



SOUND OF MUSIC FESTIVAL

BURLINGTON ONTARIO



2024
SPONSORSHIP
FULFILLMENT
REPORT



SURVEY

SPONSORS RECALLED AND APPRECIATED BY ATTENDEES

- 60% would switch brands if sponsor made a meaningful contribution to their favourite event

MAJORITY BELIEVE FESTIVAL IS A WORLD-CLASS EVENT

- 81% agreed that Sound of Music Festival is world-class
- 80% felt it was one of the largest music festivals in the GTA

SPONSOR INITIATIVES ENHANCED FESTIVAL EXPERIENCE

- 81% agreed that sponsor activations were appreciated

EVENT HIGHLY RATED BY ATTENDEES

- Majority of respondents rated all aspects of event favourably
- 99% submitted positive ratings to quality of entertainment



2024 FESTIVAL DEMOGRAPHICS

437,000 ATTENDEES

Being Canada's Largest Free Outdoor Music Festival means we enjoy a rich demographic of individuals who travel locally, regionally, nationally and internationally to attend our world class entertainment and facilities. Our core demographic remains as follows:

Male 44%

Female 53%

Non-Binary 3%

68% Reside Within 40km

20% 40-100km away

12% farther than 100km

Average Attendee Age

19 and under	16%
20 - 29	21%
30 - 39	18%
40 - 49	14%
50 - 59	18%
60 and over	13%

Household Income

Under \$50K	17%
\$50k - \$74,999	17%
\$75K - \$99,999	19%
\$100k - \$149,999	18%
\$200k - \$299,999	9%
Over \$300k	7%



WHAT WAS YOUR FAVOURITE THING ABOUT THE FESTIVAL?

“Brought the entire family this year and wasn’t disappointed. Something for everyone from 3 to 40!”

– Female, 36, from Hamilton

“Honestly, we used to head to the cottage for Sound of Music as it was just too crowded and we didn’t love the bands. The past two years though, we clear our schedules and head to Spencer Smith! WOW this thing has gotten AMAZING!”

– Female, 47, from Burlington

“Without question this years festival has put Burlington on the map. I’ve never seen a lineup this good and such a well run event. Home run!”

– Male, 51, from New York

“So great to see SOM back and bigger than ever. The programming gets even better every year. Bravo!”

– Male, 57, from Windsor

“Easily the best fest in Canada. Hands down”

– Male, 28, from St. Catharines

MEDIA PARTNERS & MARKETING

Sponsors receive exposure through print, radio, television, internet and social media. The Festival's extensive advertising and promotional campaign is designed to attract new attendees and reach a wide demographic. Advertisers include Bell Media, WUTV FOX, Entercom Radio Buffalo, Corus Radio Hamilton and Toronto, Indie 88, The Burlington Post and The Hamilton Spectator.

MOST POPULAR SOURCES OF EVENT INFO

- Facebook/Instagram 45%
- Website 28%
- Radio Ad 18%
- Print Article 7%
- Television or News Ad 2%

SUMMARY 2024

- Social Media Engagement: 18,500,000+
- Weekly Print Readership: 450,000
- Weekly Radio Listeners: 22,000,000
- Web Visits: 1,244,000
- Social Engagement: 57%



JUST HOW BIG IS SOUND OF MUSIC?

437,000 Visitors in 2024

Over 50 Acts Over 3 Stages

4 Days Long

ACCOLADES

- Voted as one of the Top 100 Festivals in Ontario by Festivals & Events Ontario (FEO) since 2000
- Winner of Best Local Attraction
- FEO Achievement Award for Best Greening
- Leader in “Green Initiatives” including compost and recycling, shuttle service and bike corral
- Carbon neutral
- Started in 1980 and has grown steadily to become one of Canada’s largest free music festivals
- Run as a successful not for profit corporation since 1997

Sound of Music Festival is proud to have earned and received Festival and Events Ontario’s ‘Festival of Distinction’ designation ranking us amongst the best events in Ontario. The Festival has also been the recipient of the ‘Grand Pinnacle’ from the IFEA (International Festival and Events Association). The Grand Pinnacle is the IFEA’s highest award (divided into four budget categories) reflecting the best overall festival or event in the world.

The Festival has also been recognized in other IFEA categories:

Best Sponsor Partner, GoldBest Sponsorship Program for Individual Sponsor, Gold Best Volunteer Program, GoldBest Environmental Program, GoldBest Educational Program, GoldBest Radio Promotion, GoldBest Social Media Site, Silver



KEY SPONSORS



**SOUND
OF MUSIC
FESTIVAL**

BURLINGTON ONTARIO

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Thank you for your support