

6
FEST

SPONSOR PACKAGE

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Harman

Dear Prospective Partner,

I would like to formally invite you to be a part of 6 Fest. This year's event is sure to captivate tens of thousands of enthusiastic students, and we look forward to making it complete with you.

We are looking for eager companies and organizations to take part in making this amazing event a reality. We have a wide variety of sponsorship opportunities that are sure to fit your promotional needs. Bringing out upwards of 20,000 students a day, this is a chance to not only ensure your business is shared with the Toronto community, but also certify that your brand is kept around for years to come.

Our wide array of sponsorship opportunities options are laid out within this package for you to explore. We are very flexible with our options, and are open to creating a custom fit bundle that will satisfy all your promotional needs. With the high levels of success in our past events, we are sure this year will be the biggest and best thus far, and we look forward to making you a part of that legacy.

Sincerely,



Harman Singh
Vice President, Events | Ryerson Students Union
55 Gould Street, M5B 2K3, Toronto, Ontario
Office: 416 979 5000 ext 2311
Mobile: 416 648 3997



ABOUT



This year we are proud to be raising the bar this year with a concert event which has never been seen on any campus. This year we are taking the build up from the past two concerts and making a new style of event; a 2-day music festival featuring some of the best local and national talent from all genres of music. Two days of DJ's, artists, and all sorts of surprises that will once again show the world that Ryerson is the place to be. If the past concerts seemed unmatched, then this festival will surprise and shock you. Beyond a huge music event, this festival will feature some of Toronto's top food trucks, great carnival style entertainment, a variety media outlets. It is also held in a venue so big that no student-led festival has ever been able to accommodate so many excited students.



PAST SUCCESS

Event Name: 6 Cent Concert

Date: May 1st 2016

Attendance: 4,500

Towards the end of the winter semester Ryerson came back with another record breaking concert event. With tickets only at the price of 6 cents this concert where all proceeds go to charity sold tickets at beyond rapid rates. Headlined by DJ Esco, the concert also saw the return of the 6 God himself Drake. Ending the year with a bang this concert garnered city wide interest and brought Ryerson to the media attention again.



Event Name: Parade and Concert 2015

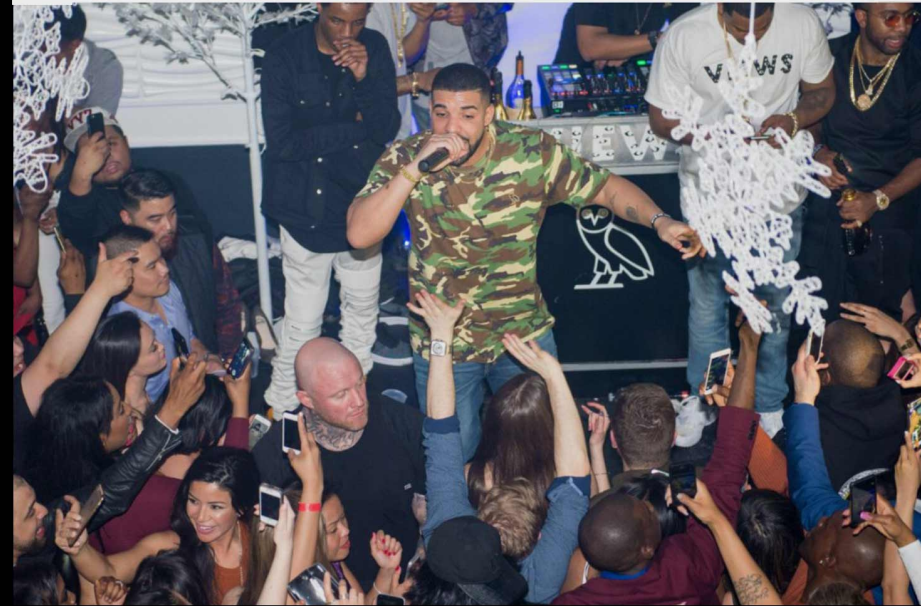
Date: September 11th 2015

Attendance: 8,500

We started the year out strong with a new twist on the traditional Parade and Concert. Throwing the biggest downtown student concert in history this concert brought Drake, touring partner Future and Twitter-sensation and Toronto city councilor Norm Kelly to light up campus. Putting Ryerson on the map as the institute that brought Drake this concert brought city wide recognition for the university being a hub for youthful urban progression in the downtown core.

Rapper Drake makes surprise appearance at Ryerson "6-cent concert"

The self-proclaimed "6 God" made a surprise appearance at concert hosted by the Ryerson Student Union.



