local %	Non-Local %
0-9	0%	0%	0%
10-19	18%	21%	18%
20-29	40%	32%	43%
30-39	16%	17%	15%
40-49	16%	18%	16%
50-59	8%	10%	7%
60-69	1%	1%	1%
70+	0%	0%	0%

Sponsorship at Rogers Sarnia Bayfest will result in recognition with the local population as well as other markets over 80km away. With over half of the attendees travelling from out of town the reach of advertising and marketing your company's products and/or services will be absorbed by several markets.





## Facts and Figures

provided by  
Enigma Research

### On Site Survey Results provided by In-House Survey 2011

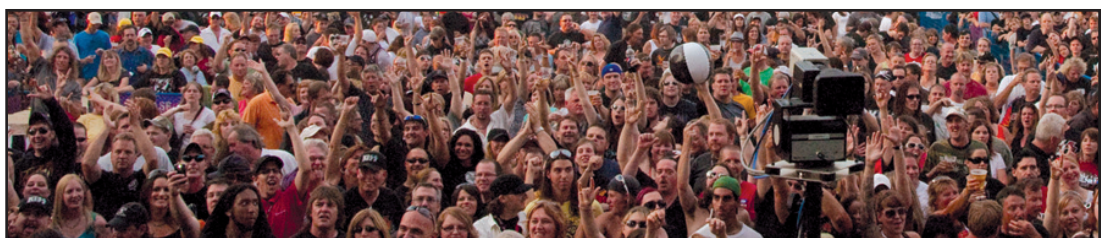
- 91,100 people attended the 7 day festival.
- Festival artists included KISS, Steve Miller Band, INXS, Tragically Hip, Trace Adkins, Montgomery Gentry, Lady Antebellum & Rodney Atkins
- 25% of respondents gave buying merchandise as one of the reasons they attended.
- 57% make over \$50,000 a year
- Economic impact of \$6.4 million
- 72% of people have attended more than one Bayfest Festival
- 34% of people purchased a pass to attend more than one show
- Over 95% of Bayfest attendees could name one Sponsor unaided
- Over 80% of Bayfest attendees prefer to conduct business with festival sponsors

### On Site Survey Results provided by In-House Survey 2010

- 88,084 people attended the 6 day festival
- Festival artists included Rush, Alan Jackson, The Black Eyed Peas, Keith Urban, Weezer, Scorpions, Sam Roberts Band, Down With Webster
- Economic impact of \$7.5 million

### On Site Survey Results provided by Enigma Research 2009

- 72,200 people attended the 5 day festival
- Festival artists included KISS, Stone Temple Pilots, Tim McGraw, Brad Paisley, Counting Crows, The Trews, Our Lady Peace
- 20% of respondents gave buying merchandise as one of the reasons they attended
- 58% make over \$50,000 a year
- Economic impact of \$6.5 million
- 88% of people have attended more than one Bayfest Festival
- 44% of people purchased a pass to attend more than one show
- Over 62% of Bayfest attendees could name our Platinum sponsors unaided
- Over 80% of Bayfest attendees prefer to conduct business with festival sponsors





## Categories & Amounts

### MEANS OF SPONSORSHIP

#### Different Ideas (Customized to meet YOUR needs)

- On-site 20ft x 15ft Activation Site for product display, promote sales, & other activities
- Logo printed on all 5000 Posters and 5000 Rack cards
- Logo with direct link to your website posted on sponsorship page
- 4 X8 Banners over our 2 main entrance and exits  
(Banners must be supplied by sponsor)
- Advertising on the side of Stage (Banners must be supplied by sponsor)
- Logo on all 3 video walls (On a continuous loop throughout the night; before and in between entertainment)
- Space to place banners throughout the venue
- Logo posted on festival map, given out at gate
- Logo posted on 500 coolie cups that support the Jim Stokley Scholarship (Sold out of 15,000 coolie cups during 2010 Bayfest)
- Company overview on all social media and or any deals/coupons sent to 55,000 registered Bayfest e-mail addresses in a Bayfest newsletter
- Recognition with logo and direct link to website in sponsorship section on official website
- E-Ticket advertising
- Passes negotiable with all Sponsorship packages

If you are interested in discussing sponsorship opportunities please contact:

#### **Chrissy Taylor**

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## Online Website and Videos of Festival

<http://www.sarniabayfest.com>

### **Online Videos and User Generated:**

#### **INXS**

<http://www.youtube.com/watch?v=theL7pe321c>

#### **Lady Antebellum**

<http://www.youtube.com/watch?v=XnMW426zNo4&feature=related>

#### **Rodney Atkins**

[http://www.youtube.com/watch?v=7P5Bdcs\\_bRs&feature=related](http://www.youtube.com/watch?v=7P5Bdcs_bRs&feature=related)

#### **Kiss – Gene Simmons Breathes Fire**

<http://www.youtube.com/watch?v=c58sSI6kT-Y>

#### **The Black Eyed Peas**

<http://www.youtube.com/watch?v=rezV8JRTxl4&feature=related>

#### **Bayfest 2008 Overview**

<http://www.youtube.com/watch?v=J0PLHgu9GFE>

#### **KISS**

<http://www.youtube.com/watch?v=Ih4WX96leqg&feature=Playlist&p=7AC31E5A14310DAF&index=1>

#### **KISS**

<http://www.youtube.com/watch?v=FAFjsJRahsA&feature=related>

#### **Brad Paisley**

<http://www.youtube.com/watch?v=7ivkg7nALoc&feature=related>

#### **Our Lady Peace**

<http://www.youtube.com/watch?v=NK9RBAsUWuE&feature=related>

