

2019 Sponsorship & Advertising Opportunities



Take Your
Brand to the
Next Level

Exciting
Opportunities
Inside





**It's a
win-win
partnership**

**Enjoy the
countless
benefits of
sponsorship**

OPPORTUNITY AWAITS

Are you interested in increasing your brand's presence in Markham? Are you looking to give back to the community?

The City of Markham works with companies and individuals to develop customized sponsorship and advertising plans to meet your unique business objectives. If you are interested in promoting your business in Canada's most diverse city, we have some great opportunities for you to explore!

How we can help your business:

- Gain city-wide exposure by reaching diverse audiences, both local and visitors
- Engage with your target audience through mass-branding opportunities
- Attract new customers
- Increase awareness of your products and services
- Engage the community in unique ways
- Achieve marketing ROI with innovative and cost-effective solutions
- Show your corporate social responsibility



CHOOSE MARKHAM


Markham is the most culturally diverse community in Canada, where you can experience over 65 unique cultures and languages, a rich heritage, outstanding community planning and services, and a vibrant local economy. We are the largest of nine communities in York Region, and the 16th largest in Canada!

We are a thriving award-winning municipality that offers a variety of partnership opportunities to help your business stay top-of-mind for your target audience(s).

POPULATION
355,000



FIRST LANGUAGE SPOKEN

ENGLISH 36%	CHINESE 39%	SOUTH ASIAN 11%	ALL OTHER 14%	
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NUMBER OF NEW RESIDENTIAL UNITS PER YEAR

2013 3,106	2014 1,593	2015 2,098	2016 2,388	2017 838	
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AVERAGE TOTAL INCOME

\$113,087 

CORPORATE HEAD OFFICES

400+



HIGH-TECH & LIFE SCIENCE COMPANIES

1,100



HOW CAN I GET INVOLVED?



FESTIVALS & EVENTS

Participate in the City's feature events that draw thousands of residents and visitors.

- Canada Day
- Markham-Milliken Children's Festival
- Cycling Day
- Doors Open
- Earth Day
- Santa Claus Parade

COMMUNITY INITIATIVES

Be a part of Markham's feature programming and connect with the community.

- Cat Adoption & Education Centre
- Cultural Exhibits, Shows & Programs

FACILITY ADVERTISING

Engage local, national and international audiences who use our facilities – over 8.3M visitors in 2018.

- Rink Boards
- Backlits

MARKHAM LIFE ADVERTISING

Reach your audience in Markham's #1 source for City Information – delivered to 83K+ homes.

FESTIVALS & EVENTS



Markham's signature events celebrate all that Markham has to offer, providing residents and visitors of all ages with opportunities to make memories that will last a lifetime! Corporate partnerships are key to helping us keep our communities thriving.



CANADA DAY

Date: July 1, 2019 | **Time:** 8:00 a.m. – 11:00 p.m. | **Location:** City-wide (various sites)

Audience Profile: Audience Appeal: Markham local | **Demographic:** Families (all ages) | **Attendance:** 20,000+

Markham's Canada Day celebrations unite all members of our diverse community as they celebrate their pride as Canadians. The day-long event is free and features a Citizenship Ceremony, Seniors' Luncheon (always a sellout within days!), People's Parade and a community event and concert at Milne Park. Celebrations at Milne Park include an Indigenous land acknowledgement, flag raising, kids' activities, international food vendors and hours of diverse entertainment – featuring local and national talent.

Marketing Campaign Includes:

