

*Tim Hortons.*  
**SOUTHSIDE SHUFFLE**  
THE ANNUAL PORT CREDIT BLUES AND JAZZ FESTIVAL

SPONSORSHIP OPPORTUNITIES



[WWW.SOUTHSIDESHUFFLE.CA](http://WWW.SOUTHSIDESHUFFLE.CA)

Photo by Julie Knox

# WELCOME!



**Our award-winning, non-profit Tim Hortons Southside Shuffle Blues & Jazz Festival is now in its 26th year!**

Since its inception in 1999, the festival has drawn hundreds of thousands of people and set new standards for excellence and growth, earning accolades from its peers, entertainers, sponsors, media attendees and local businesses. We invite you to position your business as a community leader with your involvement in this world-class international event.

Together with our free LIUNA Local 183 Street Shuffle and second line parade creating a Mardi-Gras atmosphere, 3 days of non-stop music in Port Credit Memorial Park and throughout the village of Port Credit the festival attracts over 40,000 people to the festival each year.

**We look forward to partnering with you in 2024!**

Chuck Jackson, Founder and Artistic Director Lead Singer, Downchild Blues Band

*The 'Southside Shuffle Blues and Jazz Festival' has grown into a premier music festival attracting people from as far as the United States and beyond. Events such as this are what make Mississauga a truly amazing place to live, work and play.*

**Bonnie Crombie, Leader - Liberal Party of Ontario**



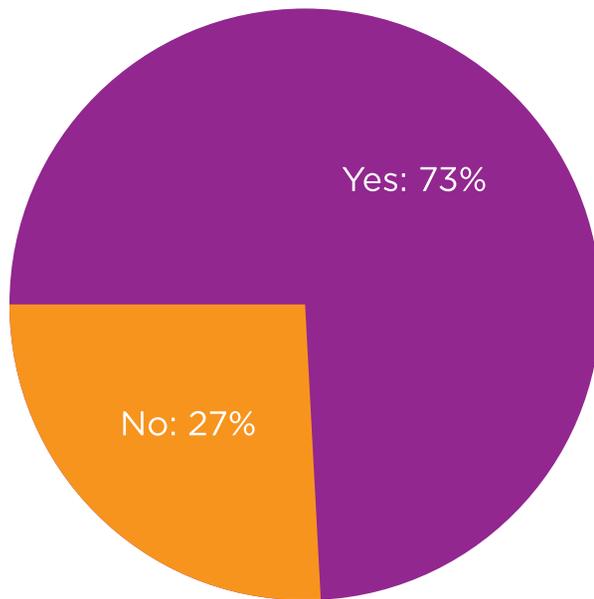
<https://www.southsideshuffle.ca/awards>

*The economic impact of the Southside Shuffle to the businesses of Mississauga is over \$10 million.*

## OUR SURVEY SAYS:

- 73% of attendees are more likely to support a company who sponsors the Shuffle.
- 60% have been coming for 4 years or more
- 84% of our fans are over 45.

**Are you more likely to support a business that sponsors the Southside Shuffle?**



*“The Southside Shuffle Blues & Jazz Festival is a landmark annual event in Port Credit supporting its rich tradition in the arts as well as providing stimulus to positive community relationships and growth. it’s a pleasure to give our support.”*

