



WEST 4TH
KHATSAHLANO
WONDERLAND





OVERVIEW

1 DAY _____ Saturday, July 11th, 2026

10 BLOCKS _____ Burrard St to Macdonald St

50 BANDS _____ Curated by Zulu Records

6 BEER GARDENS _____ Serving Cold Beverages for all Preferences

52 FOOD TRUCKS _____ Over a Block Dedicated to Tastebuds

370 MERCHANTS _____ West 4th Businesses, Artisans and Vendors

2025 BY THE NUMBERS



ATTENDEES

150,000+

MAIN AGE DEMO

31 to 43 years old

GENDER DEMO

62.5% Women & 34.6% Men

MEDIA IMPRESSIONS

2,651,451+

TOTAL FOLLOWERS

36,860

WEBSITE VISITORS

356,754



KHATSAHLANO WONDERLAND

Vancouver's favourite free music and arts festival returns—bigger and more whimsical than ever. Khatsahlano Wonderland takes over West 4th Avenue on Saturday, July 11, 2026, transforming the corridor into a vibrant celebration of live music, art, food, shopping, and community.

Featuring multiple stages, local favourites, and emerging artists, the festival invites audiences to explore a playful, immersive street-party experience where the unexpected awaits at every turn.





PARTNERSHIP OPPORTUNITIES

MAIN STAGE PARTNER

Feature your brand centre-stage on one of Khatsahlano's two Main Stages at Burrard or Macdonald:

- Title rights and logo on stage branding and programming materials
- Prominent logo placement online and print
- Large activation space
- Custom promotional opportunities

AVAILABLE: SOLD OUT

STAGE PARTNER

Title rights to one of the secondary stages at a cross street along West 4th Ave:

- Logo on stage branding and programming materials
- Prominent logo placement online and print
- Large activation space
- Social media promotion

AVAILABLE: 5



PARTNERSHIP OPPORTUNITIES

TEA PARTY STAGE & TEA BAR

An intimate acoustic stage and themed tea bar where guests can relax and enjoy live performances!

- Logo inclusion on stage branding, and marketing materials related to the Tea Party Stage
- Prominent logo placement online and in print
- Social media promotion

AVAILABLE: 1

INFLATABLE CHESHIRE GARDEN

A whimsical inflatable garden full of playful Wonderland-inspired shapes! Guests can explore, interact, and capture unforgettable photos.

- Presenting rights to the Cheshire Garden
- Prominent logo placement online and print
- Large activation space
- Social media promotion

AVAILABLE: 1

PARTNERSHIP OPPORTUNITIES

ZONE PARTNER

Naming rights to one of the zones that make up Khatsahlano. Create a custom zone, or partner on an existing one, like the Active Zone:

- Naming rights to area & tailor made signage
- Inclusion in festival marketing materials
- Prominent logo placement online and onsite
- Large activation space
- Social media promotion

AVAILABLE: 3

BRAND ACTIVATION

Join the party with an onsite brand activation to reach thousands of potential customers through sampling or interactive activities:

- Activation space onsite
- Potential promotion of activation through social media
- Potential for logo inclusion on onsite signage

AVAILABLE: 10



PARTNERSHIP OPPORTUNITIES

EXCLUSIVE BEER PARTNER

Boost summer sales with exclusive pouring rights for beer at Khatsahlano!

- Exclusivity in category with products sold at all locations
- Named as Major Festival Partner
- Branding opportunities in licensed area locations x 3
- Logo inclusion on bar signage and onsite signage
- Social media promotion

AVAILABLE: 1

LICENSED GARDEN PRESENTING PARTNER

Naming rights to one of the extremely popular beverage gardens at Khats!

- Entry signage for one licensed area
- Branding takeover of one garden at Khats
- Prominent logo placement online and print
- Exclusivity in bar category with products sold at all locations
- Social media promotion and giveaways

AVAILABLE: 4



PARTNERSHIP OPPORTUNITIES

SUSTAINABILITY PARTNER

We are proud to have a dedicated green team, making sustainability a top priority for Khats! Help us keep our festival clean:

- Branding at 10 waste management stations across the site
- Prominent logo placement online and print
- Large activation space
- Social media promotion with sustainable messaging

AVAILABLE: 1

INFO BOOTH PARTNER

Our info booth gets thousands of visitors during the festival! Help us create an amazing experience for festival goers and partner with us at our info booth.

