

WORLDFEST 2027 SPONSORSHIP PACKAGE

YOUR BRAND, CENTER STAGE

Five ways to put your brand in front of 120,000+ people at Canada's largest multicultural fusion festival, in the heart of downtown Toronto.

SANKOFA SQUARE
Yonge-Dundas, Toronto

SUMMER 2027
Two festival days

5 LEVELS
From $3K to $29K

ALL YEAR
Campaign from April

01

AT A GLANCE

One weekend, a full year of reach. These are the numbers your brand plugs into.

120,000+
Foot traffic across the festival weekend

5.5M
Media reach across TV, digital, outdoor and print

300+
Performers on the main stage

150+
Global fusion dishes

120+
Volunteers running the weekend

100+
Festival partners

- 55,000+ vehicles pass the square and its five LED screens over the weekend.







02

ABOUT WORLDFEST

Where cultures and communities unite.

WorldFest Canada is one of the nation's largest multicultural fusion festivals, celebrating food, music and art from around the world.

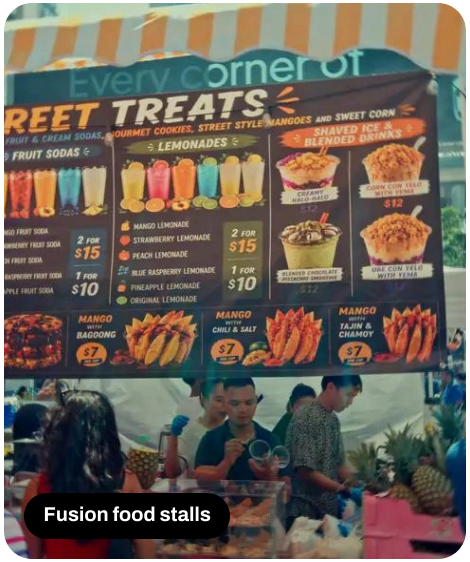
01 **Two days at Sankofa Square**
Our signature festival takes over Yonge-Dundas, right in the heart of downtown Toronto.

02 **Fusion on the main stage**
300+ performers, from C-Magic 5 under the lights at night to dance troupes by day.

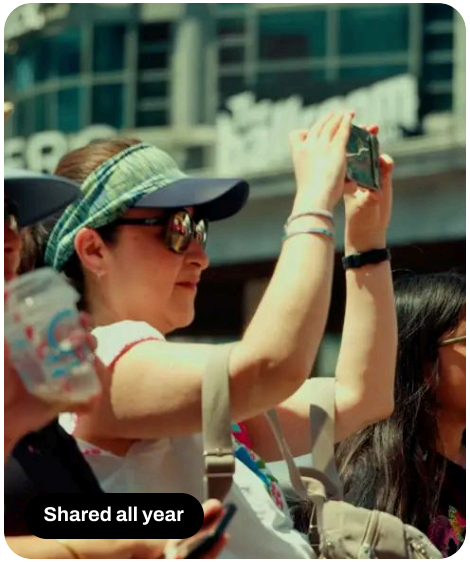
03 **Food from around the world**
150+ fusion dishes, from tandoori tacos to kimchi quesadillas.

04 **A story told all year**
Year-long storytelling and digital content keep the festival, and its partners, in front of people long before the gates open.


The main stage at night



Fusion food stalls


Shared all year

03 WHY SPONSOR WORLDFEST 2027

Downtown Toronto fills up with locals and visitors every summer. WorldFest gives brands a way to meet that crowd through culture, community and celebration.

EXPAND YOUR REACH

- A four-month pre-event marketing campaign, April to July.
- Cross-platform coverage across multicultural media, influencers and broadcast partners.

CONNECT DEEPER

- On-site exposure to 120,000+ attendees at Sankofa (Yonge-Dundas) Square.
- Fan-focused activations across Toronto and the GTA.

DRIVE REAL IMPACT

- Community goodwill through cultural and tourism partnerships.
- Extended pre-event visibility, not just one weekend.

04 YOUR BRAND, ALL YEAR

APRIL TO MAY

Pre-festival campaign

A citywide and digital campaign about cultural unity and the summer ahead. Extended visibility across WorldFest social, media and community channels, and a place in the countdown content.

JUNE

Community build-up

The team attends and amplifies community events across the city, sharing real-time content about how Toronto celebrates the world. Partner brands travel with that content.