Diane McComb, VP Edenshaw Developments

*Tim Hortons*<sup>®</sup>

**BRIGHTWATER**  
A Port Credit Waterfront Community

**Port Credit**  
Explore it

**EDENSHAW**

**LiUNA!**  
LOCAL 183  
Feel the Power



**METALWORKS**  
PRODUCTION GROUP

**LEGION**

**BERKWOOD**  
ENTERTAINMENT

**Zoomer Radio**  
AM 740 | 96.7 FM



**KX94.7**  
New Country FM

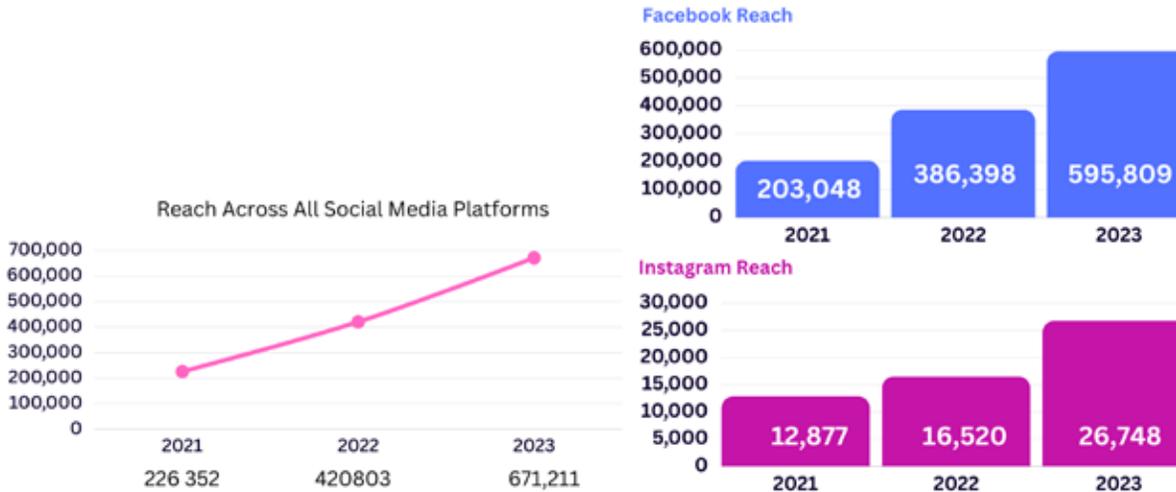
**MOOSEHEAD**  
- BREWERIES -

*“Tim Hortons has enjoyed our Title Sponsorship with the Southside Shuffle for many years. It brings the entire community together to celebrate Jazz and Blues Music!”*

Tim Hortons of Mississauga.

## MEDIA

Leading up to and throughout the festival weekend, the Southside Shuffle experiences widespread promotion. Through extensive radio, print, social media campaigns, e-communications, and our media relations strategy, we offer excellent brand exposure and awareness for festival sponsors. The Southside Shuffle continues its strategic investments by placing a significant focus on building our digital media and online presence, showing considerable growth over the past three years, particularly across social media.



## SOCIAL MEDIA & E-COMMUNICATIONS

OVER ½ MILLION ANNUAL REACH ACROSS OUR SOCIAL MEDIA PLATFORMS IN 2023

Facebook	595,809
Instagram	26,748
X (Twitter)	12,822
YouTube	14,840
TikTok	20,989
<b>TOTAL</b>	<b>671,211</b>

- Over 7,500 fans across Facebook, Instagram, YouTube, X (Twitter) and TikTok
- Over 1/2 Million impressions with paid ads (Meta: 630,947 + Google:106,000)
- 3,000 subscribers to our monthly newsletter via Mailchimp

## MEDIA PARTNERS

**ZOOMER RADIO 740 AM** 1 month of 30 second ads, on-site broadcasts.

**DURHAM RADIO** 1 week of 72 30-second spots played over 7 days leading up to the festival on 3 radio stations.

**CITY NEWS 680** 1 week of 22 30-second spots played over 7 days leading up to the festival. Plus 7 overnight bonus spots.

**TORONTO BLUES SOCIETY** Full page ads in July, August & September editions of magazine.

**SUMMER FUN GUIDE** 250,000 circulation plus 100,000 online visitors per month in the spring & summer.

**SOUTHSIDE SHUFFLE FESTIVAL PROGRAMS** 10,000 programs distributed throughout Mississauga businesses and at the festival.

