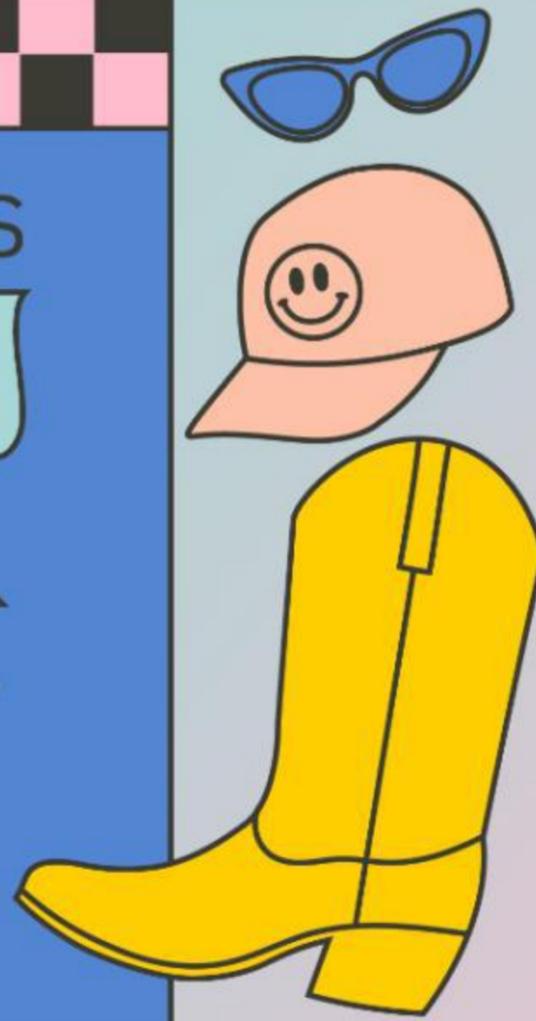


MOUNT PLEASANT BIA PRESENTS

PLEASANT DAY *Festival*

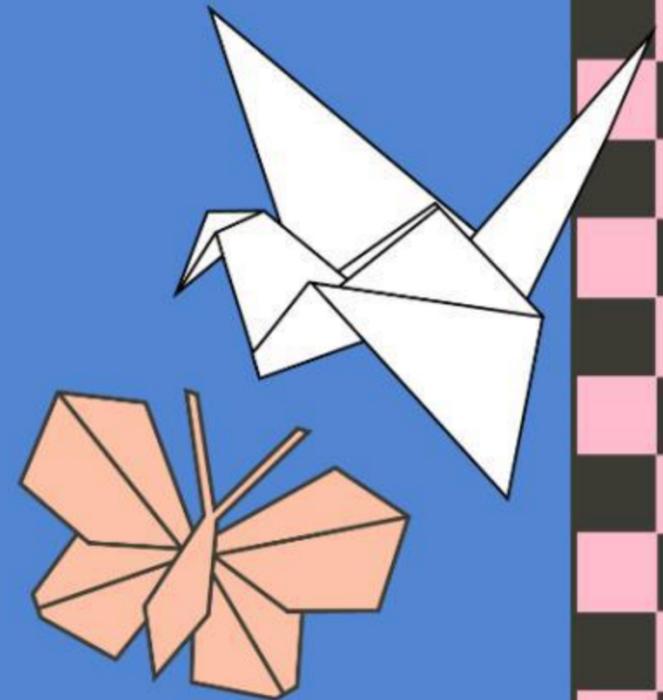


NOON TO 8PM

SATURDAY AUGUST 8TH

MAIN ST • 16TH - KING EDWARD AVE

PARTNERSHIP PROPOSAL

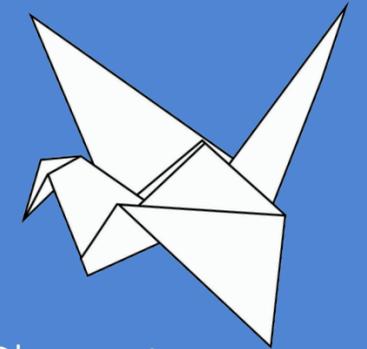




MOUNT PLEASANT BIA PRESENTS

MUSIC • FOOD • ART

PLEASANT DAY *Festival*



Get ready for a celebration of community and culture at Pleasant Day Festival! Presented by the Mount Pleasant BIA, this free eight-block street festival in Mount Pleasant promises a day filled with music, art, food, and fun for all ages. Explore local artisans, indulge in delicious eats from food vendors, groove to live music performances, and discover the unique spirit of Mount Pleasant. Don't miss out on this lively event that brings together neighbours, businesses, and artists to celebrate the heart of our community.