» TORONTO STAR «

 **TORONTO**

Norm Kelly



champagnepapi

FOLLOW

63.6k likes

11m

champagnepapi 6 God(s)

view all 1,658 comments

asapnatee @stealthywealthy 6 God in the flesh

isaiah9910 @evolvealways_

lilycombra saige stop I'm laughing I told him I thought it was him @saig.e

emilysloweey THANK YOU FOR COMMING

j.a.n.e.t.t.a Cghhbelmemslwkr aaaawww

liluglyass PAPI SO THICCCC

merylsetter @makenzi_friel classy wit da pinky out

sanadd.hindi the original savage @alexlopezz27

ajaney14 @oomaymah

natstefanovic RHANK TOUUUUU

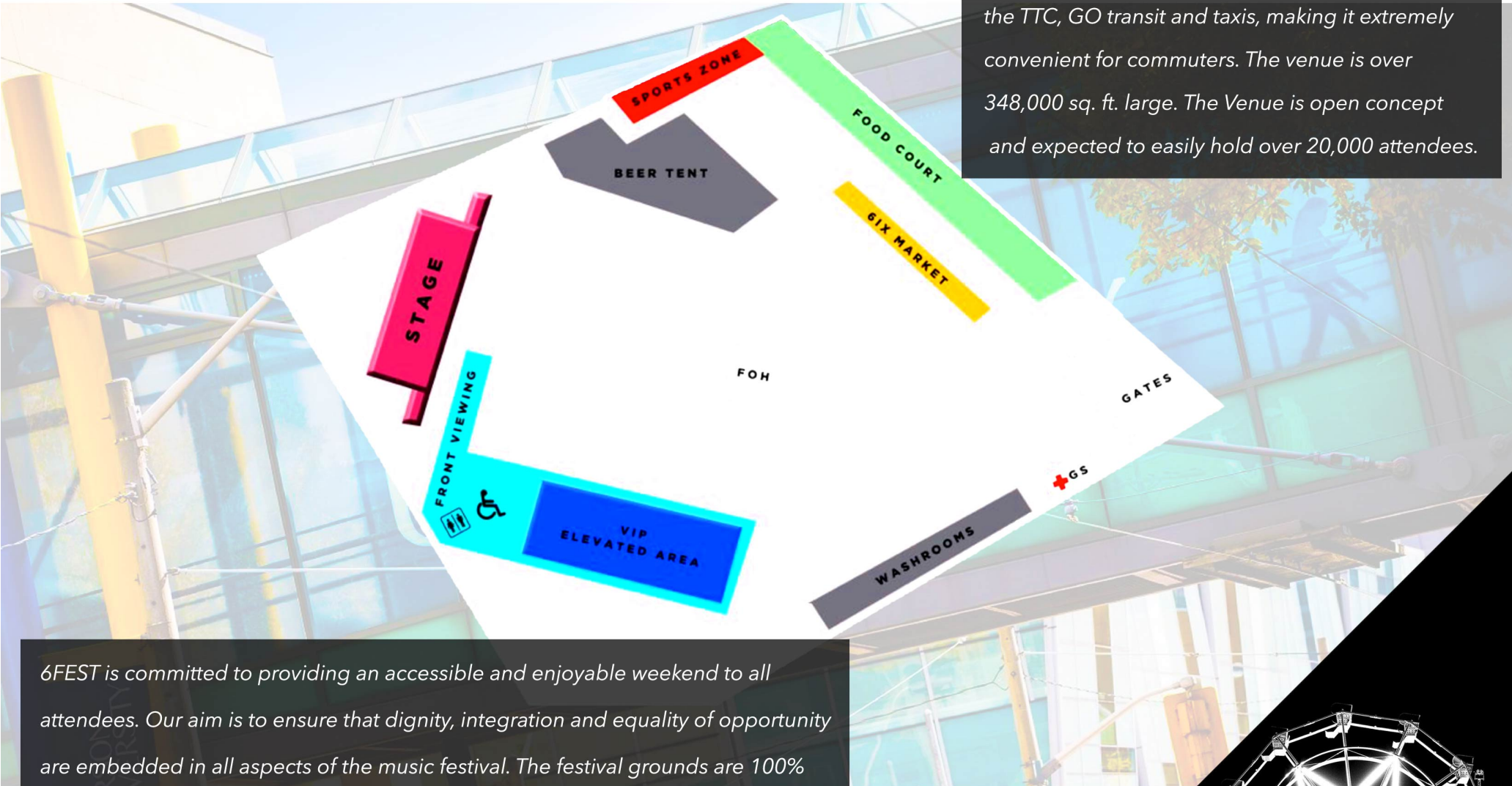
natstefanovic @natstefanovic

Log in to like or comment.

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THE VENUE

6FEST music festival is located in the heart of downtown Toronto with a stunning view of the gorgeous skyline. The location is accessible through the TTC, GO transit and taxis, making it extremely convenient for commuters. The venue is over 348,000 sq. ft. large. The Venue is open concept and expected to easily hold over 20,000 attendees.



