



2024



WHO WE ARE

The purpose of Carnival North is to bring the celebratory culture of the Caribbean to Collingwood. As residents of Collingwood ourselves, we want to reflect our community's developing demographics with an event that celebrates diversity in a way that is both educational and fun!

Carnivals as they are celebrated around the world are traced back to the 17th century. In the modern context, Caribana festivals are attended by millions that flock to the Caribbean annually, but their historical relevance to the people of the Caribbean has never been forgotten. For Caribbean's everywhere, Caribana festivals are days of reverence, a time to honor and celebrate their ancestors that flouted the rules of their oppressors.



WHY COLLINGWOOD

By tailoring Carnival North to the Collingwood community, we ensure its success by starting off small and thinking bigger in the years to come.

Collingwood represents one of the fastest growing markets in Canada. Our population has shown a nearly 15% increase over the last 4 years and stands to increase by at least another 10% in the next 5 years. Combined with an age profile heavy in the 33-44 demographic, that translates into guaranteed traffic for Carnival North.



OUR VISION

Carnival North launched a pilot event in the community on May 19th 2022 and was a huge success. We were able to host a sold-out event, with great turn out and tremendously positive community feedback.

Following the May 19th event, traffic on all Carnival social channels doubled, and anticipation for our main event is strong.

2022

Carnival North was a 1 day event on August 13th with up to 1,000 attendees from the local community and visitors from Toronto.

2023

Carnival North will be a 1 day event with anticipation of up to 5,000 - 8,000 attendees from the local community, returning visitors from Toronto and surrounding GTA.

2025

Carnival North will be a multiple-day large scale festival with anticipation of up to 20,000 attendees in partnership with the the town of Collingwood and Blue Mountain Resort. Province wide recognition and international attendees is expected.



PARTNERSHIPS

Partnerships are customized to support your specific brand objectives.

Opportunities Include:

- *Event Contributor/partner*
- *Customized Integration Into The Carnival North Festival*
- *Promotional Booth In The Event Area*
- *Promotion Through Digital Communications - Website And Social Channels*
- *On-site Prizing And Promotions*
- *Sampling*



SPONSORSHIPS

Platinum Sponsorship: \$3000

Marketing and Promotion

- **Social Media, Instagram and Facebook**
 - Recognition as the title sponsor
 - Pre-event post of logo overlaid Carnival North watermark
 - Post-event post with Carnival North directors and performers
- **Name and logo on media wall on event day as title sponsor (large)**
- **Name and logo on website as title sponsor with link**
- **Name and logo on all Carnival North event posters as title sponsor**
Note: deadline for posters in June 1, 2023
- **Name and logo as title sponsor on all printed and online tickets**

On-Site Promotion

- **Recognition on event day as title sponsor at opening ceremony**
- **Option to be the title sponsor of item/service or performance at event**

Free Event Access

- **Ten (10) all access passes to event. Meal and drink tickets included**
- **Official Carnival North & The Collingwood Brewery Merchandise**



SPONSORSHIPS

Gold Sponsorship: \$2000

Marketing and Promotion

- **Social Media, Instagram and Facebook**
 - Pre-event post of logo overlaid Carnival North watermark
 - Post-event post with Carnival North directors and performers
- **Name and logo on media wall on event day (large)**
- **Name and logo on Carnival North website with link**
- **Name and logo on all Carnival North promotional posters (small)**

Note: Deadline for posters is June 1, 2023

Free Event Access

- **Eight (8) all access passes to event. Meal and drink tickets included**
- **Official Carnival North Merchandise**



SPONSORSHIPS

Silver Sponsorship: \$1500

Marketing and Promotion

- **Social media, Instagram and Facebook**

- Pre-event post of logo overlaid Carnival North watermark
- Post-event post with Carnival North directors and performers

- **Name and logo on media wall on event day (large)**
- **Name and logo on Carnival North website with link**

Free Event Access

- **Six (6) all access passes to event. Meal and drink tickets included**
- **VIP seating for Carnival North costume presentation**

Bronze Sponsorship: \$1000

Marketing and Promotion

- **Social media, Instagram and Facebook**

- Pre-event post of logo overlaid Carnival North watermark on Social
- **Name and logo on media wall on event day (small)**

Free Event Access

- **Four (4) all access passes to event. Meal and drink tickets included**



carnivalnorthwood@gmail.com