

BD BEATS 2024

A Summer of Live Outdoor Music
Presented by The Broadview Danforth BIA



BD BEATS 2024

Background on Initiative

Originated in the summer of 2022, BD Beats was created to address the post-COVID lockdown need to create fun, creative outdoor activities that not only please and engage consumers but that also drive awareness and interest in the Broadview Danforth community.

BD Beats provides live outdoor music throughout the summer months (June -Sept) that showcases local talent, creates a welcoming atmosphere within the BIA and provides sponsors the opportunity to engage in community events in a non-intrusive way.

Music pods will be built throughout the Danforth section of our BIA and will make it possible for consumers to enjoy the music as they are strolling the streets or dining on CafeTO patios



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The Plan

BD Beats **2024** will build on our successes enjoyed in previous years and will continue to enhance the program.

The **2024** BD Beats plan will include the following:

- Two “main stage” music pods will be constructed in the BIA – these will be the central locations for people to enjoy musical entertainment through the BD Beats program (**June 1 – Sept. 7, 2024**). Live music will be performed every Thursday & Friday evenings and throughout the afternoon on Sunday...performance times TBC.
- BD Beats will be promoted through radio commercials run on Rogers Media, on large street posters displayed throughout the duration of the summer months and on smaller posters displayed at local BIA stores/restaurants



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Sponsorship Opportunities

In this new age of sponsorship consideration, we would like to invite a few key sponsors to help us bring the BD Beats concept to life.

This opportunity will allow our sponsors to:

- Once again create a touch point with consumers, but in a non-intrusive manner that demonstrates sensitivity to post COVID considerations
- Support local community (Broadview Danforth BIA) & businesses
- Support local musicians

Broadview Danforth BIA will work with all BD Beats sponsors to ensure that we maximize your opportunity for thoughtful branding and logo placement as well as to creatively enhance the consumer experience with brand appropriate activations.



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Sponsorship Levels

Please note that each suggested level of sponsorship is customizable, and we are willing to work with each sponsor to ensure that we are offering the best package possible.

Presenting Sponsor – BD Beats

- Presenting Sponsor signage placement (possible mural on deck) at event Music Hubs (2 main locations)
- Presenting Sponsor Logo included on all marketing materials (website, social media, emails, advertising, radio spots)
- Opportunity to distribute collateral or to set up a booth/info site/sampling station at Music Hubs (as aspects of the activations will be sponsors responsibility)
- Live acknowledgement as Presenting sponsor at all performances at the Music Hub stages

Fee - **\$7,500** net

Accessibility Sponsor – BD Beats

- Accessibility Sponsor recognition on all curblane decks (including patios & parkettes)
- Accessibility Sponsor recognition (logo) on all BD Beats marketing material (website, social media, emails, advertising, radio spots)
- Opportunity to distribute collateral or to set up a booth/info site/sampling station at Music Hubs (all aspects of activations will be sponsors responsibility)
- Live acknowledgement as Accessibility Sponsor at all performances at the Music Hub stages

Fee - **\$6,000** net

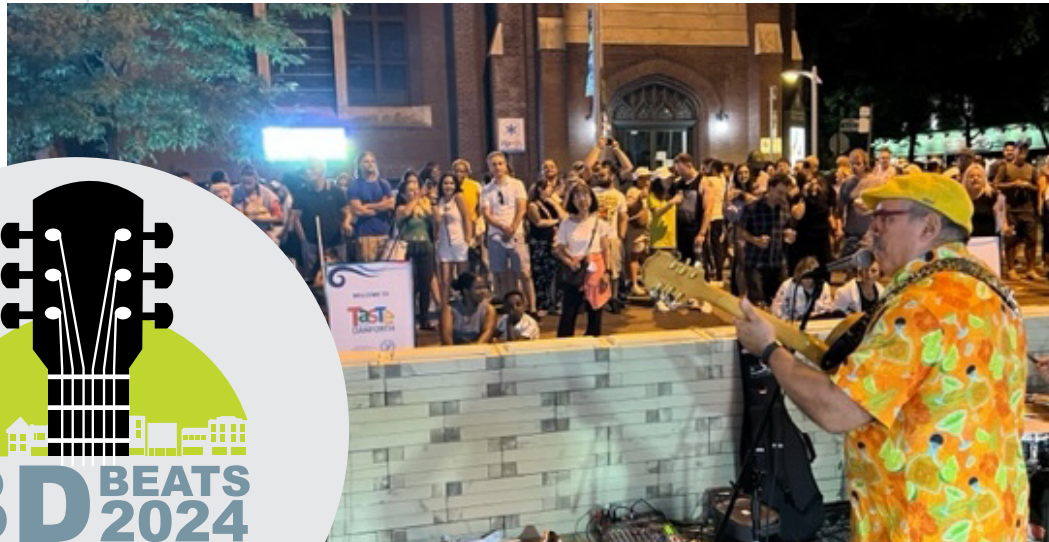
Program Sponsor – BD Beats

- Sponsor signage placement at event Music Hubs (2 main locations)
- Sponsor Logo included on all marketing materials (website, social media, emails, advertising)
- Opportunity to distribute collateral or to set up a booth/info site/sampling station at Music Hubs (all aspects of activations will be sponsors responsibility)
- Live acknowledgement as sponsor at all performances at the Music Hub stages

Fee - **\$2,500** (4 packages available)



A Look Back...



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Contacts

For further information on Sponsorship, please contact:

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Thank you for your consideration of this opportunity!

