

Tim Hortons.

SOUTHSIDE SHUFFLE



THE ANNUAL PORT CREDIT BLUES AND BBQ FESTIVAL

SPONSORSHIP OPPORTUNITIES



“The Tim Hortons Southside Shuffle has drawn hundreds of thousands of people, resulting in a positive economic impact on the City of Mississauga.”



WELCOME!

Since its inception in 1999 the Tim Hortons Southside Shuffle Blues and Jazz Festival has set new standards for excellence and growth, earning accolades from its peers, entertainers, sponsors, media, attendees and local businesses.

With an abundance of events in the newly re-developed Memorial Park and live entertainment in the restaurants, pubs, coffee houses, clubs and outdoor cafes of Port Credit, there is something for everyone at the Shuffle.

The Street Shuffle attracts over 40,000 people with free entertainment on Lakeshore Road creating a Mardi-Gras atmosphere throughout the village of Port Credit. Thousands enjoy the music, food and entertainment in a safe and festive atmosphere. We as directors have been careful in monitoring and promoting the growth of the event. Each year adding what we feel is necessary to implement solid growth, while developing the Festival at a pace that satisfies the needs of attendees, sponsors and the community.

As a non-profit organization, we rely on the generosity of our sponsors to ensure the festival is a success.

We offer a wide range of sponsorship opportunities from title sponsorship through to individual performance presentation packages. On-stage recognition, weekend VIP hospitality areas, sampling opportunities and extensive print, television & radio advertising ensure maximum exposure for all of our sponsors.

The Southside Shuffle Blues and Jazz Festival provides the ideal sponsorship opportunity for positioning your business as a community leader in association with a successful and popular event.

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



The Southside Shuffle Blues and BBQ Festival has become a destination event that brings both music lovers and the world's best musical talent to the banks of Lake Ontario, in Port Credit. The Festival's growth stems from the dynamic relationships created in our local community, while its continued success comes from the dedication and hard work of the volunteers, sponsors, stakeholders and governments involved.

Sven Spengeman
Member of Parliament
Mississauga South



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.

Charles Sousa
M.P.P. Minister of Finance



The 'Southside Shuffle Blues and BBQ 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
Mayor
City of Mississauga



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

Jim Tovey
Councillor Ward 1
City of Mississauga

Festival attendance over three days averages between 60,000 to 80,000



**FOR MORE
INFORMATION
PLEASE CONTACT
CHUCK JACKSON
905-301-3731**



POSITION YOUR BUSINESS AS A COMMUNITY LEADER WITH YOUR INVOLVEMENT IN THIS WORLD-CLASS INTERNATIONAL EVENT.

SPONSORSHIP OPPORTUNITIES

Reach tens of thousands of customers through a customized sponsorship of the Southside Shuffle and our many year-round events! We approach sponsorships as true partnerships, designed to hit the mandates of our sponsors, our audience, our vision and mission.

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CONSUMER ENGAGEMENT

Reach a highly desirable demographic of educated, influential blues-lovers with targeted experiential marketing and sampling opportunities.

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BRAND RECOGNITION

Increase your profile by sponsoring a stage, event or customized experience. Receive logo or wordmark recognition on our online assets, print publications, and marketing materials.

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CORPORATE HOSTING

Entertain groups of clients, employees, prospects and new recruits at one of the Festival's premier VIP venues. Enjoy reserved seating at an optimal vantage point for you and your guests.

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PROMOTIONAL RIGHTS

With the support of the Southside Shuffle brand, execute consumer or trade promotions that create brand excitement and drive your marketing objectives.



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ATTENDANCE | DEMOGRAPHICS

- > Mississauga is the 6th largest city in Canada with a population of nearly 800,000.
- > 48% of its residents are between the ages of 25 and 55
- > 82% of Mississauga's adult population has post-secondary education.
- > Mississauga's average household income is \$80,000, a third higher than the Canadian average.

ATTENDEE INCOME

Of the individuals surveyed at the 2010 Southside Shuffle:

- > 31% earn over \$85,000/yr
- > 18% of attendees make in excess of \$100,000/yr.
- > 37% earn between \$45,000 and \$85,000/yr.

