



CACTUS FESTIVAL

Dundas, Ontario

Sponsorship Opportunities

Celebrating Community Every 3rd Weekend in August

Free Event 140,000+ Attendees 50+ Years 100% Volunteer-Run Festivals and Events Ontario Top 100

About the Festival

The Dundas Cactus Festival is a three-day community celebration held annually downtown

The event welcomes over 140,000 attendees each year. Celebrating more than 50 years, the festival is free to attend, with all entertainment offered at no cost to the public. The event is proudly 100% volunteer-run and community organized.

Dozens of vendors line the streets of downtown during the festival, selling their unique goods and delicious treats

Thanks to Last years Sponsors

Hamilton

GO BEE EXPERIENTIAL MARKETING

Canada

Ontario

FLAT ROCK CELLARS

OLG

50

energy 95.3

EMterra Environmental

Y108

PAUL SULENTIK PROFESSIONAL SERVICES

THIRSTY CACTUS

SUNBELT RENTALS

LAGER ED

FORTINOS 1579 Main Street W., Hamilton (Main and Rifle Range)

SHAWAN ED BREWERY

At the Heart of Your Community

Shoppers Drug Mart, Dundas

Shawn & Ed Brewery

Genesis Chocolate Shop

Sensational Samosa

The Handmade House

Kids 'N Krafts

Pinbones

True North Pet Spa

Sunnyside Grill

India Village

East Side Marios (Dundas)

Official Festival Hotel

SHERATON Hamilton Hotel

Sponsorship Levels

Presenting Sponsor – \$25,000+

Official festival naming rights: “Dundas Cactus Festival presented by [Presenting Sponsor]”
Recognition across all media platforms including: CHCH radio advertising, Dundas Online, digital ad banners, and all social media accounts and the festival website
Premier logo placement across all festival marketing materials
Two (2) 10×10 branded activation spaces
Logo placement on the back of all festival volunteer t-shirts
Recognition in media coverage and interviews
High level of customization and flexibility to align with sponsor goals

Platinum Sponsor – \$10,000 – \$24,999

High-level logo placement across festival marketing materials
Recognition across major digital and traditional media campaigns
One (1) premium activation space (10×10) Logo placement on the back of all festival volunteer t-shirts
On-site recognition at key festival locations or stages
Enhanced social media recognition throughout the festival

Gold Sponsor – \$5,000 – \$9,999

Prominent logo placement on signage and website
Recognition in select advertising and press Branding in a high-traffic festival area
Logo placement on the back of all festival volunteer t-shirts
Dedicated social media spotlight
One (1) 10×10 activation space

Silver Sponsor – \$2,500 – \$4,999

Logo on website and on-site signage
Mention in the official festival program
Logo placement on the back of all festival volunteer t-shirts
Group social media recognition

Bronze Sponsor – \$1,000 – \$2,499

Logo or business name listed on website and printed program
Inclusion on community sponsor banner Recognition in thank-you posts

Community Sponsor – Under \$500

Business name listed online and in the official festival program
Cactus Festival supporter window decal

Themed Sponsorship Opportunities

Main Stage Sponsor - Naming rights (\$5,000)

Street Stage Sponsor - Naming rights (\$2,500)

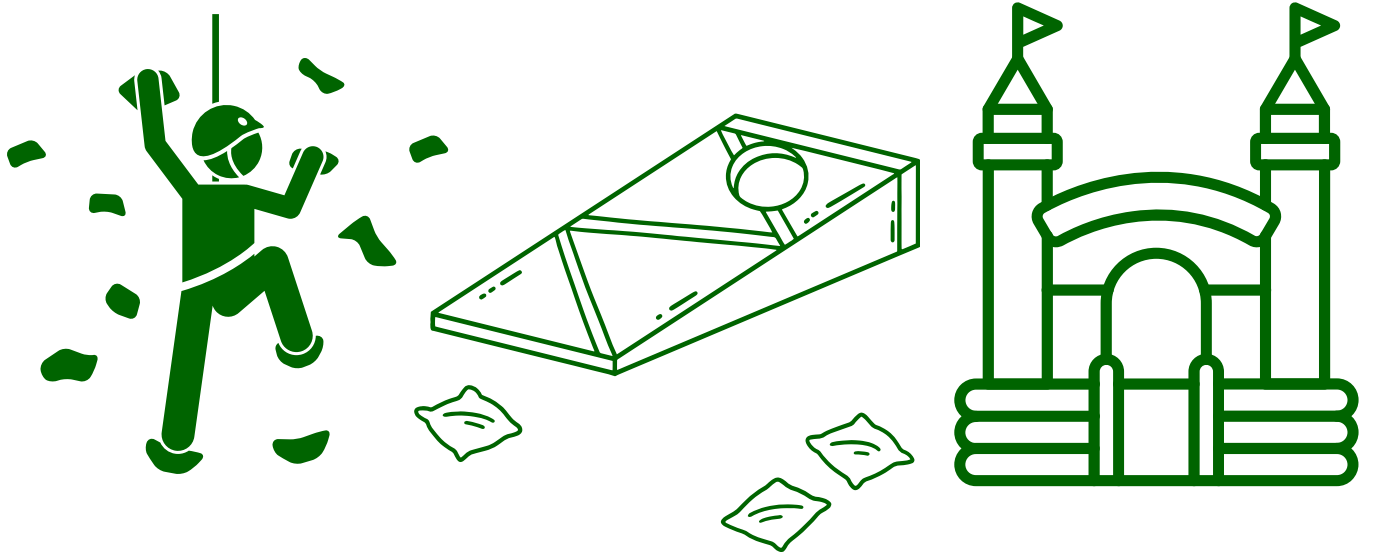
Family Fun Zone Sponsor - Naming rights (\$5,000)

Activity Sponsor (e.g. Rock wall) - (\$500 - \$1000)

Festival Patio Sponsor - Naming rights (\$7,500)

Cornhole Tournament Sponsor - Named sponsor plus in-kind prizing
(\$500 + in-kind prizes)

Volunteer Sponsor - Large logo placement on the back of all volunteer
shirts (\$750)



Sponsorship Inquiries can be directed to
president@dundascactusfestival.ca