

Jon  
DORE



Mike  
BULLARD



Nathan  
MACINTOSH



Sandra  
BATTAGLINI



also featuring:

Nick Nemeroff  
Amish Patel  
Courtney Gilmore  
Gavin Matts

# PORT CREDIT COMEDY FESTIVAL

FEBRUARY 15-18, 2018



This event is in support of the Compass and over the past five years we have provided thousands meals to people in need. With your help we can continue to provide through the power of laughter.



**The Compass**  
Finding the way together.  
Serving the Clarkson, Lorne Park  
and Port Credit communities since 2002

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



**PORT CREDIT  
COMEDY FESTIVAL**

FEBRUARY 15 - 18, 2018

[WWW.PCCOMEDY.COM](http://WWW.PCCOMEDY.COM)

This year will be the 6th annual Port Credit Comedy Festival, in support of the Compass Food Bank. To help continue making this event one of the best in the world we are looking for more local business partners.

**WHAT YOU NEED  
TO KNOW.**

The Port Credit Comedy Festival produces the highest level of stand up and variety comedy bringing in talent from all over the world . February 15<sup>th</sup> – 18<sup>th</sup>, 2018 will mark the 6<sup>th</sup> anniversary and we will present six shows at Clarke Memorial Hall. Our target demographic is men and women ages 24 – 54 (62% men / 38% women in recent years).

**WHO ARE THE  
COMICS?**

This upcoming festival will see 8 comics including well known headliners; Jon Dore and returning to guest host our “Best of the Fest Show”; Mike Bullard. All of the performers have international festival credits, awards, TV accolades and are just truly professional talented and hilarious human beings!

**WHAT CAN WE  
OFFER OUR  
SPONSORS?**

The Port Credit Comedy Festival appreciates all of our sponsors at all levels. We know that this event would not be possible without the generosity of our community businesses so we do everything we can to make sure everyone knows who is responsible for making this event happen.

Please see the attached document for all the branding and proposed partnership details

**HOW MUCH  
DOES IT COST?**

Our sponsorship levels are all tailored to fit the needs of our partners. Each sponsor communicates with us about how they want to contribute and we create a mutually beneficial partnership..



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The PCCF is dedicated to presenting the highest level of entertainment and to ensure our sustainability we are looking for partners who want to help us continue to grow and offer our community one of the greatest annual events. In return we will create unique opportunities which will be mutually beneficial.

**LOGO  
PLACEMENT**

To promote the PCCF we have a professional design team who offers us great print materials, including posters, postcards, table talkers. Along with that we have printed ads in the local publications; Community Capture, Port Credit Village Times and Mississauga Life magazine.

**ONLINE VIA  
[WWW.KW-COMEDY.COM](http://WWW.KW-COMEDY.COM)**

Since most of our tickets are sold online our focus is to get people to our website. Last year we had 850 thousand impressions. We can offer any sponsor an advertising banner on our home page, logo on our sponsors page, sidebar and footer ads. All website components are active for the entire year and include hyperlinks. In addition you could be included in all our web based marketing campaigns including our social media accounts.

**LIVE AT THE  
SHOWS**

This year we are using Clarke Memorial Hall, your company could have banners posted, and at the venue your name would be verbally recognized through an announcement before each of the six shows.

**EXTRAS**

We would offer complimentary tickets to the festival shows for you, your staff, or some of your clients. Tickets can be provided to create and run a contest either in-house or through your social media accounts.

# SPONSORSHIP LEVELS

	Presenting Sponsor	Comedy Gold	George Carlin	Jerry Lewis	Henny Youngman	Festival Friend
	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000	\$250
<b>PCCF Promotional Rights</b>						
Rights to use PCCF word mark	✓	✓	✓	✓	✓	✓
Category Exclusivity	✓	✓	✓			
<b>PCCF Display and Sampling Rights</b>						
Sampling Rights	✓					
Flyer or Promotions	✓	✓	✓			
Display area within venues	✓	✓				
<b>PCCF Advertising and Promotions</b>						
Name mentioned in Radio and TV ads	✓					
Logo on print advertising	✓	✓	✓			
Logo on festival posters/pc (dist. 5000)	✓	✓	✓			
Logo on festival Sponsor boards	✓	✓	✓			
Banner Ad on Website	✓					
Ads on website (2 sizes)	✓	✓	✓	✓	✓	
Advertising and logos used in Social Media including FB and Twitter	✓	✓	✓	✓	✓	✓
Hyperlinks from PCCF website with logo	✓	✓	✓	✓	✓	✓
<b>PCCF Sinage and Sponsor Recognition</b>						
Banner space at all venues (2 total)	✓	✓				
Name verbally recognized at event	✓	✓	✓			
<b>PCCF Tickets</b>						
Festival Passes (value \$130)	10	6	4	2		
Best Of The Festival tickets (value \$39)	10	4	2	2	2	
Fesival show tickets (value \$26)	24	12	8	4	4	2



**Web banner and hyperlink** a large hyperlink advertisement on the PCCF home page (limited to 5) \$500

**Web advertisement** individual ads featured on comics pages, 2 sizes. includes hyperlink \$400 (for 3)