Main Stage Partner

Feature your brand front and centre at the heart of Pleasant Day Festival on the Main Stage at Main and East King Edward Ave. Connect with thousands of attendees through live entertainment and high-visibility branding:

- Title rights to stage, and logo on stage branding and programming materials
- Prominent logo placement on all marketing materials
- Listed as Major Festival Sponsor
- Tagged in all social posts relating to the stage
- Large activation space if desired
- Custom promotional opportunities

AVAILABLE: ONE



Secondary Stage Partner

Title rights to one of the secondary stage at a 17th and Main:

- Logo on stage branding and programming materials
- Prominent logo placement - onsite signage and festival website
- Large activation space if desired
- Social media promotion
- Custom promotional opportunities

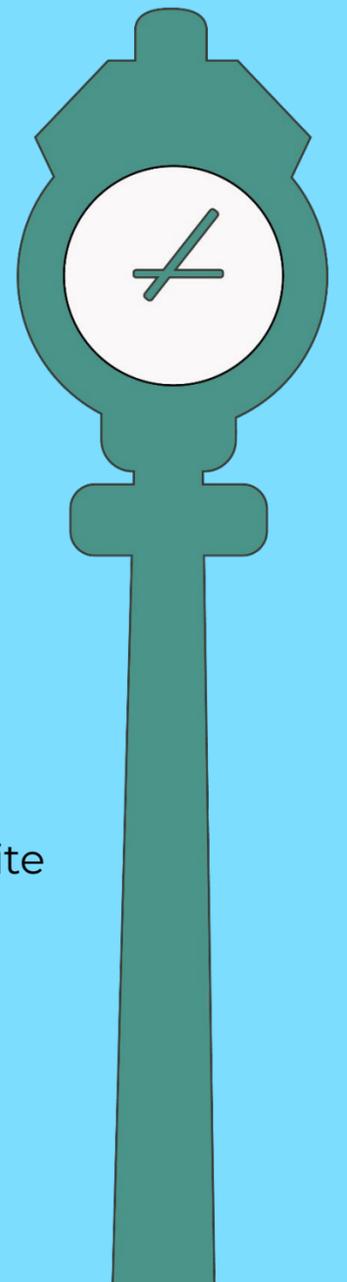
AVAILABLE: ONE

Community Stage Partner

Presenting rights to a stage curated by a local Mount Pleasant business:

- Logo on stage branding and programming materials in presenting position
- Prominent logo placement - onsite signage and festival website
- Large activation space
- Social media promotion
- Custom promotional opportunities

AVAILABLE: ONE





Sustainability Partner

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

- Branding at waste management stations across the site
- Prominent logo placement - onsite signage and festival website
- 10 x 10 Activation space
- Social media promotion with sustainable messaging

AVAILABLE: ONE



Selfie Wall

The perfect place for people to get together and make memories by snapping pics! Work with us to incorporate your branding into an interactive selfie wall.

- Presenting rights to custom photo wall
- Custom signage and logo integration
- Logo included on select marketing materials and festival website
- Social media promotion

AVAILABLE: FOUR

Misting Station Partner

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

- Logo placement on all misting stations across the festival, option to include tentings
- Prominent logo placement - onsite signage and festival website
- 10 x 10 Activation space
- Social media promotion

AVAILABLE: ONE

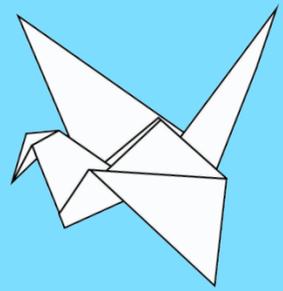
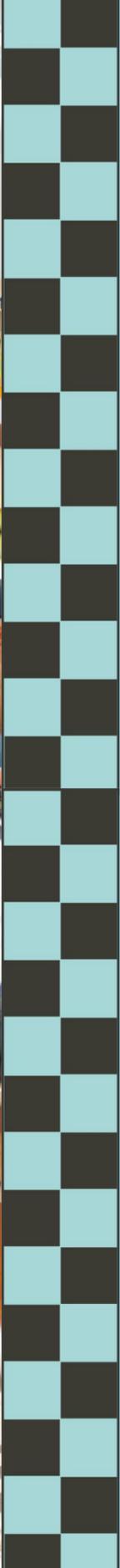
Survey Partner

Help us quantify the incredible impact of our event, by helping us bring a survey to Pleasant Day Festival

- On site signage at Info Booth
- Logo included on select marketing materials
- Option to add specific question to the Survey
- Access to data from Survey

AVAILABLE: ONE





Kids Zone

We're expanding our Kids Zone to take over Grimmert Park, just steps away from the action on Main Street. This dedicated, family-friendly, shady space will be packed with bouncy castles, carnival games, hands-on crafts, costumed characters, and interactive experiences designed to delight kids of all ages!