6FEST is committed to providing an accessible and enjoyable weekend to all attendees. Our aim is to ensure that dignity, integration and equality of opportunity are embedded in all aspects of the music festival. The festival grounds are 100% wheelchair accessible. The portable restrooms have wheelchair accessibility. 6FEST will provide medical assistance for the complete duration of the music festival. 6FEST's guest services booth will be able to provide wristbands, if an attendee isn't able to make it to the wristband pickup.



Main Stage

The Main Stage will be set facing southwest with the historic Toronto skyline in the background starring the CN tower. The daily 8 minute light show on the CN tower adds to the aesthetics of the music festival.

Sports Zone

How could Sports not be included with the Raptors making the playoffs! Join us in our state of the art sports activation zone that will consist of different sport setups and the Rams athletes will be in attendance playing one on one with attendees.

Food Court

6Fest will be boasting over 30 different food vendors with different cuisines from around the world. Some of the expected food trucks are, Beavertails, Mobile Slushie, Poutine Supreme, Lemonade stand. Get ready to be lost in the deliciousness.

6ix Market

With over 4000 startups; Toronto's tech startup scene is considered to be in a 'Blossom State'. We have invited the top 20 startups to come in and open up their stalls to the 6FEST attendees. From clothing lines to electronic gadgets, you will be wowed at the talent Toronto boasts.

THE LAYOUT

Carnival Area

To complete the Musical Festival feel, we are bringing in carnival rides. You'll feel like a kid again with everything from thrill rides, Ferris wheels and easy going train rides, there is something for everyone. Feeling lucky? Stop by one of the many classic carnival games and give it a shot. Who wouldn't want to watch a music festival from the top of a Ferris wheel?





METRICS



10,000 Page Likes



3,500 Followers



6000 Followers



1.1 Million Facebook Impressions

6FEST Has Gone Live!

Trending 5th On Twitter!
101,000+ Promo Video Views In 4 Days!
9000 + Tickets Sold In 6 days!

CP 24

MEDIA EXPOSURE

Since last year's concerts, we have gained the trust of national media outlets that make sure the word gets out!



Articles In The Press Articles In The Press Articles In The Press Articles In The Press Articles In The Press Articles In The Press

Global News Toronto Change Location

World Canada Local Politics Money Entertainment

CANADA September 12, 2015 4:41 pm

Drake makes surprise appearance at Ryerson concert, brings down the house

By Peter Kim
Digital Broadcast Journalist Global News

Comments Facebook 296 Twitter Email

PLAY VIDEO

680 NEWS LISTEN LIVE LOCAL TRAFFIC VIDEO AUDIO

Drake crashes Ryerson's 6-themed concert

Posted by Amy Grief / MAY 1, 2016

What a time to be alive at Toronto's Ryerson University. That's because for the first time in over a year, Drizzy made a surprise appearance at a concert for Ryerson students, the year-end show.

When the RSU announced its Sunday extravaganza, it hinted it would be bringing in a special artist to accompany DJ Esco (Future's official DJ) on stage. And it clearly followed

Blog: Norm Kelly — Drake's new hype man?

LOCAL

by JUSTIN PIERCY
Posted Sep 12, 2015 10:18 am EDT

Drake Gives Ryerson University The Ultimate Shout-Out Over Banner

The Huffington Post Canada | By Arti Patel | Posted: 09/09/2015 4:50 pm EDT | Updated: 09/10/2015 10:59 am EDT

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PRIVATE GALA



6FEST will be hosting a private launch gala to announce the artists who are to perform at the music festival. An artist will grace this invite-only launch gala. The launch gala is an opportunity for partners to meet and greet local and provincial politicians. News and media personnel will be given media passes for exclusive coverage of the event. 6FEST will be inviting major media personnel, such as The Star, Global News, Chart Attack, HypeBeast, etc.





SAMPLE SPONSORSHIP

\$300,000

Logos on Digital Screens

Logo on Website

Logos on T-shirts

Logo on Re-cap Video

Wristband Pick Up at Store Front

Present an Artist

250 General Admission Tickets (Valued at \$26,500)

15 VIP tickets (Valued at \$9,990)

3 Media Passes

10 Tickets to Pre Launch Event (Private Event, Invite Only)

Shout Out On Stage, Both Event Days

Booth at the Event

Virgin Radio Ads

Swag Inserts

Inflated Beach Balls Tossed in Crowd

Website Engagement

Social Media Posts

Beer Tent Branding

Crowd Engagement with LED screens

Snapchat Filter Designed for Company



CONTACT

Thank you for taking the time to view our sponsorship package. 6FEST music festival is dedicated to marketing their sponsors to ensure optimal benefits for both parties. 6FEST music festival will assist you in activating your sponsorship in an innovative and creative way. All packages can be tailored to your specific needs. We look forward to forming a great business partnership with you. Please contact us if you want to know how you can become involved and what we can do for you.



Website: www.6fest.ca

General Info: info@6fest.ca

Sponsorship: sponsorship@6fest.ca

Media and Press: press@6fest.ca

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HOTLINE
BLING

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