JULY

Festival weekend

The square becomes a celebration of music, food and culture. Sponsors run on-site activations, meet the crowd face to face and get live engagement.

JULY TO DECEMBER

Legacy and marketing

A post-event media series features highlights, sponsor success stories and community impact, so the weekend keeps working after the stage comes down.

- Every phase includes WorldFest sponsor recognition.

05

WHO YOU'LL MEET

A young, diverse, experience-driven crowd that comes for culture, flavour and connection.

ATTENDANCE

120,000+ festival-goers on site, plus 55,000+ passing vehicles viewing the square's five large LED screens

GENDER

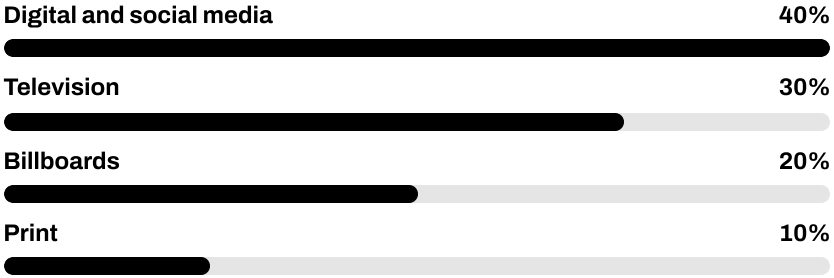


AGE



MEDIA REACH

5.5M+ impressions bridging broad coverage and awareness



CULTURES

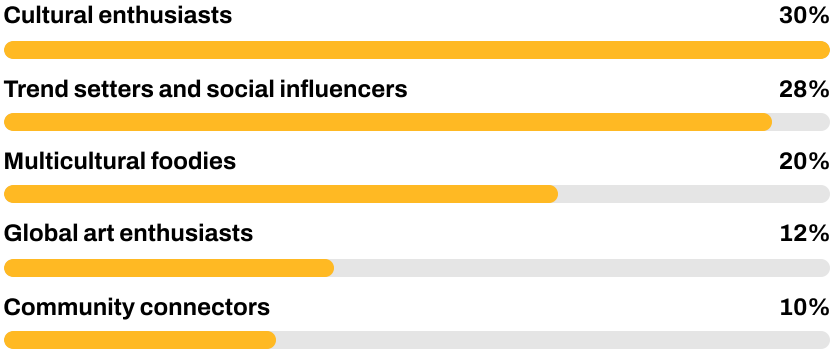
40+ cultures showcased in a vibrant, inclusive festival

TOP THREE ATTENDING COMMUNITIES



AUDIENCE TYPES

5 kinds of festival-goer, all seeking culture, flavour and connection



06

WHERE CULTURES FUSE

Your brand sits inside the festival people come for: fusion performances, fusion food and fusion craft.



Bollywood and Latin rhythms

Upbeat Bollywood dance meets the fire of Latin moves, with refined footwork that holds the whole square.

Chinese fan dance and breakdance

Flowing fans set off sharp, athletic breakdance: tradition and street style in the same routine.



Kimchi quesadillas

Tangy Korean kimchi and gooey cheese in a golden tortilla.

Tandoori tacos

Spicy Indian-marinated meats in soft tortillas, a twist on the classic taco.



Fusion body art

Henna that blends traditional artistry with modern expression.

Boho-Bollywood accessories

Mirror work, tassels and jingling bells worked into bohemian bags, belts and bracelets.

07

SPONSORSHIP LEVELS

WALKING SPONSOR $3K

No booth **A brand ambassador or mascot on the move**

Engage directly with attendees as a walking brand representative or mascot (limit one per brand). Perfect for sampling, handing out materials and collecting data. Comfy shoes required.

- **Unlimited mobility.** Move freely through the high-traffic areas of the square.
- **Perfect for sampling.** Hand out samples, giveaways or promotional materials.
- **Face-to-face interactions.** Build real connections with festival-goers.
- **Data collection.** Gather emails, surveys or social followers.
- **Great for product launches.** Get real-time feedback from the crowd.
- **Budget-friendly visibility.** A low-cost, high-impact alternative to a full booth.

SUPPORTING SPONSOR $7K

100 sq ft **One 10 × 10 prime-location booth**

- **Promotional benefits.** “WorldFest supported by” your name and logo on all promotional materials, including social media, radio and print.
- **On-site brand activation.** A 100 sq ft (10 × 10) prime-location booth with custom banners and signage.
- **Traditional and social media.** Print media partners, plus social reach of over 300,000 through our influencers and channels, with mentions and tags.
- **Prime activation at Yonge-Dundas.** Your logo on our ads during both event days on four prime LED screens.
- **On the crew and on the mic.** Logo on 40+ volunteer shirts and the media wall, MC mentions five times a day, on-site contest inclusion.