- Custom banners for 2 info booths onsite
- Brand inclusion at booth
- Logo included on on-site signage and festival website
- Unique giveaway opportunities
- Opportunity to collaborate on festival merch

AVAILABLE: 1



PARTNERSHIP OPPORTUNITIES

INDIGENOUS ARTIST PAVILION

Partner with Khatsahlano to add programming to the Indigenous Artist Pavilion:

- Activation space
- Logo on custom signage for area
- Social media promotion
- Logo included on on-site signage and festival website

AVAILABLE: 1

VOLUNTEER PARTNER

Our volunteers will be present throughout the festival helping with the festival set up and answering attendee questions!

- Activation space
- Logo placement on all the volunteer t-shirts
- Social media promotion
- Logo included on on-site signage and festival website

AVAILABLE: 1



PARTNERSHIP OPPORTUNITIES

SELFIE STATION PARTNER

The perfect place for people to get together and make memories by snapping pics! Work with the festival to incorporate your branding into a wall that fits the theme.

- Presenting rights to custom photo wall
- Branding opportunities at each location
- Prominent logo placement online and print
- Social media promotion

AVAILABLE: 4

GOLDEN KEY PHOTO BOOTH

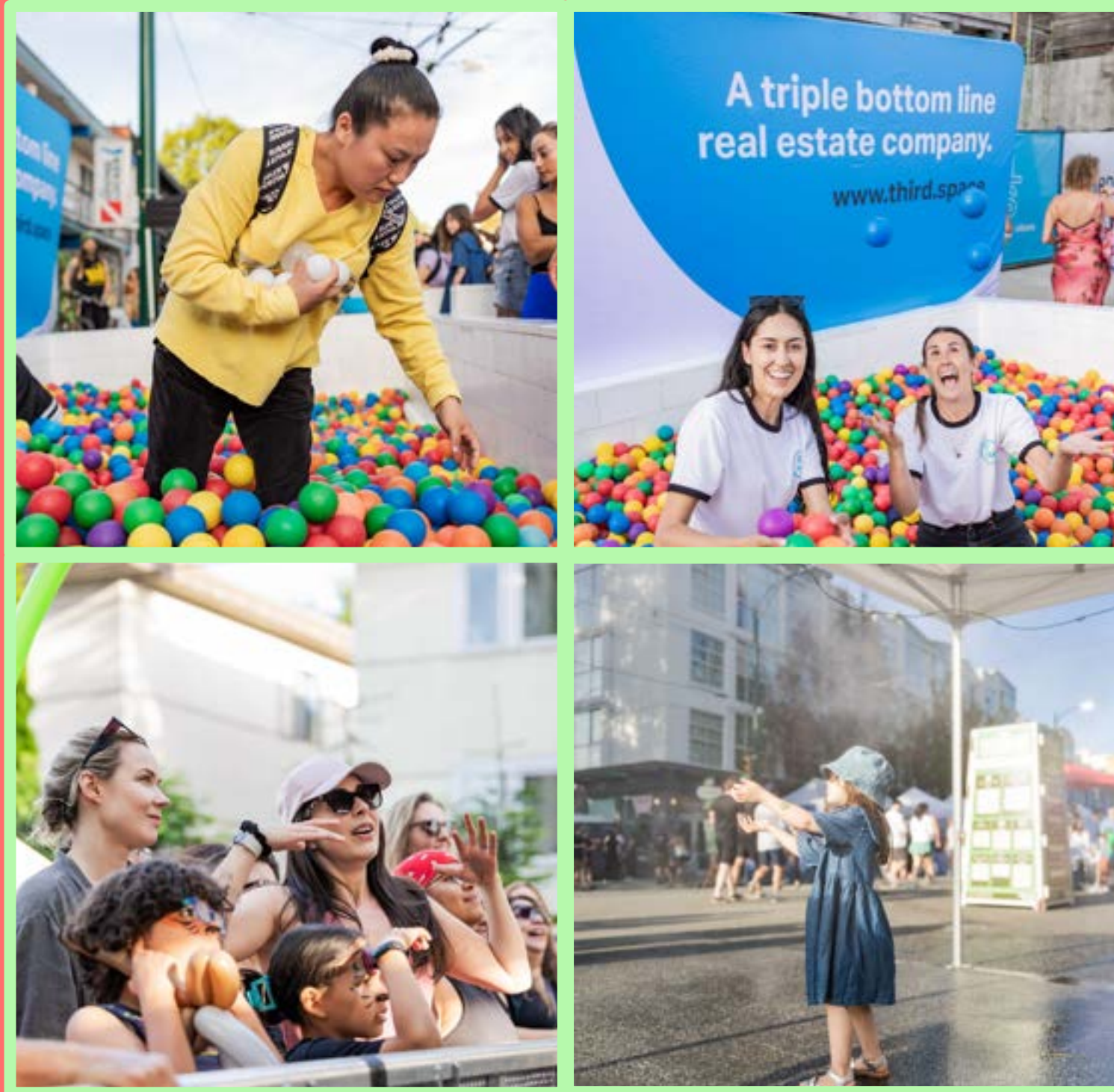
Step inside a mind-bending optical illusion! Bright swirling checkered patterns wrap three sides, creating unforgettable, shareable photos.