Festival attendance over the three days averages between 80,000 to 120,000

ACTUAL EVENT ATTENDANCE BY AGE:

- Under 20 – 12%
- 21-30 yrs – 15%
- 31-40 yrs – 18%
- 41-50 yrs – 25%
- 51-60 yrs – 24%

} *67% of festival attendees are between 31 – 60 years of age*

ATTENDEE RESIDENCY

- Mississauga - 54%
- Other GTA - 23%
- Other Canada - 17%
- International - 6%



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



ADVERTISING | MARKETING | PROMOTIONS

The Southside Shuffle is promoted widely in the weeks and months leading up to and including the festival weekend with media buys for the festival exceeding \$120,000. Extensive radio, television, internet and print campaigns offer excellent brand exposure and awareness for festival sponsors. In conjunction with our Principal Sponsor Tim Horton's, the Shuffle is widely promoted with large format full-colour posters in all of their Regional locations, raising the profile of the festival across the GTA and Golden Horseshoe regions.

In addition to 10,000 award-winning printed programs that are distributed throughout the GTA, extensive print campaigns are run in a number of magazines and newspapers including The Mississauga News, Maple Blues Magazine, Beaches Jazz Festival Program, Blues Beat Magazine (New York) and the Streetsville, Clarkson, Malton and Port Credit Village Times newspapers. Thousands of postcards & flyers are distributed locally through area business', community centres, retail outlets, restaurants and bars.

In partnership with Diamond Wines and the LCBO, the Shuffle is promoted with live music events at LCBO stores in the outlying GTA area

The Mississauga News runs a number of feature articles on the performers in the weeks leading up to the festival as well as publishing performance schedules and ticket outlet locations.

Open Mic with Mike Bullard

1010 CFRB

Ted Wolyshyn

North American Blues Festival Guide

94.7 The Wave – Hamilton Based Jazz Radio

City TV, CP 24, Toronto.com

Rogers Television (Mississauga)

Ontario Visited Travel Website

740 AM, 680 AM - All News Radio

Rock 94.9 FM.

Ontario Tourism – ontarioevents.com

Information Ontario Tourism Kiosks throughout Ontario

Blues & Jazz Radio programming across Canada

Festivals and Events Ontario - Ontario Festivals Guide

Mississauga News • Port Credit Village Times • Streetsville Village Times

Lakeshore Villages Newspaper • Snap Mississauga South

Where.ca - Toronto Life • Good Life Magazine

Toronto Blues Society • Buffalo Blues Beat Magazine


Canadian Blues Society publications and websites

Lamar Transit Advertising - Mississauga

Wasaga Beach Blues Festival Program

Brantford Blues Festival Program



|  SOUTHSIDE SHUFFLE | PLATINUM SPONSOR 10,000 | GOLD SPONSOR 5,000 | SILVER SPONSOR 2,500 | BRONZE SPONSOR 1,500 |
|--|-----------------------------------|------------------------------|--------------------------------|--------------------------------|
| Shows are identified with corporate or brand name in all press releases and media contacts | ✓ | | | |
| Opportunity to mount corporate logo signage on park facing | ✓ | | | |
| 1/4 Full colour ad in official program | ✓ | | | |
| Acknowledgement in Official Program | ✓ | ✓ | ✓ | ✓ |
| Corporate logo and web link on the Festival website | ✓ | ✓ | ✓ | ✓ |
| Weekend guest passes to VIP areas for all performances | 20 VIP Passes | 10 VIP Passes | 5 VIP Passes | 20 General Admit Passes |
| Opportunity to display product or service in vending area | ✓ | ✓ | ✓ | |



Hospitality Tents
\$2500 per Night (Fri & Sat)
\$6000 (Fri, Sat & Sun)

- > 20x40 Hospitality tent
- > 40 passes per night



Friends of the Festival
\$500.00

- > Acknowledgement in Official Program
- > 6 General Admission Passes





“An unprecedented 86% of attendees surveyed were more likely to patronize a festival Sponsor or buy a Sponsor Product vs. a Non-Sponsor.”

Denton Business Consulting Services



WWW.SOUTHSIDESHUFFLE.COM