



**CORYDON
AVENUE BIZ**

**LITTLE
ITALY**

SUMMER CONCERT SERIES
SPONSORSHIP PROPOSAL



CORYDON AVENUE BIZ

Summer Concert Series 2026



The **Corydon Avenue BIZ Summer Concert Series** is a beloved community tradition, featuring local and regional artists who fill Little Italy with music, energy, and connection.

Every Friday and Saturday evening in July and August, the series draws **300–700 attendees per night** to gather along Corydon's patios, shops, and public spaces to celebrate summer in Winnipeg's most iconic district.

In 2026, we're expanding our efforts to make the concert series **bigger, brighter, and more engaging**. To help achieve this, we're inviting local businesses and community partners to **join us as sponsors!**

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$7500 (1 available)

- “Corydon Avenue BIZ Summer Concert Series presented by [Your Company]” naming rights on all marketing.
- Prominent logo placement on stage banner, website, posters, and social media.
- Weekly MC acknowledgment during both nights.
- Option to host a branded booth or activation space.
- Sponsor highlight post on social media (dedicated feature).

Stage Sponsor - \$3000 (2 available)

- “Stage sponsored by [Your Company]” recognition at select concerts.
- Logo on event signage, website, and printed materials.
- MC acknowledgment during your sponsored weekends.
- Sponsor feature in social media lineup posts.

Band Sponsor - \$1000 (8 available)

- “Tonight’s band sponsored by [Your Company]” recognition.
- Logo on event website and event-night signage.
- MC acknowledgment before and after the band’s set.
- Tag and thank-you mention on social media lineup post.

SPONSORSHIP OPPORTUNITIES

Community Sponsor - \$500 (10 available)

- Logo on event website and shared "Community Sponsors" banner.
- Group thank-you in social media posts.
- Name mentioned during concert closing remarks.

In-Kind Sponsorships

- In-kind contributions (e.g., printing, staging, equipment, refreshments, or services) are welcome and will be recognized at the equivalent sponsorship level based on value.

Whatever your contribution is, you'll be helping us bring FREE live music to the community.

All funds directly support:

- Artist compensation
- Stage, sound and lighting
- Event safety
- Promotion

WHY SPONSOR US?

Your sponsorship is an investment in:

- **On-Site Visibility:** Stage banners, street signage, booth activations.
- **Digital Reach:** Website features, tagged social media posts, boosted content.
- **Verbal Recognition:** MC announcements throughout concerts.
- **Brand Alignment:** Association with a beloved, community-driven summer series in Little Italy

PROMOTION CHANNELS

- Corydon Avenue BIZ website
- Instagram, facebook, X
- Print posters and signage
- On-stage MC mentions

ATTENDANCE

300-700 per evening
(approx. 8,000-10,000
total over **16 shows**)

DEMOGRAPHICS

Local residents, families,
diners, and visitors from
across Winnipeg

HOW TO SPONSOR

Contact us to confirm your sponsorship amount and level.

Provide your logo and company information for marketing materials.

Payment is due upon confirmation; in-kind sponsorships require a signed agreement outlining value and deliverables.

CONTACT US AT:

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Corydon Avenue BIZ Sponsorship Committee