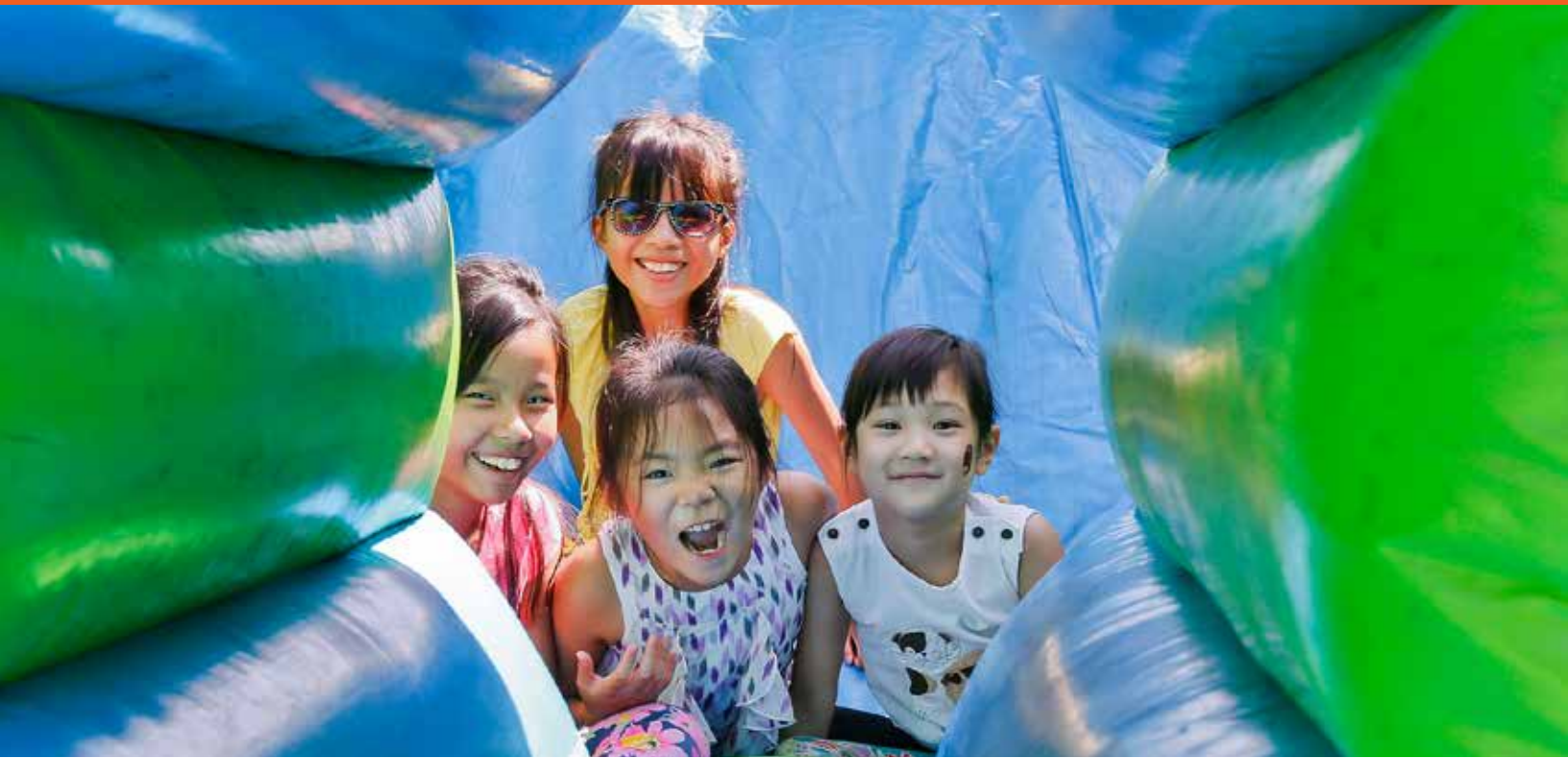
- Print collateral
- Markham Life magazine
- Local advertising (online, outdoor, print and broadcast)
- Event website
- Local social media campaign
- Proactive media relations strategy

Campaign Details:

- Markets: Markham
- Event website page views (2018): 46,688

Sponsorship Opportunities:

- Presenting Sponsor
- Stage Sponsor
- Children's Entertainment Sponsor
- Children's Activity Zone Sponsor
- Seniors' Luncheon Sponsor
- People's Parade Sponsor
- Grand Finale Fireworks Sponsor
- Safety Sponsor
- Volunteer Sponsor
- Shuttle Bus Sponsor
- Food Court Sponsor
- Experiential and sampling activations & More!



MARKHAM-MILLIKEN CHILDREN'S FESTIVAL

Presented by: Tim Hortons

Date: August/September 2019 | **Time:** 10:00 a.m. – 7:00 p.m. | **Location:** Aaniin Community Centre & Library

Audience Profile: Audience Appeal: Markham local & Greater Toronto Area

Demographic: Families (all ages) | **Attendance:** 5,000+

The Markham-Milliken Children's Festival is the party kids wait for all summer! Now in its 20th year, this festival is the perfect way for families to beat the end-of-summer boredom. It features a variety of free play zones, crafts, educational and engaging activities, vendors, food from around the world, live entertainment, Disney princesses, superheroes and much more!

