



VAUGHAN
INTERNATIONAL
MUSIC
FESTIVAL



2023 VIMF

SPONSORSHIP

OPPORTUNITIES



ABOUT VIMF

An award-winning community-led event, the VIMF aim is to use music as a platform to bring people together to celebrate diversity and culture through the continued support and growth of the performing arts in the City of Vaughan.

York Region @Moving Forward Foundation 2015

Charitable Registration Number:
803891852RR0001

WHAT WE DO

The VIMF is the first International Music Festival in both the City of Vaughan and York Region to celebrate culture and diversity through performances within a variety of genres, while showcasing both professional and local rising young artists.

This event will not only provide opportunity for upcoming performers, it will create a scholarship fund to support the young artists. The VIMF will also gain exposure through attracting many visitors from across the GTA to the new Vaughan Metropolitan Centre.







FRIDAY, August 18 | 5 PM – 11 PM

SATURDAY, August 19 | 12 PM – 11 PM

Cultural Performances include:

- Indigenous
- Chinese
- African
- Italian
- Latin
- South Asian
- Caribbean
- Brazilian
- Iranian
- Japanese
- Local-talent
- and more!

**2023 FESTIVAL
PROGRAM**

BENEFITS OF WORKING WITH THE VIMF

Music performances within various genres

- We provide opportunities annually for performers to submit a request to participate on VIMF website and social media channels

Sponsorship Support

- We provide support to VIMF team and performers with seeking sponsors that can provide their support through various sponsor-level opportunities

Festival Ambassador with organizing team

- Ambassadors provide their support throughout the months with the organizing team to the day of the event in a variety of ways

Festival Weekend support volunteer


- Festival Volunteers will provide support throughout the festival weekend and will act as greeters and helpers on site






PRESENTING SPONSOR \$75,000

- INVITE TO VIMF EVENTS
- VIMF "PRESENTED BY"
- PRINT MEDIA
- MOBILE SIGNS
- CITY WIDE PROMOTIONS
- TV and/or RADIO ADS
- VIMF LAUNCH VIDEO
- WEB & SOCIAL MEDIA
- EMCEE RECOGNITION
- PROVIDE ON STAGE GREETINGS
- MAIN STAGE BANNER
- LOGO ON STAGE SCREEN
- PROMO VIDEO ON SCREEN
- VOLUNTEER TSHIRTS
- POST EVENT THANK YOU
- 2 YEAR RENEWAL OPTION



EVENT SPONSOR \$50,000

- INVITE TO VIMF EVENTS
- PRINT MEDIA
- MOBILE SIGNS
- CITY WIDE BANNERS
- TV and/or RADIO ADS
- VIMF LAUNCH VIDEO
- WEB & SOCIAL MEDIA
- EMCEE RECOGNITION
- MAIN STAGE BANNER
- LOGO ON STAGE SCREEN
- PROMO VIDEO ON SCREEN
- VOLUNTEER TSHIRTS
- POST EVENT THANK YOU
- 2 YEAR RENEWAL OPTION



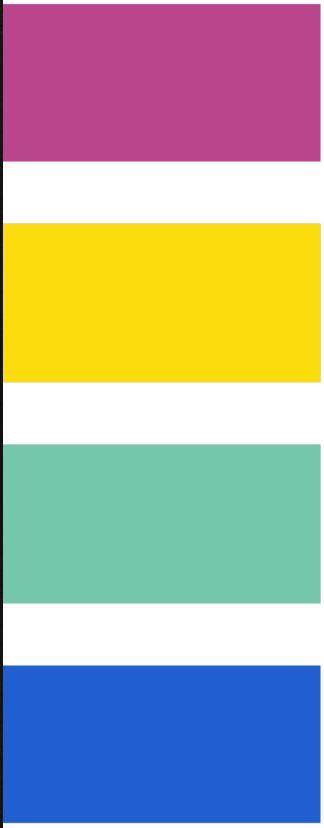
ENTERTAINMENT SPONSOR \$25,000

- INVITE TO VIMF EVENTS
- RECOGNITION IN MARKETING
- Promotional ADS
- VIMF LAUNCH VIDEO
- WEB & SOCIAL MEDIA
- 2 YEAR RENEWAL OPTION



COMMUNITY SPONSOR \$10,000

- INVITE TO VIMF EVENTS
- RECOGNITION IN MARKETING
- LOGO ON STAGE SCREEN
- 2 YEAR RENEWAL OPTION



PRODUCT SPONSOR \$5,000

- INVITE TO VIMF EVENTS
- RECOGNITION IN MARKETING
- LOGO ON AUDIENCE PRODUCT GIVEAWAY
- 2 YEAR RENEWAL OPTION



FRIEND OF THE FESTIVAL

- RECOGNITION STAGE SCREEN
- RECOGNITION ON WEBSITE
- * FUNDS WILL BE USED TO SUPPORT THE VIMF SCHOLARSHIP FOR YOUNG ARTISTS.

MEDIA SPONSORS


- INVITE TO VIMF EVENTS
- RECOGNITION IN MARKETING
- WEB & SOCIAL MEDIA
- 2 YEAR RENEWAL OPTION
- * ADDITIONAL BENEFITS TO BE NEGOTIATED BASED ON VALUE OF SPONSORSHIP

SPONSORSHIP OPPORTUNITIES AT A GLANCE

Sponsor Benefits	Presenting	Event	Entertainment	Community	Product	Friends	Media
	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000	Donation	Negotiated
Invite to VIMF Events	X	X	X	X	X		X
VIMF PRESENTED BY	X						
PRINT MEDIA	X	X	X	X			
MOBILE SIGNS	X	X					
CITY WIDE ADS	X	X					
TV and/or RADIO ADS	X	X					
VIMF VIDEO	X	X	X	X	X		X
WEB & SOCIAL MEDIA	X	X	X	X	X		X
EMCEE RECOGNITION	X	X					X
ON STAGE GREETINGS	X						
MAIN STAGE BANNER	X	X					X
MAIN STAGE SCREEN	X	X	X	X		X	
MAIN STAGE VIDEO	X	X					
VOLUNTEER SHIRTS	X	X					
EVENT THANK YOU	X	X	X				X
2 YEAR RENEWAL OPTION	X	X	X	X	X		X



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C O N N E C T



VIMF

THANK YOU