COMMUNITY SPONSOR $14K

200 sq ft **A 20 × 10 prime-location booth**

- **Promotional benefits.** “WorldFest Community Sponsor” with your name and logo on all promotional materials, including social media, radio and print.
- **On-site brand activation.** A 200 sq ft (20 × 10) prime-location booth with custom banners and signage.
- **Traditional and social media.** Radio and print partners, plus social reach of over 300,000 with mentions and tags.
- **Prime activation at Yonge-Dundas.** Your logo on our video ads for 30 pre-event days plus both event days on four prime LED screens.
- **On the crew and on the mic.** Logo on 40+ volunteer shirts and the media wall, MC mentions ten times a day, on-site contest inclusion.

07 SPONSORSHIP LEVELS CONTINUED

Most popular

POWERHOUSE SPONSOR

$25K

400 sq ft **A 20 × 20 prime-location booth**

- **Exclusive branding.** "WorldFest powered by" your brand's name and logo on all promotional materials, including TV, social media, radio and print.
- **On-site brand activation.** A 400 sq ft (20 × 20) prime-location booth with custom banners and prime signage.
- **Traditional and social media.** Traditional media reach of 5 million+ through TV, radio, print and billboard partners. Social reach of over 300,000, with mentions, tags and your product or service placed in our ads.
- **Prime activation at Yonge-Dundas.** 15 to 30 second video ads, five times a day, on four prime LED screens on event days, plus your branding on our video ads for 30 pre-event days.
- **On the crew, on the mic, on stage.** Logo on 40+ volunteer shirts and the media wall, MC mentions between every performance, on-site contest inclusion and sponsor stage time during peak hours.

Your name on the festival

TITLE / WORLD SPONSOR

$29K

400 sq ft **A 20 × 20 booth, and your name on the festival**

- **Exclusive branding and industry exclusivity.** Your brand presents WorldFest on all promotional materials, including TV, social media, radio and print. Commercials shot at your location or with your product placed in them.
- **On-site brand activation.** A 400 sq ft (20 × 20) prime-location booth with custom banners and on-stage signage, plus a brand mascot permit outside your activation space.
- **Traditional and social media.** Traditional media reach of 5 million+ through TV, radio, print and billboard partners. Six months of social reach of over 300,000, with mentions, tags and product placement.
- **Prime activation at Yonge-Dundas.** Your logo in prime position on our video ads for 30 pre-event days plus both event days on six prime LED screens.
- **On the crew and on the mic.** Logo on 40+ volunteer shirts and the media wall, MC mentions ten times a day, on-site contest inclusion.

Every package can be customized around your goals.

07

COMPARE ALL FIVE LEVELS

Included	Walking $3K	Supporting $7K	Community $14K	Powerhouse $25K	Title / World $29K
Activation space	On the move	100 sq ft	200 sq ft	400 sq ft	400 sq ft
Name and logo on promotional materials	No	Social, radio, print	Social, radio, print	TV, social, radio, print	Presents WorldFest, everywhere
Traditional media reach	No	Print	Radio and print	5M+: TV, radio, print, billboards	5M+: TV, radio, print, billboards
Social reach of 300,000+	No	Yes	Yes	Yes, with product placement	Six months, with product placement
LED screens at Yonge-Dundas	No	Logo, 2 event days, 4 screens	Logo, 30 pre-event + 2 event days, 4 screens	15 to 30 sec video ads, 5× a day, 4 screens, + 30 pre-event days	Prime logo position, 30 pre-event + 2 event days, 6 screens
MC mentions	No	5× a day	10× a day	Between every performance	10× a day
Volunteer shirts and media wall	No	Yes	Yes	Yes	Yes
On-site contest inclusion	No	Yes	Yes	Yes	Yes
Sponsor stage time	No	No	No	Peak hours	No
Walking ambassador or mascot	Yes, 1 per brand	No	No	No	Mascot permit
Commercials and industry exclusivity	No	No	No	No	Yes

08 · TALK TO THE TEAM

2027 IS OPEN

Contact us for more details, or tell us what you want from the weekend and we will build the package around your goals.

Get a custom proposal | **Email the team**

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