- Branding integrated into all Kids Zone signage
- Custom signage provided by the festival
- Logo included as major festival sponsor
- logo and link included on festival website
- Activation space in strategic location included
- Potential for promotion/ contesting opportunities
- Social media promotion

AVAILABLE: ONE



Bounce Zone Partner

Bring the excitement to life in our inflatable area:

- Logo placement presenting the bounce zone
- On-site recognition during activities
- Social media mention

AVAILABLE: ONE

Face Painting Partner

Add color to the festival with your brand:

- Logo placement presenting the face painting station
- On-site recognition during activities
- Social media mention

AVAILABLE: ONE

Balloon Art Partner

Delight kids while promoting your brand:

- Logo placement presenting the balloon art station
- On-site recognition during activities
- Social media mention

AVAILABLE: ONE



Bar Partner

Boost sales and elevate your brand as a bar partner at Pleasant Day Festival:

- Category exclusivity
- Logo included on all festival run bar menus
- Promotion of activation through social media
- Logo inclusion - onsite signage and festival website

AVAILABLE: ONE

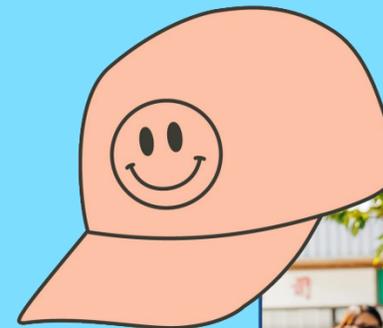


Brand Activation

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

- Activation space onsite for giveaways
- Promotion of activation through social media
- Logo inclusion - onsite signage and festival website

AVAILABLE: TEN



CONNECT WITH US

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, drop us a line!

Adam Vickers

Sales & Development Manager

adam@themrggroup.com

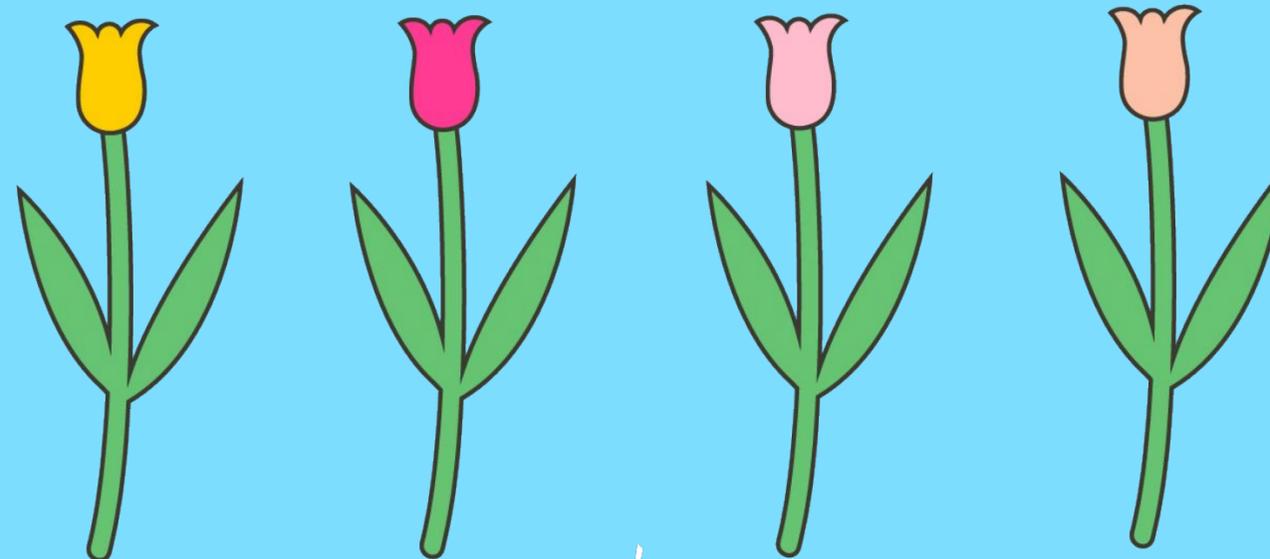
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MRG | LIVE



THANK YOU!

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