Marketing Campaign Includes:

- Print collateral
- Markham Life magazine
- Local advertising (online, outdoor, print and broadcast)
- Event website
- Local social media campaign
- Proactive media relations strategy

Campaign Details:

- Markets: Markham and Greater Toronto Area
- Event website page views (2018): 46,291

Sponsorship Opportunities:

- Stage Sponsor
- Children's Entertainment Sponsor
- Community Park Sponsor
- Vendor Marketplace Sponsor
- Children's Activity Zone Sponsor
- Inflatable Zone Sponsor
- Food Alley Sponsor
- Play-All-Day Pass Sponsor
- Shuttle Bus Sponsor
- Volunteer Sponsor
- Experiential and sampling activations & More!



CYCLING DAY

Date: September 22, 2019 | **Time:** 8:00 a.m.– 3:00 p.m. | **Location:** City-wide

Audience Profile: Active Markham local & York Region
Demographic: Families (all ages) | **Attendance:** 1,800+

Markham Cycling Day is York Region's largest public cycling event, featuring the Tour de Markham (15 km, 30 km and 60 km routes) and bicycle races for kids aged 3-10. It offers a safe, fun and educational experience that encourages everyone to enjoy all that the City of Markham has to offer – while staying active. Participants enjoy free lunch, giveaways, raffle prizes and local entertainment.

Marketing Campaign Includes:

- Print collateral
- Markham Life magazine
- Local advertising (online, outdoor and print)
- Event website
- Local social media campaign
- Proactive media relations strategy

Campaign Details:

- Markets: Markham and Greater Toronto Area
- Event website page views (2018): 14,568

Sponsorship Opportunities:

- Presenting Sponsor
- Rest Stop Sponsor
- Meal Sponsor
- Medal Sponsor
- Entertainment Sponsor
- Volunteer Sponsor
- Experiential and sampling activations



DOORS OPEN

Date: September 7, 2019 | **Time:** 10:00 a.m. – 4:00 p.m | **Location:** City-wide

Audience Profile: **Audience Appeal:** Markham local & Greater Toronto Area

Demographic: 18+ years old | **Attendance:** 6,000+

Doors Open Markham is a free community event that invites the public to explore Markham’s historical and cultural places of interest, featuring locations that are not generally open to the public or that would otherwise charge admission. It provides residents and visitors with an opportunity to explore the City’s unique and sometimes hidden treasures.

Marketing Campaign Includes:

- Print collateral
- Markham Life magazine
- Local advertising (online, outdoor and print)
- Event website
- Local social media campaign
- Proactive media relations strategy

Campaign Details:

- Markets: Markham and Greater Toronto Area
- Event website page views (2018): 16,017

Sponsorship Opportunities:

- Presenting Sponsor
- Volunteer Sponsor
- Walking Tours Sponsor
- Heritage Hub Sponsor
- Experiential and sampling activations & More!



EARTH DAY

Date: April 20, 2019 | **Time:** 10:00 a.m. – 4:00 p.m. | **Location:** TBD

Audience Profile: Audience Appeal: Markham local | **Demographic:** Families (all ages) | **Attendance:** 500+

Earth Day 2019 marks the 11th celebration of all things sustainable and green in Markham. The City has been a leader in municipal sustainability for over a decade and we take pride in partnering with our communities, businesses and residents to improve our footprint here on Planet Earth! This interactive event offers our students and residents an opportunity to show off their cool and innovative projects, and how they are working to help make our community a better place. Visitors will also learn how to reduce their carbon footprint and achieve a more sustainable lifestyle.

Marketing Campaign Includes:

- Print collateral
- Markham Life magazine
- Local advertising (online, outdoor and print)
- Event website
- Local social media campaign
- Proactive media relations strategy

Campaign Details:

- Markets: Markham
- Event website page views (2018): 1,961

Sponsorship Opportunities:

- Presenting Sponsor
- Speaker Sponsor
- Interactive Sustainability Fair Sponsor
- Environmental Science Exhibits Sponsor
- Wild Animals Sponsor
- Pride of Canada Carousel Ride Sponsor
- Sustainable Passport Sponsor
- Seminar and Workshops Sponsor
- Electric Vehicle Zone Sponsor & More!



