



**Broadway Business Improvement District's
2024 Street Fair
Sponsorship Program**



Please accept this invitation to be a part of our annual celebration!

Showcase your business as a Saskatoon community builder to thousands of visitors on Broadway Avenue, Saskatoon SK this year.

For more information contact:

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Broadway Street Fair – September 7, 2024

From 10:00 AM to 5:00 PM on the first Saturday in September, Broadway Avenue will be transformed into a celebration of local food, festivities, culture, and shopping! Stay awhile and listen to live music, watch a performer, grab a bite to eat and browse the eclectic array of shops, sidewalk sales and works of art.

The Broadway BID has been hosting an annual Broadway Street Fair since 1983. This is our largest event of the year, drawing thousands to the street to experience the sales, music and dance demonstrations, children’s activities, performers, food and art vendors, and much more.

Join us as a sponsor at one of the following levels:

- \$10K Presenting Partner
- \$5K Branded Area (choice of one):
 - Eats Street
 - Kids’ Zone
 - Main Street Stage
 - Little Stone Stage
 - Porta-Potties
 - Water Station
 - Bike Parking
- \$2,500 Builder
- \$1,000 Supporter

Recognition for your generous support is listed in detail on page 3.



FOR YOUR SPONSORSHIP YOU WILL RECEIVE:

Presenting Partner \$10K

- Presented By _____” on all event materials
- Business exclusivity.
- Tags on all event social media posts.
- Name on street banners.
- 10x20 space on Broadway Ave. for business activation.
- First right of refusal for future BBID sponsorship opportunities.

Branded Area - \$5K

- Name on one branded area of the sponsor’s choice.
- Business exclusivity.
- Name on the following event materials:
 - Posters
 - Social posts
 - Advertisements
 - Website
 - BID newsletter
 - Tags on all event social media posts
 - 10x10 space on Broadway Ave. for business activation.
 - First right of refusal for future BBID sponsorship opportunities.

Builder - \$2500

- Name on the following event materials:
 - Posters
 - Social posts
 - Thank you Ads
 - Website
 - BID newsletter
 - Tags on all event social media posts

Supporter - \$1000

- Name on the following event materials:
 - Posters
 - Website
 - BID newsletter