

GEORGE STREET
ENTERTAINMENT DISTRICT
St. John's, NL

SPONSORSHIP & OPPORTUNITIES

ABOUT GEORGE STREET ASSOCIATION

Located in the center of historic downtown St. John's, George Street is one of the premier entertainment districts in North America.

Home to a number of popular events, including the world-famous George Street Festival, Canada's BIG Birthday Bash celebrations, and the annual Mardi Gras costume contest and street party, George Street has something for everyone.

The George Street Association is proud to provide an exciting, entertaining, and safe experience for residents and tourists alike, and is committed to leveling up the greatest tiny street in North America each and every year.

OUR VALUES

HISTORY

As the premier entertainment district in the oldest city in North America, George Street is like no other. Preserving the unique character and history of our place is fundamental to our continued shared success.

SAFETY

The Association is committed to promoting the Street as a safe place to work, visit, and operate a business in the city's downtown. We're fortunate to live in such a safe city and province, and we'll continue to celebrate that.

PEOPLE

We're proud to support local businesses, musicians, and the entertainment industry. Recognizing the diversity of our members, partners, bar owners, and Street goers will contribute to the economic growth of our city and province.

COMMUNITY PARTNERS

Through local support, monetary donations, and awareness-based campaigns, the George Street Association maintains a proud tradition of giving back to our community. We're passionate about all community efforts focused on safety, diversity and inclusion, healthy living, and entrepreneurship.

When you support the GSA, you're also supporting the city and its local organizations!

HIGHLIGHTS

- The GSA and Labatt donated to the School Lunch Program.
- The GSA donated to the Community Food Sharing Association.
- The GSA partnered with the Canadian Federation of Students during Sexual Violence Awareness Week as part of the No Means No campaign, dedicated to promoting a safe environment for all George Street patrons.
- The GSA is a proud supporter of the Annual Archbishop's Dinner & Auction in support of several outreach programs and services in St. John's.
- All attractions of the GSA are heavily involved in fundraising opportunities.
- The GSA works with many community organizations such as Canadian Cancer Society, Heart and Stroke NL, Children's Wish Foundation and more.

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SPONSORSHIP OPTIONS

GOLD - $50,000 + (NEGOTIATED)

- Category exclusivity
- Title sponsor
- Online presence (homepage)
- 6 VIP tickets (per festival)
- 50 Complimentary passes (per night)
- Media placement: Primary positioning on all media
- Logo inclusion: Primary positioning
- Exclusive VIP bar and tickets to pre-event socials hosted by the GSA

SILVER - $25,000 + (NEGOTIATED)

- Category exclusivity
- Title sponsor
- Online presence (homepage)
- 4 VIP tickets (per festival)
- 25 Complimentary tickets (per night)
- Media placement: Secondary positioning on all media
- Logo inclusion: Secondary positioning
- Exclusive VIP bar and tickets to pre-event socials hosted by the GSA

BRONZE - $15,000 + (NEGOTIATED)

- Category exclusivity
- Online presence sponsors page
- 3 VIP tickets (per festival)
- 15 Complimentary tickets (per night)
- Media placement: inclusion / placement
- Logo inclusion: inclusion / placement
- Exclusive VIP bar and tickets to pre-event socials hosted by the GSA



PERFORMERS CIRCLE PACKAGES

HEADLINER - $10,000

- 10 VIP Tickets (per night) in designated area
- Exclusive VIP bar
- Logo on website / social media mentions / traditional media advertising / host mention
- Tickets to pre-event socials hosted by the GSA

SPECIAL GUEST - $8,000

- 8 Tickets (per night)
- Company logo on GSA event tickets
- Logo on website / social media mentions / traditional media advertising
- Tickets to pre-event socials hosted by the GSA

OPENING ACT - $5,000

- 12 Tickets (per night)
- Logo on website / social media mentions / traditional media advertising
- Tickets to pre-event socials hosted by the GSA

BACKUP SINGER - $3,000

- 6 Tickets (per night)
- Logo on website / social media mentions
- Tickets to pre-event socials hosted by the GSA

SESSION PLAYER - $2,000

- 4 Tickets (per night)
- Logo on website / social media mentions
- Tickets to pre-event socials hosted by the GSA

BUSKER - $1,000

- 2 Tickets (per night)
- Logo on website / social media mentions
- Tickets to pre-event socials hosted by the GSA

FRIENDS OF GSA - $200

- Name recognition on website / social media mentions
- Tickets to pre-event socials hosted by the GSA

PLEASE PLACE A CHECKMARK BY DESIRED SPONSORSHIP PACKAGE:

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- Media placement: Inclusion / placement
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Name:_____

Contact person:_____

Address:_____

Phone:_____

Email:_____

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REGISTERED COMPANY # 54039

Please mail completed form & cheques to: George Street Association, PO Box 7301 Station C, St. John's, NL, A1C 2B4

ATTENTION AND COVERAGE

In addition to the perks and benefits associated with your specific sponsorship level, sponsors will receive additional attention throughout the year!

MEDIA PARTNERS

Our partners are always growing and changing! Past media partners include Rogers, OzFM, NTV, The Newfoundland Herald, and Steele Communications.

SOCIAL MEDIA LOVE

The GSA is very active on social media and would love to engage with you! Join us on Instagram, Facebook and Twitter where we'll provide live coverage of all the festival excitement!

STREET GOERS GALORE

George Street is proud to host tourists and residents alike all year round.

The annual George Street Festival alone was attended by nearly 35,000 people in 2017! That's a lot of eyes on your logo.

RECOGNITION

WestJet passengers voted George Street the #1 entertainment district in Canada, back-to-back years.

George Street Festival named one of the six Best Summer Music Festivals in Canada.

Reader's Digest ranked Trapper John's Museum N' Pub as the 4th greatest drinking establishment in the world.

YellowBelly Brewery & Public House was ranked Canada's 4th Top Brewpub by www.vacay.ca.

Air Canada's *enRoute* Magazine and Rickard's Beer's #SayCheers campaign declared O'Reilly's Irish Newfoundland Pub as Canada's Favourite Bar.

George Street Spiced Rum was the winner of the 2012 Rum Howler Award for the best rum from North America.

YellowBelly Brewery & Public House received a Certificate of Recognition for outstanding heritage restoration.

Thank you for your support of the George Street Association. With your help, we're able to solidify George Street as one of the premier entertainment districts in North America, while preserving the charm of our history and building a safer future.

- The George Street Association

CONTACT US TO DISCUSS COMPLETE SPONSORSHIP AVAILABILITIES:

George Street Association
PO Box 7301, Station C
St. John's, Newfoundland A1E 3Y5
info@georgestreetlive.ca

MESSAGE FROM EXECUTIVE DIRECTOR:

Known for its unique character, George Street has a long and unique history of supporting local, national, and international artists through our annual festivals and special events. Our success has been built by the dedicated and innovative business owners who are committed to building a strong and vibrant entertainment district in the heart of our city.

George Street is a unique and premier entertainment district, which contributes to the economic and cultural success of our city and province. Your sponsorship will allow us to continue to strengthen our commitment to the industry while paving the way towards enhanced entertainment, infrastructure, and the overall vibrancy of the biggest little street in North America.

We look forward to building new partnerships and continuing to showcase George Street as a unique and premier entertainment district.

Jonathan P. Galgay

Executive Director

FB.ME/GEORGESTLIVE @GEORGESTLIVE