

*Incorporated, non-profit charitable #836674150RR0001*

Rogers Sarnia Bayfest is an event put on by Bayfest Festival of Performing Arts (BFPA). BFPA is a non-profit charitable organization that donates to a number of local non-profit and charitable organizations and awards student scholarships within our community. Rogers Bayfest is the largest music festival in South-western Ontario and rivals some of the best festivals in Canada. Rogers Bayfest prides ourselves on community involvement and giving everyone a sense of belonging. Neighbouring Port Huron/Michigan Sarnia is centrally located promoting cross border travel and only 100km west from London, Ontario. Entering its' 14th year Rogers Bayfest has hosted such acts as Aerosmith, KISS, Black Eyed Peas, Keith Urban, Rascal Flatts, Toby Keith, Tim McGraw, Nickelback. Lady Antebellum and so many more

### **Community Impact**

Economic impact - \$6.4 Million

Community volunteers - 300

### **Awards Won**

Tourism Industry Association of Ontario and Ontario Tourism Marketing Partnership's:

*-Best Tourism Event of the Year 2009 and 2011*

Sarnia Mayor's Honour List – 2009

Festival & Events Ontario:

*-Event of Distinction – Lifetime Achievement Award*

*-Best Fundraising Award – Yellow Hat Campaign*

*-Top 100 Festival 2008, 2009, 2010*

Chambers of Commerce – Outstanding Business Awards

*- Leadership Award 2010*

*-Nominated for Best Marketing & Promotions Award 2011*

West Jet Fun N Festivals web poll contest 2011:

*- #1 Festival in Ontario*

*-#6 Festival in Canada*

Annual Average attendees 2011 – 90,000

Repeat Loyal Attendees – 72%

Sponsor Recall – 97% could name at least 1 Sponsor



## Rogers Bayfest Sponsor Info

### Media Coverage

Unique visits to our Official Website – Average monthly 854,103  
Radio hours – 32 hours  
Print Articles – 278 advertisements printed  
TV hours – 2 Hours  
E-Newsletters - 55,000 registered emails  
Facebook - 11,295 Fans updated regularly (\*Not included in total impressions)

### Visitor Satisfaction

**Quality of Entertainment** - Excellent -66%, Good – 33%, Poor – 1%  
**Atmosphere** – Excellent -59%, Good – 40%, Poor -1%  
**Cleanliness** – Excellent -55%, Good – 44%, Poor -1%  
**Variety of Entertainment** – Excellent -55%, Good – 40%, Poor -5%  
**Quality of Food/Beverage** – Excellent- 41%, Good – 53%, Poor – 6%  
**Variety of Food/ Beverage** – Excellent – 36%, Good – 50%, Poor – 14%

### Demographics

*The Enigma Research Study Results:*

52% female and 48% male,  
Under 10 – 1%  
10-19 – 15%  
20-29 - 41%,  
30-39 - 19%,  
40-49 - 14%  
50-59 - 8%  
60-69 – 2%

### Top 3 Occupations:

Student - 19%  
Blue collar Labour - 18%  
Service retail/restaurant/hotel - 14%.

### Top 2 Income levels:

\$50,000 - \$79,999 – 25%  
\$25,000 – 49,999 – 21%

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