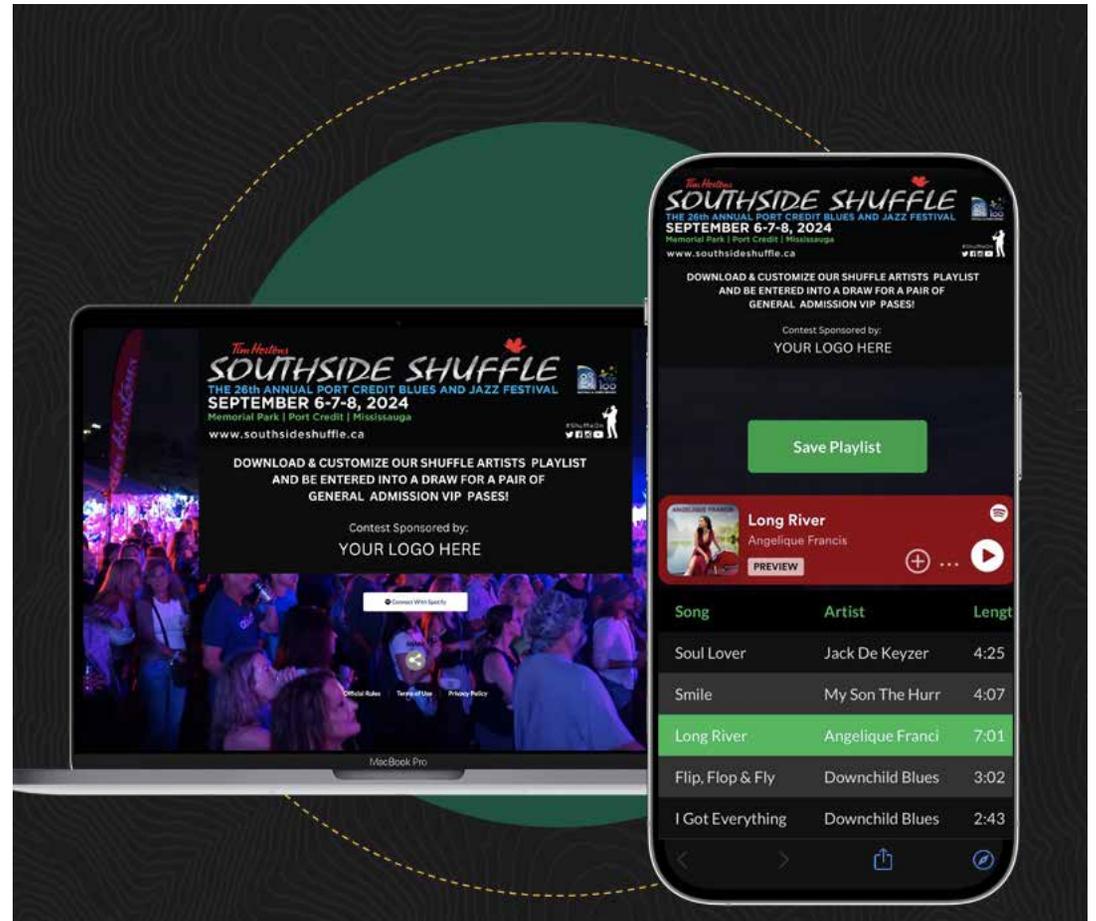
## TOURISM PARTNERS





## DIGITAL MEDIA & TRADABLE BITS CAMPAIGNS

By integrating our social media, email, and ticketing platforms through the utilization of Tradable Bits, a fan-based marketing application our marketing strategy not only enhances engagement but also provides valuable insights into our audience through games, contests, and surveys. Beyond traditional logo placement, our campaigns offer sponsors the chance for greater recognition, incorporating lead generation and audience growth. Additionally, these initiatives provide data reports, offering a comprehensive analysis of your Return on Investment (ROI)



**Reach tens of thousands of customers through a customized sponsorship designed to raise your social profile and help you achieve your goals.**

YOUR ROI	Diamond	Sapphire	Platinum	Gold	Silver	FOF
Exclusivity In Category	●					
Mainstage Naming/Branding Rights	<b>SOLD</b>	●	●			
Gazebo Free Stage Naming/Branding Rights	●	●	●	●		
Small Free Stage Naming/Branding Rights	●	●	●	●		
Social media mentions and tagging of your business as a stage sponsor when announcing weekend line-up and posting weekend photo/video highlights	●	●	●	●		
Opportunity for your business/logo to be part of online games/contests through Tradable Bits	●	●	●	●		
Opportunity for your business/logo to be featured within our online games/contests with a social media sponsored/ paid post	●	●	●			
Your logo on our side stage banners	●	●	●			
Full page ad in festival program (creative to be supplied by sponsor)	●	●	●	●		
Exclusive Shuffle supporter spotlight post and tag with your logo on social media	●	●	●	●		
Opportunity to display product or service in vendor village (managed by sponsor)	●	●	●	●		
Collaborative post and tag with your logo on social media recognizing your support	●	●	●	●	●	
Special mention on main stage by emcee during breaks thanking you for your support	●	●	●	●	●	
Opportunity to mount corporate logo signage on park fence (Supplied by sponsor)	●	●	●	●	●	
Video impressions on screen during breaks (Creative to be supplied by sponsor)	●	●	●	●	●	
Acknowledgment in printed program with logo	●	●	●	●	●	●
Corporate logo and link on festival website	●	●	●	●	●	●
General Admission <b>VIP</b> passes	●	●	●	●		
General Admission passes	●	●	●	●	●	●



**We're excited to hear about your goals and how we can help you achieve them. How do you like to engage in sponsorship? Get in touch & let's talk about ways we can work together. [sponsorship@southsideshuffle.com](mailto:sponsorship@southsideshuffle.com)**



The Southside Shuffle Blues and Jazz Festival has become a staple in our community, bringing us all together to enjoy the sights and sounds of local and international music. I'm thrilled to see it continuing to grow each year! See you there!

**MP Charles Sousa**  
**Mississauga-Lakeshore**



Thanks to the tremendous hard work and dedication of so many volunteers and sponsors the Southside Shuffle has become one of the most anticipated events in our city.

The festival consistently attracts world-class artists to our community which contributes to the unique character of South Mississauga.

**Rudy Cuzzetto**  
**M.P.P. Mississauga South**



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**Bonnie Crombie**  
**Leader - Liberal Party of Ontario**



This is a great event with over 175 Canadian and International Acts! The success of the Southside Shuffle Blues and Jazz Festival is owed to the dedication and hard work of all the entertainers, vendors, participants, volunteers and sponsors.

**Stephen Dasko**  
**Councillor Ward 1**  
**City of Mississauga**

