



2015 CMW COMEDYFEST
MAY 1-9, 2015 • TORONTO, ON

**2015 SPONSORSHIP
MARKETING OPPORTUNITIES**

A PART OF **CANADIAN
MUSICWEEK**
MAY 1-9, 2015 | TORONTO, ON

2015 SPONSORSHIPS



2015 CMW COMEDYFEST MAY 1-9, 2015 • TORONTO, ON

For nine days in May (1-9, 2015), the CMW Comedy Fest will feature some of Canada's and the world's hottest comedians, emerging funny-men, and headline talent from comedy hot spots internationally, providing Toronto audiences with funny, unfiltered and original humour. This marquee event, staged as part of Canadian Music Week, will take place in the entertainment district in the heart of Toronto, encompassing some of the city's prime venues and leading clubs. On a local level, leading media partners will bring exposure and visibility to the CMW Comedy Fest through advertising, promotion and coverage attracting an enthusiastic audience of comedy lovers.

TITLE SPONSORSHIP

CMW COMEDY FEST 2015 TITLE SPONSOR (exclusive) – \$75,000

- Title sponsorship recognition on all marketing material for the Comedy Fest including: TV, radio, print, Official CMW program, poster, table talkers, media release, online promotions and website
- Twenty (20) Opening Night Kick Off Party Invitations
- Twenty (20) Festival Wristbands
- One (1) full-page, four-colour Ad in the CMW Official 2015 program
- One (1) full-page, four-colour Ad in the CMW Festival 2015 guide
- VIP bag insert (quantity of 2,000)
- Venue Signage

2014 PERFORMER ▶
TOM GREEN



PLATINUM LEVEL SPONSORSHIP

CMW COMEDY FEST 2015 PRESENTING SPONSOR (non-exclusive) – \$50,000

- Presenting sponsorship recognition on all marketing material for the Comedy Fest including: TV, radio, print, Official CMW program, poster, table talkers, media release, online promotions and website
- Ten (10) Opening Night Kick Off Party Invitations
- Ten (10) Festival Wristbands
- One (1) full-page, four-colour Ad in the CMW Official 2015 program
- One (1) full-page, four-colour Ad in the CMW Festival 2015 guide
- VIP bag insert (quantity of 2,000)
- Venue Signage

GOLD LEVEL SPONSORSHIP

CMW COMEDY 2015 HEADLINER SHOW \$25,000

- Presenting Headliner Show sponsorship recognition on all marketing material for the Comedy Fest including: TV, radio, print, Official CMW program, poster, table talkers, media release, online promotions and website
- Eight (8) Opening Night Kick Off Party Invitations
- Eight (8) Festival Wristbands
- One (1) half-page, four-colour Ad in the CMW Official 2015 program
- One (1) full-page, four-colour Ad in the CMW Festival 2015 guide
- VIP bag insert (quantity of 2,000)
- Sponsorship recognition and logo placement in CMW Official 2015 print program, poster and website.

CMW COMEDY DEMOGRAPHICS

UNDER 18	1%
18 - 24	40%
25 - 34	35%
35 - 44	20%
45 - 65	4%
65+	0%

Combined household income	
UNDER 25K	15%
25K - 50K	25%
50K - 75K	14%
75K - 100K	18%
100K - 150	19%
150K - 200K	9%

2013 PERFORMERS
JON DORE STEVE PATTERSON

2012 PERFORMERS
SCOTT THOMPSON

▶ TRACEY MORGAN
STEVE O ▶



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SILVER LEVEL SPONSORSHIP

CMW COMEDY FEST 2015 OPENING NIGHT KICK OFF PARTY \$10,000

- Opening Night Kick Off sponsorship recognition on all marketing material for the Comedy Fest including: TV, radio, print, Official CMW program, poster, table talkers, media release, online promotions and website
- Ten (10) Opening Night Kick Off Party invitations
- Six (6) Festival Wristbands
- One (1) half-page, four-colour Ad in the CMW Official 2015 program
- One (1) half-page, four-colour Ad in the CMW Festival 2015 guide
- VIP bag insert (quantity of 2,000)

CMW COMEDY FEST 2015 COMEDY CLUB SHOW \$10,000

- Comedy Club Show sponsorship recognition on all marketing material for the Comedy Fest including: tv, radio, print, Official CMW program, poster, table talkers, media release, online promotions and website
- Four (4) Opening Night Kick Off Party invitations
- Six (6) Festival Wristbands
- One (1) half-page, four-colour Ad in the CMW Official 2015 program
- One (1) half-page, four-colour Ad in the CMW Festival 2015 guide
- VIP bag insert (quantity of 2,000)

BRONZE LEVEL SPONSORSHIP

CMW COMEDY FEST 2015 STAFF SHIRTS \$5,000

- Sponsorship recognition on all marketing material for the Comedy Fest including: tv, radio, print, Official CMW program, poster, table talkers, media release, online promotions and website;
- CMW Comedy Staff Shirts embroidered with Sponsor Name on sleeve
- Two (2) Opening Night Kick Off Party invitations
- Four (4) Festival Wristbands
- One (1) Full-page, four-colour Ad in the CMW Festival 2015 guide
- VIP bag insert (quantity of 2,000)

PLEASE CONTACT

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CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE

2013 PERFORMERS

SANDRA BERHARD ▶
DAVE FOLEY ▼



2014 PERFORMER

KENNY VS. SPENNY ▶
SEBASTIAN MANISCALCO ▼



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