



# 2024 King Food & Drink Fest

Saturday, June 8 at 12-9p.m.  
Memorial Park, King City

Call for sponsorship

[events@king.ca](mailto:events@king.ca)

**KING**





### **Calling all local businesses!**

Since 2014, the annual King City Craft Beer and Food Festival, located at Memorial Park, 25 Doctor's Lane in King City, has seen many faces over its nine-year run. In celebration of our 10th anniversary this year, the events team at King Township is excited to share that we've decided to expand what's on the 'menu' for 2024! This year's festival will feature some of the best food and beverage vendors in the area, much to the culinary and sipping delights of foodies from near and far.

Over the years, this festival has attracted over 3,500 attendees from King Township and surrounding communities, and we expect an increased crowd this year as we plan our biggest festival yet. Event attendees will nosh on culturally diverse cuisines and taste (so many!) libations - whiskey, beer, cider, cocktails, and even mocktails - while enjoying non-stop, live entertainment. Musical performances will play on two separate stages throughout the entire festival, with headline performer Canadian alt rock star New Friends, joining eight other local musical talents.

**Don't miss out on or the opportunity to showcase your business!**

**Submit your sponsorship application.**





## Event Sponsor

\$15,000

- Public acknowledgment as the overall Event Sponsor at the event
- One company sign displayed on the stage (banner), and three company signs displayed around the festival (signs or banners)
- Recognition on Township of King social media channels (Facebook, X, Instagram)
- Recognition as Event Sponsor (company logo) with clickable link on the Township of King website
- Recognition via newspaper advertising, event media release, radio ads, Township eNews, event poster and other event marketing materials (when available)
- Recognition as Event Sponsor on event (curbex) road signs
- Complimentary space at the event for company's use (approx. 10x10 area)
- Logo printed on festival beer cups
- 20 Beverage Event Passes and 12 Music Event Passes

## Main Stage Sponsor

\$10,000

- Two sponsor recognition signs to be displayed by Main Stage (A Frame signs)
- Public acknowledgment as the Main Stage Sponsor at the event
- Recognition as Main Stage Sponsor (company logo) with clickable link on the Township of King website
- Recognition on Township of King social media channels (Facebook, X, Instagram)
- Complimentary space at the event for company's use (approx. 10x10 area)
- 10 Beverage Event Passes and 6 Music Event Passes





## Tent Sponsor

\$5,000

- Two sponsor recognition signs to be displayed at the Tent Structure (banners)
- Public acknowledgment as the Tent Structure Sponsor at the event
- Recognition as Shade Structure Sponsor (company logo) with clickable link on the Township of King website.
- Recognition on Township of King social media channels (Facebook, X, Instagram)
- Complimentary space at the event for company's use (approx. 10x10 area)
- 8 Beverage Event Passes tickets and 4 Music Event Passes

## Acoustic Stage Sponsor

\$4,000

- One sponsor recognition sign to be displayed by the Acoustic Stage (A Frame sign)
- Public acknowledgment as the acoustic Stage Sponsor at the event
- Recognition(company logo) with clickable link on the Township of King website
- Complimentary space at the event for company's use (10x10 area)
- Recognition on Township of King social media channels (Facebook, X, Instagram)
- 4 Beverage Event Passes and 2 Music Event Passes





## Band Sponsor

\$1,200

- Company logo included on band sponsor recognition sign displayed by the Main Stage (A Frame sign / shared sign with all band sponsors)
- Public acknowledgment as the Band Sponsor at the event
- Recognition on Festival / Community Services social media channels
- Recognition (company logo) with clickable link on the Township of King website
- 2 Beverage Event Passes tickets and



## Friends of the Festival

\$500

- Recognition as Friends of the Festival (company logo) with clickable link on the Township of King website
- 1 Beverage Event Pass

# 2024 King Food & Drink Fest

- Event Sponsor - \$15,000 (one package available)
- Main Stage Sponsor - \$10,000 (one package available)
- Tent Sponsor - \$5,000 (two packages available)
- Acoustic Stage Sponsor - \$4,000 (one package available)
- Band Sponsor - \$1,200 (multiple packages available)
- Friends of the Festival - \$500 (multiple packages available)

Contact Name: \_\_\_\_\_ Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_ X: \_\_\_\_\_

Details/Comments about your sponsorship:

\_\_\_\_\_

\_\_\_\_\_

## Payment Method:

- Online (Credit Card) \* if selected, staff will follow up for next steps
- Cheque

**\*\* Cheques must be made payable to\*\***

Township of King  
Attn: Baileigh White  
2585 King Road  
King City, ON  
L7B 1A1

**THANK YOU FOR CONTRIBUTING TO KING FOOD & DRINK FEST!**

The personal information contained on this form is collected pursuant to the Municipal Freedom of Information and Protection of Privacy Act (28-2) and will be solely used for Event operational and promotional activities. Any questions regarding the collection, use or disclosure of information should be forwarded to the Clerks Department at the Township of King, 2075 King Rd / King City, ON / L7B 1A1 / 905 833 5321.

# 2024 King Food & Drink Fest



For more information about sponsorship contact Baileigh White, Special Events Coordinator, by email at [events@king.ca](mailto:events@king.ca) or call 289-797-4141.

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