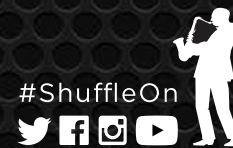


*Tim Hortons.*  
**SOUTHSIDE SHUFFLE**  
THE ANNUAL PORT CREDIT BLUES AND JAZZ FESTIVAL

# PARTNERSHIPS



[www.southsideshuffle.ca](http://www.southsideshuffle.ca)



## PARTNER WITH OUR AWARD-WINNING, NON-PROFIT FESTIVAL

Recognized as one of the Top 100 Festivals in Ontario, the Annual Tim Hortons Southside Shuffle Blues & Jazz Festival takes place in Port Credit, the crown jewel of Mississauga, along the beautiful Lake Ontario waterfront. Celebrate arts, culture, and tourism while showcasing your brand to a dynamic and diverse audience in one of Canada's fastest-growing cities.

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

Contact us at [sponsorship@southsideshuffle.com](mailto:sponsorship@southsideshuffle.com)



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TIME AWARD  
WINNING FESTIVAL

3 DAYS

OF ENTERTAINMENT

40K

ATTENDEES

50

FREE OUTDOOR  
PERFORMANCES

11

TICKETED  
PERFORMANCES

3

OUTDOOR STAGES  
(2 FREE)

FREE

SATURDAY STREET  
SHUFFLE!

2+  
MILLION

IMPRESSIONS DELIVERED  
ANNUALLY THROUGH PRINT,  
DIGITAL PLATFORMS, AND  
RADIO CHANNELS.

46K

WEBSITE VISITORS

4K

MONTHLY  
NEWSLETTER  
SUBSCRIBERS

800K+

SOCIAL MEDIA  
FOLLOWERS



10K

FESTIVAL PROGRAMS  
DISTRIBUTED

200+

RADIO SPOTS





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

**77%**

of our fans are over the age of 40.





## MANY SPONSORSHIP OPPORTUNITIES

REACH TENS OF THOUSANDS OF POTENTIAL CUSTOMERS THROUGH A CUSTOMIZED SPONSORSHIP DESIGNED TO ELEVATE YOUR SOCIAL PROFILE AND HELP YOU ACHIEVE YOUR BUSINESS GOALS.

### HEADLINER SPONSOR

Put your brand in the spotlight as part of the festival's most anticipated main stage headlining ticketed acts. This sponsorship includes promotion, introduction, and high visibility during these marquee performances that attract the largest audiences of the festival.

### MAIN STAGE SPONSOR

Take center stage in our premier ticketed area, where your brand will enjoy top-tier visibility over three action-packed days. With large crowds gathered to experience world class entertainment, this sponsorship ensures your brand is a central part of the festival's excitement.

### STREET SHUFFLE SPONSOR

Your brand will be front and center during the festival's beloved free Saturday afternoon event on Lakeshore Road. This includes over 20 live local bands, the Official Opening Ceremonies, and the Mardi Gras style Second Line Parade, celebrating music and community in a high-energy atmosphere.

### GAZEBO STAGE SPONSOR

Your brand will shine at the Gazebo Stage, located within the festival's free Vendor Village, offering entertainment across all three days of the festival. This vibrant area features performances from local blues artists, world music acts, and emerging young talent. It's also home to the Mississauga Music Walk of Fame ceremony, honoring industry contributors in a setting rich with community spirit and cultural pride.

### VOLUNTEER SPONSOR

Support the backbone of the festival—our 300+ volunteers! Your sponsorship ensures that these dedicated individuals, who bring the event to life, are recognized and celebrated. Your brand will be associated with the heart of the festival and appreciated for its role in making everything run smoothly.

### BOURBON STREET TENT

Be a key part of the exclusive Bourbon Street Tent experience, dedicated to over 200 loyal Shuffle supporters. This premium tented space offers tabled seating, bar service, upgraded washrooms, snacks and giveaways, making it a highlight for festival-goers and a prime location for your brand to shine.

### COMMUNITY GOLD SPONSORS

This sponsorship offers wide-reaching recognition across festival platforms, ensuring your brand is associated with the Shuffle's incredible energy and community spirit. While it doesn't feature a specific showcase area, this sponsorship delivers meaningful exposure and highlights your support for one of the most cherished music festivals in the region.

### FRIENDS OF THE FESTIVAL

For those offering smaller contributions, we extend our heartfelt gratitude. Every contribution, no matter the size, helps bring this festival to life. As a Friend of the Festival, your support will be recognized as an essential part of the Shuffle's success, helping us celebrate the joy of music and community together.

Reach out to us to learn about the specific benefits and unique opportunities included with your sponsorship commitment. We'd love to share how your partnership can make a lasting impact!

Contact us at [sponsorship@southsideshuffle.com](mailto:sponsorship@southsideshuffle.com)



# TESTIMONIALS

“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**

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“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**

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“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**

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“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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“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**

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# THE BEST OF CANADIAN AND INTERNATIONAL PERFORMERS



KIM MITCHELL



JIM CUDDY



BUDDY GUY



DOWNCHILD BLUES BAND



BYWATER CALL



THE BLACKBURN BROTHERS



CHRIS GILL



JOHNNY RAWLS



SAMANTHA MARTIN



MYLES GOODWIN



SUZIE MCNEIL



BOBBY RUSH



PHILIP SAYCE



SUE FOLEY



KENNY 'BLUES BOSS' WAYNE



WATERMELON SLIM



DAWN TYLER WATSON



CHARLIE MUSSELWHITE



MAVIS STAPLES



DAVID CLAYTON THOMAS



DUKE ROBILLARD



JACK DE KEYZER



COCO MONTOYA



STEVE STRONGMAN



THE STAMPEDERS



THE FUNK BROTHERS



CHERYL LESCOM



THE FABULOUS THUNDERBIRDS



JIMMY BOWSKILL



THE BLIND BOYS OF ALABAMA



MANTECA



PAUL JAMES



PAT TRAVERS

AND MANY MORE.....



THANK YOU TO OUR LEADING 2024 PARTNERS!