SANTA CLAUS PARADE

In partnership: Rotary Club of Markham Sunrise Inc. & Markham-Unionville Rotary Club

Date: November 23, 2019 | **Time:** 11:00 a.m.– 1:00 p.m. | **Location:** Main Street Markham

Audience Profile Audience Appeal: Markham local | **Demographic:** Families (all ages) | **Attendance:** 20,000+

The 47th Annual Markham Santa Claus Parade is the perfect way to celebrate the holiday season with your loved ones. This festive tradition is a time to believe in magic and a time to come together to show who we are as a community – warm, welcoming and spirited. The parade features 100+ floats including marching bands, local businesses and our cultural community, and of course, jolly Old Saint Nick.

Marketing Campaign Includes:

- Print collateral
- Markham Life magazine
- Local advertising (online, outdoor and print)
- Event website
- Local social media campaign
- Proactive media relations strategy

Campaign Details:

- Markets: Markham

Sponsorship Opportunities:

- Presenting Sponsor
- Live Webcast Sponsor
- Parade Partner Sponsor
- Experiential and sampling activations & More!

COMMUNITY INITIATIVES



Markham offers innovative and award-winning programming. Be a part of it, and connect with our diverse, dynamic and growing community.



CAT ADOPTION & EDUCATION CENTRE

Located at: Thornhill Community Centre & Library

In 2016, Markham launched the Cat Adoption & Education Centre – the first of its kind in the Greater Toronto Area. It is the first municipally funded cat adoption storefront in Ontario, housing 17 cats on a regular basis and provides a convenient, accessible location for adoption and education services.

To date, the Adoption Centre has helped find over 615 felines a new home, welcomed approximately 35,000 visitors, hosted countless community events and logged over 1,540 volunteer hours. The Cat Adoption & Education Centre operates in partnership with the Ontario SPCA and provides a unique solution towards reducing cat euthanasia rates in the Region.

Sponsorship Opportunities:

- Presenting Sponsor
- Lion's Den Sponsor
- Cat Condo Sponsor
- Kitty Corner Reading & Play Area Sponsor
- Reading Program Sponsor & More!



**Cultural
Exhibits, Shows
& Programs**

**Attracting local,
national and
international visitors
& outstanding
critical reception**

Markham is a city with bold personality and a vibrant mix of attractions that reflect the City's multicultural identity. Its arts, culture and heritage institutions have established Markham on the cultural map of Canada. The Flato Markham Theatre, the historic Markham Museum and the Varley Art Gallery of Markham are all high-profile venues committed to artistic excellence.



One of Canada's premier theatre houses serving the Greater Toronto Area and Markham residents. With over 300 live performances each year, the Theatre presents a performance calendar that showcases the cultural diversity of the community. Live theatre, concerts, comedy shows and family entertainment provide an ever-changing array of performing arts. Flato Markham Theatre continues to showcase respected international artists and Canadian talent in performances offered throughout the annual professional entertainment season held September through May.

Minutes away from Downtown Markham

Over 130,000 patrons walk through the Theatre doors annually making the Flato Markham Theatre a hub for the York Region community. As the leading performing arts centre in York Region, the Flato Markham Theatre's marketing initiatives, reach and exposure are unparalleled.

-  markhamtheatre.ca
-  [FlatoMarkhamTheatre](https://www.facebook.com/FlatoMarkhamTheatre)
-  [MarkhamTheatre](https://twitter.com/MarkhamTheatre)
-  [MarkhamTheatre](https://www.instagram.com/MarkhamTheatre)
-  [FlatoMarkhamTheatre171](https://www.youtube.com/channel/UCFlatoMarkhamTheatre171)

Sponsorship Opportunities:

- Diamond Season - Presenting Season Sponsor
- Diamond Season - Series Sponsor
- Diamond Season - Individual Performance Sponsor
- Discovery Gala Sponsor
- Discovery Program Arts Programming & Outreach Sponsor







**Varley
Art Gallery
of Markham**

In the heart of iconic Main Street Unionville

The award-winning Varley Art Gallery of Markham mounts a changing roster of culturally significant and contemporary exhibitions. A vital cultural hub for artists and diverse communities, the Varley creates critical conversations about Canadian art and society.

Along with exhibitions, the Gallery offers art classes for all ages, art camps, school visits, and public outreach year round. It also programs the McKay Art Centre, an 1850s heritage home on Main Street Unionville.