- Presenting rights to the custom photo wall
- Branding opportunities at photo wall
- Logo inclusion online and onsite signage
- Onsite activation space
- Social media promotion

AVAILABLE: 1



PARTNERSHIP OPPORTUNITIES



LOOKING GLASS CHESS PARTNER

Challenge friends on a giant chess board — interactive fun that's perfect for photos and social sharing.

- Presenting rights to the Looking Glass Chess activation
- Logo inclusion online and in print
- Logo inclusion on all related marketing materials
- Social media promotion
- Family-friendly activation that encourages dwell time and repeat visits

AVAILABLE: 1

CLOUD MISTING STATION PARTNER

Keep festival-goers cool and comfortable while putting your brand front and centre:

- Custom signage welcoming guests to the zone
- Activation space beside the misting stations
- Social media promotion
- Logo included on on-site signage and festival website

AVAILABLE: 1

PARTNERSHIP OPPORTUNITIES

EXCLUSIVE ROOFTOP PARTY

Take over the rooftop party of W4th, where sponsors, councillors, and other Khats partners are all invited to watch the Burrard Stage above the crowds.

- Branding takeover of the space & right to promote
- 10 + Invitations for your organization
- Custom photo area on the rooftop

AVAILABLE: 1

SURVEY PARTNER

Help Khats quantify the incredible impact of our event, by helping us bring a survey to Khatsahlano

- Branding on ambassadors shirts & 10x10 tent
- Option to add specific question to the Survey
- Access to data from Survey

AVAILABLE: 1



PARTNERSHIP OPPORTUNITIES

KHATS CONTENT CREATOR CONTEST

Khatsahlano celebrates the arts and thrives on supporting emerging creatives! Music, art, and people are the perfect subjects for awesome content. Partner with us to encourage Vancouver's up-and-coming creatives to use Khats as their canvas to create and win prizes!

Are you a camera, equipment or content brand that is looking to get your product in the hands of artists?

- Title Rights to Content Creator Contest
- Dedicated signage throughout the event
- Tags in all posts related to contest
- Contest included on marketing materials
- Custom social media campaign
- Logo included on on-site signage and festival website
- Donation of prize for winner required

AVAILABLE: 1



PARTNERSHIP OPPORTUNITIES

WHITE RABBIT SCAVENGER HUNT PARTNER

No Wonderland adventure would be complete without a scavenger hunt! The White Rabbit Scavenger Hunt leads participants across the festival, following clues, discovering surprises, and experiencing all the magic Khatsahlano Wonderland has to offer.

- Presenting partner for the White Rabbit Scavenger Hunt
- Branding opportunities on related materials, such as naming rights over the “White Rabbit” mascot
- Logo included on marketing materials & onsite signage
- Mentioned in all social media posts related to the scavenger hunt

AVAILABLE: 1



PARTNERSHIP OPPORTUNITIES

WATER REFILL PARTNER

Help keep attendees hydrated and promote waste reduction through water refill stations across the 10 block site:

- Custom branding on water refill stations
- Activation space
- Social media promotion
- Logo included on on-site signage and festival website

AVAILABLE: 1

RECHARGE PARTNER

Help attendees stay connected with free USB charging stations at each of our five beer gardens:

- Custom branding on charging stations
- Activation space
- Social media promotion
- Logo included on on-site signage and festival website

AVAILABLE: 1



Contact Us

Adam Vickers
adam@themrggroup.com
Partnerships Manager
mrgevents.com

Jane McFadden
exec.dir@shopwest4th.com
Executive Director
shopwest4th.com

We are committed to working with like-minded companies to create unique partnership opportunities. We are open to new ideas and other exciting ways for your organization to get involved if not mentioned here!

—————> **Let's Create the Unforgettable**