-  varleyartgallery.ca
-  [VarleyArtGallery](https://www.facebook.com/VarleyArtGallery)
-  [VarleyGallery](https://twitter.com/VarleyGallery)
-  [VarleyArtGallery](https://www.instagram.com/VarleyArtGallery)

Sponsorship Opportunities





- PechaKucka Markham Sponsor
- Seasonal exhibition Sponsor
- Rouge: Varley Gala Sponsor
- Community Artists in Residence Sponsor
- Media Sponsor & More!



A one-of-a-kind site featuring over 20 historic buildings on 25 acres open-air parkland. Focusing on adaptation to life in our changing world, Markham Museum is able to connect the history of Markham to today through agriculture and food, environment, technology and engineering.

Steps away from historic Main Street Markham

Since 1971, the Museum has offered unique educational experiences through year-round exhibits, public programs, signature events and research facilities.

-  [markhammuseum.ca](https://twitter.com/markhammuseum)
-  [MarkhamMuseum](https://www.facebook.com/MarkhamMuseum)
-  [MarkhamMuseum](https://twitter.com/MarkhamMuseum)
-  [MarkhamMuseum](https://www.instagram.com/MarkhamMuseum)

Sponsorship Opportunities

- Applefest Sponsor
- Scaryfest Sponsor
- Seasonal Exhibition Sponsor
- Media Sponsor & More!

FACILITY ADVERTISING



**More than
8.3 million
visitors entered
our facilities
in 2017!**

The City of Markham operates nine community centres & libraries across the city where businesses and organizations can advertise. Our facilities offer thousands of programs to residents including ice hockey, figure skating, swimming, basketball, fitness classes, camps and so much more. They are not just used by residents, but are hosts to many local, regional, national and international events and competitions. We offer affordable advertising solutions that position your business in front of visitors in effective and engaging ways!



RINK BOARDS

Book a rink board any time throughout the year and get your business on the ice! Rink boards are a great way to get your business in front of a more captive audience (players/skaters on the ice and the fans).

Available at the following facilities:

- Angus Glen Community Centre & Library (East & West Arenas)
- Centennial Community Centre
- RJ Clatworthy Arena
- Crosby Community Centre
- Markham Village Community Centre & Library
- Milliken Mills Community Centre & Library
- Mount Joy Community Centre
- Thornhill Community Centre & Library (East & West Arenas)



BACKLITS

Large eye-catching backlit panels are strategically positioned in high-traffic areas at several of our facilities. Offering premium positioning, backlits ensure high-visibility of your brand to all facility users.

Available at the following facilities:

- Aaniin Community Centre & Library (coming in 2019)
- Angus Glen Community Centre & Library (East & West Arenas)
- Centennial Community Centre
- Cornell Community Centre & Library
- Milliken Mills Community Centre & Library
- Thornhill Community Centre & Library (East & West Arenas)



MARKHAM LIFE MAGAZINE

Relevant Content. Regular Readers.

Markham Life is the City of Markham's official publication and #1 source for local information. The magazine gives residents the opportunity to learn about programs offered in their community, updates and announcements of City projects and upcoming City events. It is also host to Markham's listing of recreation, library and cultural drop-in and registered programs. Advertising in Markham Life is a great opportunity to promote your business and/or service to all Markham residents. **Markham Life is published 4 times a year (fall, winter, spring and summer) and available in web & print editions.**

- 20K+ unique users read the web edition in 2017 (up 18% over 2016)
- 83K+ magazine delivered to every household in Markham

RATES & SIZES

Back Cover \$5,500 Trim size: 7.75" x 10.75" Bleed: 0.25"	Inside Front or Back Cover \$4,510 Trim size: 7.75" x 10.75" Bleed: 0.25"	Full Page \$1,985 Trim size: 7.75" x 10.75" Bleed: 0.25"	Full Page without Bleed \$1,985 6.75" x 9.75"
Half Page Vertical \$1,175 3.25" x 9.75"	Half Page Horizontal \$1,175 6.75" x 4.75"	Quarter Page \$680* 3.25" x 4.75"	Business Card \$360 3.25" x 2"

* \$439 for NFP



GETTING STARTED

Contact 905.477.7000 x4723
or sponsorship@markham.ca to explore
what opportunities work best for you!

